

BASE BALL

At Orlando Friday

In the best game of baseball seen around these diggings for many moons Sanford gave Orlando as pretty a coat of whitewash as anyone could ask for and in the meantime got four real substantial tallies for themselves.

Orlando had "Gunner" Vaiden on the mound and except for a swelled head and much self confidence, he didn't have much. We got men on bases in almost every inning but couldn't bunch our hits until the 5th, when an error, a base on balls and three hits netted us four runs and a victory.

Father Wallace pitched air-tight ball for Sanford and was only in danger in the 7th, when Bennet singled stole second and tried to score on Jim Windham single to center. He was out at the plate on Galloway's perfect throw. This was the only inning in which Orlando got two hits. Their other three were well scattered.

The Sanford boys put up a splendid game, fielding in errorless from our putting the "Hep" in their work.

On the offensive Bowen shows with 2 singles and a double out of 4 times at bat.

The game was played on the new diamond which has been built in front of the big grandstand.

Table with columns SANFORD, AB, R, H, E, A, PO. Rows include Bridges, rf; Founds, ss; Wallace, p; Baguwell, E. 2b; Bowen, 3b; Burden, c; Gore, 1b; Galloway, cf; Lawler, cf.

Table with columns ORLANDO, AB, R, H, E, A, PO. Rows include Limerick, rf; Bennett, cf; Founds, 2b; Vaiden, p; Windham, 3b; Windham, 1b; McMullen, lf; Leon, ss; Beardall, c.

Summary table for Sanford vs Orlando with columns for runs, hits, errors, and total scores.

We opened their new diamond for them. Knocked the cover off, as it were. We lamed the bad man from Fort...

Don't forget it was a shut-out. A fine little game, really. In a way that show of Galloway's...

That perfect is a thing. Hope Orlando keeps his. The like out...

Father Wallace must have found the formula of youth. Picked like a yearling.

Lighthouse Baguwell played second. A throw over his head is a three base knock.

It was a fine game, that game of the season and he was found at top speed...

Bowen and his principal brother...

Kissimmee at Sanford. Kissimmee came to Sanford Monday with an alleged ball team and...

Table with columns SANFORD, AB, R, H, E, A, PO. Rows include Bridges, rf; Burden, c; Bowen, 3b; Galloway, cf; Baguwell, 2b; Gore, 1b; Lawler, cf; Founds, ss.

Table with columns ORLANDO, AB, R, H, E, A, PO. Rows include Limerick, rf; Lee, lf; Founds, 2b; Jim Windham, 3b; Bennett, cf; Beardall, c; Riggs, ss; Gore, 1b; Woodard, c; Kulp, cf; Gilbert, p.

Table with columns KISSIMMEE, AB, R, H, E, A, PO. Rows include Carson, 2b; Snedigar, lf; Stanley, cf; Stiles, 1b; Chico, 3b; Alvy, rf; Doyle, ss; Woodard, c; Kulp, p.

Sanford 024 913 02 11-12 Kissimmee 008 901 000 7-7

No ball game, just a practice. Three home runs, two for Baguwell and one for Founds.

The infielders got a good work-out and were fast as lightning. Bridges fits at short.

That's enough for that kind of a game.

Sanford at Kissimmee

The Sanford ball team journeyed over to Kissimmee to help make the trade day celebration a success and by playing a splendid game fulfilled their promise and at the same time covered themselves with glory.

Orlando had played and defeated the Kissimmee team by a 2-0 score in the morning game and when our team made their appearance in the afternoon a big crowd was on the job. The Kissimmee team had been strengthened in all departments and to beat Sanford seemed to be their sole ambition.

Manage Baguwell sent Gore to the firing line and "Biddy" proved that his judgement was correct. He had all kinds of steam, more than the engine that brought us home, and let Kissimmee down with four hits and didn't dead head a man. They only scored in the first when Snedigar singled, Stanley tripled and scored on a pass ball.

Bridges the first man up singled, to second on Burdens sacrifice and scored on Bowens single. In the second Lawler walked was sacrificed to second by Galloway and scored the tying run on Kanners one timer. In the fourth Funk, the first man to bat drove the ball about 20 feet over the center fielder's head for a clean home run, winning the game for us right there.

Table with columns SANFORD, AB, R, H, E, A, PO. Rows include Bridges, ss; Burden, c; Bowen, 3b; Funk, lf; Wallace, 1b; Lawler, rf & 2b; Galloway, cf; Kanner, rf; Gore, p; Baguwell, 2b.

Carson out hit by batted ball

Table with columns KISSIMMEE, AB, R, H, E, A, PO. Rows include Carson, 2b; Snedigar, lf; Stanley, cf; Stiles, 1b; Chico, 3b; Alvy, rf; Doyle, ss; Woodard, c; Kulp, p.

Summary table for Sanford vs Kissimmee with columns for runs, hits, errors, and total scores.

Kissimmee played real base ball. It may be hard to believe, but it's true.

Gore pitched a swell game and after the first inning just breezed.

Bowen still has his batting eye. Two hits again Wednesday.

That was some hit of Funk's. A clean line drive over the center fielder's head and the score was tied when he delivered.

Our infield is working like clock work. Manager Spencer organized a company of young men to take a supper on the Winter Park...

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hit into a double play and the next man was easy.

The Orlando outfield played great ball. Three Orlando players were out at the plate. Bridges threw out two and Bowen one.

Old "pinch hit" had a day off. Both sides could have used him but he was not on the job.

Father Wallace pitched a great game. Two fast double plays by our boys.

It was a great game taken from any angle.

They hook up again today.

Manager Spencer could be heard telling McMullen just how much respect he had for his pitching.



Kidding the Pitcher.

Orlando 2, Kissimmee 0

As predicted in our paper Tuesday that she would, Orlando defeated Kissimmee in an interesting game of ball Wednesday. The score was 2 to 0. Frank Smith pitched a fine game and Billy Beardall caught him admirably. The Kissimmee team also tried conclusions with the Sanford club in the afternoon. An immense crowd witnessed the morning game, a great many Orlando people being present. The Trades Day is a success in all the word means and Kissimmee will get a splendid advertising by having it. Reporter Star

The Sanford "Juniors" defeated the boys of Sanford Heights yesterday to the tune of 9 to 2, going to show that Sanford is playing the game in every department.

Teachers for Sanford. Orange County Board of Public Instruction which was in session last week, appointed the following teachers for Sanford:

- Mr. J. Perkins, Principal; J. R. Wildman; A. M. Gathers; Miss Flora A. Walker; Mrs. Geo. B. Dickinson; Mrs. Lillie Richards; Mrs. G. Pott; Miss Carrie E. Jennings; Mrs. W. D. Dunn; Mrs. Lillie Farnsworth; Mrs. L. Guild; Mrs. Edith M. Savage; Mrs. R. E. Speer; Miss Faren; Mrs. L. L. Lusk; Miss Lora Mullen; Miss L. Smith; Teacher in Letter.

Florida State College for Women. We call your attention to the advertisement of the Florida State College for Women in this issue. This institution has high standards among the colleges for women in the country. Its standards of scholarship and work are the same as those of the University of Florida.

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IN THE SOCIAL WORLD

Items of Interest Concerning Society People.

POINTS PURELY PERSONAL

How Celery City Vanity Fair Whirls Away the Golden Hours—Social Gossip.

Launch Party

A delightful moonlight launch ride was given on the Mamie, commanded by Captain Pagenhart, Monday evening complimentary to a very attractive visiting girl, Miss Lillie May McIntyre, of Lakeland, who has been the guest of Mrs. Stafford. The trip was made up the river to where the government dredge boat is at work. Lunch was served on board and the merry party returned at a late hour, having thoroughly enjoyed the outing. Some of those who went were Misses Peachea Leffer, Linda Leffer, Belle Smith, Flossie Frank, Rena Brown, Lillie May McIntyre, Mabel Hand, Mary Alice Martin, Elizabeth McLaughlin, Alice Saunders, Emma Pearson, Messrs. Frank Milteer, Carl Hamilton, J. D. Roberts, Harold Haskins, Hal Wight, Jack Adams, Nixon Butt, McCaskill, and W. A. Leffer.

Mrs. Holden Entertains

Mrs. W. D. Holden was the charming hostess at a very pretty bridge party given at the Sanford House last Thursday evening. An effective color scheme of green and white, very appropriate to summer time tastefully carried out in the decorations. Refreshing punch was served during the entire evening, and delicious ice cream, with two kinds of cake was served at the close of the lively game of bridge. When scores were counted it was found that among the ladies Mrs. C. O. McLaughlin had made top score, and she was awarded the ladies' prize, a lovely hand painted vase. Mr. A. W. Brown was the fortunate gentleman to make highest score, and received the prize, a handsome silver ash tray. Those who enjoyed this delightful game were Mr. W. D. Holden, Mr. and Mrs. G. F. Smith, Mr. and Mrs. Forrest Lake, Dr. and Mrs. T. A. Neal, Mrs. W. B. Anno, Mrs. Cruise Barnes, Mrs. C. O. McLaughlin, Mr. and Mrs. Prayther, Mr. and Mrs. O. W. Brady, Mr. and Mrs. A. W. Brown, Dr. and Mrs. O. W. King, Miss Besse Schumpert, Mr. and Mrs. O. H. Fernald, Mr. Carroll, Mrs. H. P. Driver, Captain and Mrs. R. H. Marks, Mrs. E. S. Keeler, Miss Charlotte Keeler, Mr. and Mrs. B. W. Herndon.

At Mrs. Lake's

Last Monday evening at their hospitable home on Park avenue, Horn and Mrs. Forrest Lake charmingly entertained a number of their friends at a harlequin party. A very unique evening of dancing, singing, and other amusements, and at the close of the same Mrs. S. S. Keeler and Mr. Harry Ward were declared the winners of first prizes, which were a pair of diamonds and a pair of pearls. Mrs. Harry Ward and Mr. Robert Newman were crowned with the booby prize, a silver thimble and an ash tray.

ARTICLES OF INCORPORATION OF THE BOSTON

The undersigned hereby certify that the following is a true and correct copy of the articles of incorporation of the Boston...

Notice of Incorporation

Notice is hereby given that the undersigned will receive the 14th day of August 1911, copies of the Charter of the City of Sanford, Florida, as provided for in the Act of the Legislature...

Rooms to let at the Rye Lo

For \$2.00 per week for the season, good bath, also three good rooms suitable for light house keeping for \$15 per month for season from July 1st until Oct. 31st (Gas included.)

Faber Not This Place

Seeing an article in "Caribbean" last week regarding a case of poverty south of town that did not receive proper attention reminds me that the newspaper is not the proper place to discuss these affairs.

Mrs. Deane Turner entertained

Mrs. Deane Turner entertained the Magdalla bridge club Wednesday afternoon. Highest score was made by Mrs. R. J. Holly to whom was given the club prize. The visitors present at this pleasant meeting of the club were Misses Flossie Frank, Mabel Bawin, Mary Alice Martin, Rena Brown and Mrs. Claude Howard.

Mrs. Robert Newman was the

Mrs. Robert Newman was the pleasant hostess of the Sunday bridge club Monday afternoon. Highest score was made by Mrs. C. O. McLaughlin, who won the pretty prize.

Some time ago the Welaka club offered a prize of \$5 for the best kept yard, or the one that showed the most improvement, in Sanford and suburbs. The investigating committee has decided in favor of that of Dr. J. W. Robson, and the treasurer has been instructed to forward the check to the owner of this pretty place, who are to be congratulated on receiving this prize.

Notice to All Creditors of the Town of Goldsboro, Fla.

Notice is hereby given to all creditors of the Town of Goldsboro, Florida, that at the last session of the Legislature the municipal corporation of the Town of Goldsboro, Florida, was abolished, and in said Act it was provided that the City of Goldsboro should assume all lawful indebtedness due and owing by the Town of Goldsboro, Florida, and that all creditors of the Town of Goldsboro, Florida, are hereby required to present and file with the City Clerk of Sanford, Florida, within ninety days from date, duly sworn to as correct and unpaid, such account as shall be due them by the Town of Goldsboro, Florida, which accounts when approved by the City of Sanford will be duly paid.

In Circuit Court, 7th Judicial Circuit Orange County, Florida

Eugenia Gillikin vs J. H. Gillikin, Divorce. It appears from the affidavit filed herein duly filed in which the plaintiff, the defendant is a resident of the State of Florida but that the plaintiff's address is not known. That he has made diligent search to ascertain the residence of the defendant and has been unable to do so. Affiant further says that there is no person in the state of Florida the services of subpoena upon whom would bind the defendant, and that the defendant is over twenty years of age.

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Cultivation of Sweet Potatoes

(BY C. K. MOQUARRIE)

Many of our native farmers think that the sweet potato crop does not require any cultivation. If it is planted on new land, little cultivation will be required, as grass and weeds are not apt to be much in evidence. Nevertheless, an occasional stirring of the soil, particularly in dry weather, is useful for the conservation of moisture and the aeration needed to produce a good crop.

On old land that has been several years in cultivation grass and weeds will get quite rampant shortly after planting. Particularly if a heavy application of fertilizer has been put on the crop. To keep such in check, the cultivator must be used quite frequently until the vines completely cover the ground, when cultivation may cease, as by that time the young potatoes will be forming in the soil, and their growth would be interfered with if cultivation was continued any longer.

The best tool for cultivating this crop that we know of is a two-horse disk cultivator with the disks set at a suitable angle at different depths, so as to run along the sides of the bed, scraping weeds and some soil into the water furrows in the operation. After the ground has been gone over in this way, the angles of the disks are reversed and rebedding is done, leaving the beds in their previous form. This work not only cleans up the weeds and grass, but aerates the soil and tends to a larger yield.

To protect the young plants from being either torn or covered in the operation, the fenders, with which all such tools are provided, have to be attached to the frame of the cultivator. These fenders have to be properly adjusted as to width and depth to give the best results. Later on when the vines begin running and interfere with the disks in their work, a home-made attachment with fingers on it to lift the vines out of the way can be fastened to the cultivator and used to good advantage; for cultivation can be carried on much later than if this was not used.

On those farms where cultivators are not used, the general method practiced for keeping the weeds under control is to use a turning plow for barring off the beds, clearing the top by hoeing, and then bedding back again. This takes more time, and is more expensive, because the plow will not cover more than a couple of acres in a day, whereas the disk cultivator will clear at least 8 to 10 acres a day. Fenders to protect the young plants cannot be used on a plow, and in the rebedding operation a number of plants will be covered by soil, requiring an extra hand to uncover them. When the vines begin running, an extra hand is also required to rake the vines out of the way of the plow, thus adding fifteen to twenty per cent to the cost of producing the crop. The work will not be as well done as by the cultivator for the raking of the vines out of the way of the plow and, but, again, damages them and curtails the crop.

Care should always be exercised not to work the soil when it is very hot, for when the vines are wet with either dew or rain, for that matter, to "scald" the leaves, and is detrimental to a good crop yield.

Noted Educator Dies

Prof. A. B. Clark of Quincy, a member of the Sub-Textbook Commission, died suddenly Sunday morning at Falla House. He was stricken with convulsions as a result of an attack of congested lungs of the kidneys of acute Bright's disease. Saturday afternoon, he was present at the meeting of the commission and took a very prominent part in the discussion of the rules and other matters for which the commission is meeting. Prof. Clark was one of the most prominent educators in Florida, although only thirty years of age. He was at the time in the death agonies of the Florida Educational Association.

Formerly a member of the commission, Clark had been principal of the Quincy High School for two years, having previously held same position at Fort Myers and Bradenton.

Paper for Ovid

E. A. Douglass of Orlando was in the city on Tuesday and reports that he will issue the first edition of the East Orange Gazette at Ovid on August 5th. Mr. Douglass has never been a regular newspaper man, but he can hold a pen with any of them, and he will give the people of East Orange a most excellent sheet. Capt. D. G. Smith will be the business manager and everybody knows that D. G. can handle the business end of any kind of enterprise. The good people of Ovid are up and doing and want their little city to occupy a more prominent place on the map, hence the advent of the Gazette.

SOME WIDE-AWAKE SPECIALS

AT THE

BUSY BIG STORE

FOR MONDAY, JULY 24

QUALITY OUR MOTTO LOW PRICE

BED SPREADS

These full-size, double bed spreads are an exact likeness of the expensive marseilles spreads and are usually sold at from \$1.50 to \$2.00. They are on sale and a great value for Monday at **1.29**

BED SHEETS

These sheets are torn and has a wide hem, double bed size, made of a good heavy weight sheeting and is a ready seller at 50c. These will be specially priced for Monday at **41c**

F O R L I T T L E F O L K S



Black Cat Hosiery

F O R B I L G F O L K S

LINEN CRASH

Think of getting a heavy weight, all-linen crash just the kind we need for our roller and kitchen towels and for the small sum cheaper than flour sacks; our 12 1/2c and 15c quality, for Monday at **10c**

8C CALICOES 5C

Our entire line of calicoes in light and dark grounds with figures, dots, stripes, etc. This sale includes our Algonquin American Printing Co., and all the best makes for Monday's sale. Only **5c**

OUR BIG SHIPMENT OF BLACK CAT HOSIERY

That Hosiery arrived this week is by far, as our customers express it, the best line of Hosiery they have had; and yet they cost no more than other lines; and every pair warranted to give satisfaction; **12 1/2c up** for men, women and children from

Smyrna Rugs

These 30x60 reversible Smyrna Rugs cannot be beat as to beauty and durability; their being reversible gives you two rugs instead of one. They are worth \$1.50 to \$2.00. Special for Monday **93c**

Our Silk Department

Is overflowing with great values in all the newest and best shades, including Habuti wash silks, taffetas, pearl-sole and a beautiful showing of messalines. Specially priced for Monday at **73c**

TEN CENTS WINDOW

A great treat in store for you in our big corner window will be displayed Monday useful articles in which every department will have their own specials.

Dress Goods Domestic Towels Pillow Cases, Hosiery, Notions of all kinds, Tin ware, Graniteware, and in fact, as we say, every department will be there each one endeavoring to show the greater value.

Mosquito Canopy

These nets are full size and will fit any bed. They have a folding frame and extends from the ceiling; a very close mesh that will prevent the smaller insects as well as the larger ones **1.29**

Notions

6 spools Coates' thread 6 for **25c**
Embroidered collars each **10c**
Ladies white handkerchiefs 2 for **5c**
All linen tape per bunch **3c**
Steel hair pins per pack **1c**
1 card safety pins per card **4c**

FURNITURE This department has been greatly added to during the past few days. All that is good and up-to-date in this line we have it. We can furnish you with everything needed in the home. We can give you the lowest in PRICES, best in QUALITY and give you any kind of terms.

SHOES

Our new shipment of shoes, Oxfords and Saddle Brings in the very newest in foot wear. **SNOW SHOES** for men and boys. **SELBY'S** and **GODMAN SHOES** for ladies, Misses and children. **Every Pair Guaranteed an All-Leather One.**

MENS' WEAR

Mens' 75c Ties **48c**
Mens' 50c Ties **25c**
Cotton Underwear, per pair **48c**
Mens' White and Colored Shirts, 2 for 35 val **97c**
Mens' 1 1/2c Sox, 3 pair **25c**
Mens' 35c Sox, per pair **23c**

M A D R A S S E S S E S



G I N G H A M M A R E S S E S

VICTOR TALKING MACHINES

All the noted singers, choirs, bands, etc. make records for this great company. They also have the very best in comic and talking pieces. Why spend a quiet lonely evening when a small monthly payment you own this machine.

POUCH ROCKER

As a very special from our furniture department, we are offering a very large Pouch Rocker made of oak with cane woven seat, very comfortable and a great value at **\$3.75** For Monday's special **\$1.98**

DRESSES We are showing a very beautiful line of children's dresses in Ginghams and Madras' trimmed with embroidery, solid color and stripes. They come in sizes from 2 to 17 years and in price range from 49c to \$1.79. See these on display Monday.

STORE CLOSURE THURSDAY NOON HALF HOLIDAY

D. A. CALDWELL & SONS'

CASH DEPARTMENT STORE

SANFORD

Two Stores, 711-723 E. First Street

FLORIDA

THE SANFORD HERALD

Published Every Friday Mornings By
THE HERALD PRINTING COMPANY

R. J. HOLLY, Editor
W. M. HAYNES, Business Manager

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 in Herald Building Telephone No. 148

Sanford Heights takes first prize for the prettiest lawn which is going some for the new baby.

Our sister city of Oviedo will have a paper all of its very own and the first issue is promised in August.

Under the new local option law in Alabama several of the large cities are making uadue haste to get back into the wet column.

According to the Reporter-Star there is a "night blooming series" in that city. We sincerely hope this series of cereus will not prove serious.

The Tallahassee Democrat has issued a fine Legislature Edition filled with interesting matter pertaining to our lawmakers, a picture of each one adorning the pages. A glance over this picture gallery shows that Orange county has the best looking representatives and senators of the whole lot.

The Herald received several communications this week in defence of "The Saunterer" and proving his assertions but the editor does not wish to inflict this matter upon a long suffering public and the subject is closed. Each side had an inning and every one treated alike. Three strikes and out!

The growers are commencing to look up the price of seed and fertilizers, the prospectors are coming in looking up land, the advance guard of the tourists are here looking up accommodations and the city council has an engineer taking soundings for the bulkhead. Now who wouldn't feel good under these conditions?

Editor Job Holly, of that good paper, the Sanford Herald, announces that he has associated with him Mr. G. W. Kinahan and W. M. Haynes in the publication of the paper, and that, with their assistance, he hopes to make The Herald a better paper than ever. You can't do it, Bob. You may make it a bigger paper, but it can't be much better.—Live Oak Democrat.

KEEP THE DOLLAR AT HOME

A Kansas farmer received a dollar for produce sold in his home town. The dollar bore a special mark, whereby it could be recognized. Seven times during the year following he received the same dollar in exchange for products sold in this same town. But unluckily this same farmer had an advertising advertisement of a mail order house a thousand miles away, he sent his dollar to them for an article that could have been bought just as cheap at home.

He has never seen that dollar again although many years have passed. It is gone forever. It will never assist in building any church, school, or in promoting any enterprise for the building up of his community.—Ex.

Editor Holly of the Sanford Herald shows his generosity by presenting each of his subscribers with a picture of himself. He is mighty clever on the part of the gentleman and if all the readers of The Herald will preserve the pictures carefully in the Reporter-Star edition, they will be remembered for years to come. The average editor is too poor to "have his picture tucked" but not so with the lucky editor in Lucky Sanford. He has the longings as well as the face and figure to look well in a photo.—Reporter-Star.

This "stays well" from two of the richest editors in Florida and says about the poorest, but we acknowledge saying with thanks, Keller and Walton knew the Barney stone at Mammoth Cave many years ago.

ALL HENRY A HEN, ETC

Writing editorials like coming seed by the warren, some fall into good ground, while some fall into good ground, and spring up and produce, or cetera. You may occasionally spend an hour or two over a production that you fondly imagine will be the basis of the time press and elicit much laudatory comment but she to say it falls flat and is never heard of again. On the other hand, some little unconsidered effort may come back to you for a month in every exchange that you open. You can't sometimes most always tell correctly the

quality of your own work.—Tampa Times. Why don't you tag them, Bro., so the craft can tell which editorial is dearest to your heart.

AN EXPERIMENTAL STATION

One of the greatest needs of the Sanford section today is a government experimental station. This section is the largest diversified farming section in the United States and an experimental station here would be of untold value, not only to our own section but to the farmers of every other part of the state. Here the government experts could study plant life in every form not only in the vegetable but in fruit as well, for right at hand are the finest orange and grapefruit groves in the state. The advantage of having the specimens at first hand will appeal to members of Congress before whom the matter will be placed by our Senators and Representatives and every citizen of the Celery Delta should assist in locating an experimental station here.

CHASE THE VAGRANTS

A vagrant is one who has no visible means of support and this definition applies whether said vagrant is a stranger or has lived in Sanford all his life. The vagrant gives you a tale of hard luck and the impossibility of finding work, but his highest aim in life is to bask in the sunshine of the other fellow's labor and few of them will take work when it is offered. Jacksonville and other cities are laying plans to cope with this evil as is evidenced by the following from the Jacksonville Metropolis:

Vagrants stand a good show of being chased from the streets of this city in the near future. Last evening a committee from the Georgia-Florida Sawmill Association held a conference with the officers of the Board of Trade in reference to the matter. It is the intention of those interested to make the movement statewide if possible.

The movement was started by the sawmill men because of the fact that they are unable to secure enough men to properly carry on their work. The same trouble is to be met with in every city in the State, and every county. The turpentine men, phosphate men, orange growers and truckers, as well as the sawmill men are always having trouble to secure enough men during the busy season.

WORKS WHILE YOU SLEEP

An advertisement placed in The Herald has no time limit to its usefulness to the advertiser. It works 24 hours a day. If your ad is well written and interesting, it will be laid aside by the reader for future reference. Or, if your ad reaches the right prospect, it will make an impression on his memory, which will last for days, weeks and even months. Consider for a moment, can't you recall an advertisement which you read months ago which was so strongly impressed on your memory that you still remember the offer made. The results of advertising may not be instantaneous. Don't expect that when you spend a dollar for advertising today, that it will return to you ten-fold tomorrow. Newspaper advertising is the very best medium for building up the confidence of the buying public in your business and your wares and raising their confidence by impressing on them your personality and reputation for fair dealing. You do not hesitate to hire an additional clerk at a salary of perhaps \$8 a week or more. How much more valuable, however, is your representative advertisement which every week visits the majority of homes in this city and offers your wares for sale. The edition on July 28th will be read by 3,000 people and go into the homes of every voter in Orange county. The chance of a life time for you to reach the people.

Don Lays Turkey Egg

Alderman H. L. Phifer had on display at the New York Bazaar Tuesday a curiosity in the shape of a hen egg, but which was only as large as a turkey egg.

But the egg in question bears no relation to the food made famous by Thanksgiving, as it was dropped by one of the common hens in his fowl yard. It weighs 4 1/2 ounces, is perfectly formed, is covered by a shell of average thickness and in all respects a decided egg.—Savannah Sun.

Had A Collision

The cars of O. W. Brady and Miss Bridce Williams came together in a head on collision last Tuesday night and while no one was hurt both cars were damaged.

New Machinery For Bakery

Stockton's Bakery received two new machines this week, being a bread mixer and cake mixer, and the customers can now be assured of the best baked goods made up in a sanitary manner. William Ropes, the baker in charge has had years of experience in Germany and America and knows the baking business. Come in and inspect the new plant and you will see none but Stockton's bread.

AFTER SANFORD LANDS

Several Good Deals Were Made This Week in Farm Lands

Several good land deals were made this week too late for publishing particulars. Chas. Kanner has sold his fine farm on Celery Avenue to some Northern truck growers who will raise fancy stuff exclusively. The price has not been made public but it understood to be a good one. Several other sales are contemplated today as the parties are on the ground and wish to purchase now in order to get ready for fall planting. The many lake and schemes pulled off in Florida last year have strengthened the Sanford section to a remarkable degree and the buyer of Florida land comes to Sanford because the celery delta is the first and only real vegetable center.

At Sanford the stuff can be seen growing. The big money was first made here before other sections ever thought about celery and lettuce. Here the subirrigation was first discovered and worked. Here the growers not only farm in the winter but in the summer as well many of them shipping vegetables even now. Sanford is not an experiment and the man who is anxious to locate in a section already made does not want to take chances on so called vegetable sections. Several so called celery locations exploited last year are now deserted and the people who located there were buncoed by the tale of "Just as good as Sanford." This year the people have their eyes open and they are seeking real vegetable land and paying a good price for it.

They are coming to Sanford because Sanford is not a cheap proposition and the wise man knows it.

Who Wants the Job?

Down on the east coast extension of the Florida East Coast Railroad, says the Tampa Tribune, is a job for some industrious "ducker." The following are the requirements: "A Spaniard employed on the Florida East Coast Railroad extension at Pacif Channel was instantly killed by a dump car, says the Fort Pierce News. The man's duty was to stay under an inclined track and see that the cable underneath was kept clear. Whenever a car passed over him, he had to stoop to keep out of the way. Monday afternoon he did not stoop low enough for some reason and when the car was released and started back it struck the back of his head, crushing his skull. The job is now open." Anyone wishing this job can get it by applying to the boss man.

Will Open a Tea Room

Miss Charlotte Keelor will open a tea room in the M. G. T. building in a few weeks. The rooms over the store of N. H. Garner will be utilized and made most attractive, and this new department will appeal to the ladies and gentlemen who desire a nice lunch at any time during the day. Miss Keelor is a young lady who believes in doing things and the tea room is bound to prove popular with Sanford people and tourists.

BICYCLES AND SUNDRIES

25 BICYCLES FROM \$25 UP TO \$18 FOR NEW. SHAWBARGER DELANDER, Florida



Properly Laundered

If you would have your linen properly laundered send it to us. Our work pleases the people because we do it well and do so on time. If you have been disappointed with your laundry work, give us a trial. We have the machinery, the help and the brains to do good work, and we deliver it when promised. Our prices always please.

NO SAW EDGES ON COLLARS

Progress Steam Laundry PHONE 30—The Soft Water Plant

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

NEW SEASIDE INN

DAYTONA BEACH, FLORIDA

SITUATED DIRECTLY ON OCEAN BEACH

Special Summer Rates in Effect June 1st

SPECIAL RATES GIVEN TO AUTO PARTIES

C. M. WILSON,

Proprietor

Special Prices in Florida and Western MEATS

Porter House Steak	15c per pound
Round Steak	15c, 2 pounds 25c
Loin	15c per pound
Chuck	10c "
Western Pork	20c "
Florida	15c "

OTHER PRICES IN PROPORTION

OLD CITY MARKET

A. FOSTER, Proprietor

304 Sanford Ave.

Phone 68

IN THE GOOD OLD

SUMMER TIME

As all other times, you want pretty comfortable footwear. You can surely find a style, a shape and a leather that will suit, if you will see our stock.

Ladies' Boudoir Slippers, all \$1.00 Colors, price

E. G. DUCKWORTH

FEET FITTER

Sanford

Florida

A Meat Market of Quality

Where you can get the best of everything delivered to your door by special messenger and on time

WE CARRY A COMPLETE LINE OF Florida and Western Beef and Pork, Lamb, Dry and Salt Meats, Fish, Poultry and Home Made Pork Sausage.

We are now prepared to give to the trade our special HOME MADE CORN BELL. Try it—you will be pleased.

T. W. BRIGGS

10 Park Avenue

Phone No. 1

JUST THE TIME

To Think of New Furnishings For Your Home

WE HAVE THEM

EVERYTHING IN FURNITURE, QUEENSWARE AND STOVES

Our new line of RANGES and KITCHEN STOVES are the kind you have wanted and couldn't get.

SEE OUR BARGAIN COUNTER

WILLIAMS & MILTEER

Rand Building

Just across the street

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

LAKE MARY MELANGE

To the Editor of The Herald:

Mrs. J. E. Ross and daughter, Miss Ethel have return to their home in Lakeland after spending a week here with Mrs. Ross's parents Rev. and Mrs. J. F. Sundell.

Mrs. Morris Keely and children have come up from Tampa to spend the remainder of the summer here with Mrs. A. W. Keely.

Mrs. B. J. Overstreet is pleasantly spending several weeks with relatives in Ga.

C. F. Lee of Waycross, Ga. has been spending the past week here. Making improvements on his property here which greatly adds to the building up of the town.

Mr. and Mrs. Ramsey spent all of last week here with Mr. and Mrs. J. G. Martin. Mr. Ramsey is civil engineer for the engineer for the Southern Citrus Co. and was surveying a route for the new proposed trolley line which will probably pass through this town. Mr. Brophy, vice president of the Co., also spent one day here last week.

GENEVA JOTTINGS

Special Correspondence to The Herald:

Mr. and Mrs. Henry Baker leaves this week for Richmond, Va., Washington, D. C. and other places of interest. This aged couple have many friends in Geneva and elsewhere who wish for them a pleasant trip and a safe return home.

Mrs. Frank Taylor and little son returned Sunday night from Orlando where they visited relatives for a few days.

Mrs. Etheredge and sister, Miss Sieg visited Sanford last Wednesday and while there were the guests of Mrs. E. E. Zandy.

Mrs. Arthur Doane spent a few days in Orlando last week.

Miss Jones of Atlanta recently visited her uncle and aunt Mr. and Mrs. Frank Jones.

Mr. and Mrs. C. A. Reinhardt are visiting relatives in Fort Pierce.

Mr. and Mrs. B. V. David have purchased the home of Frank Setton and are now occupying the same.

Mr. and Mrs. Vance Holmes have moved to Winter Park and will in future reside there.

Mr. Fred Bratcher now enjoys cool rides to the lake as he attends to the business of the telephone company.

Frank Setton left Saturday for a visit to his relatives in Fort Pierce.

John Huddleston is again at home after a month in Washington, D. C. and expresses his regret at not being in a cool climate one more time.

Mrs. G. R. Nickelson is visiting her daughter, Mrs. Tills in Sanford.

Miss Baker will accompany his grandparents on their trip East.

Mr. Calvin Williams formerly of Americus, Ga. but now living in Sanford spent a day and night in Geneva last week.

Mrs. Geo. Mathews entertained the M. M. S. society on last Tuesday afternoon. After the regular business Mrs. Deane gave an interesting and instructive talk on Mormonism. Later Mrs. Mathews served delightful refreshments. She was assisted in serving by Mesdames Moran and Rhoads.

CAMERON CITY ECHOING

Special Correspondence to The Herald:

Mr. and Mrs. Geo. Chamberlain are in New York visiting and sightseeing and they write that they had a fine trip and are enjoying everything. The evening before they left their friends at Cameron City gathered at their very home to say good bye and wish them pleasant time. They will be gone several weeks and spend a part of the time camping in the Adirondacks.

Mr. and Mrs. Kinahan have reached their old home in Wichita after a pleasant interesting journey. They are well and enjoying themselves.

Mrs. W. W. Deane who has been spending the summer with her mother at Westtown, N. Y. will soon be at home again.

Mr. and Mrs. Dressler and daughter, Nellie Joseph, have moved into the Dice cottage on Michigan Ave. We are always glad to have new neighbors.

We much regret that Mr. and Mrs. Stevenson and their daughter Margaret, are leaving us for a time. Mr. Steven-

son has been doing Government work at Augusta Georgia since December and they will locate at that place. We will miss them greatly and our best wishes go with them to their new home.

Mrs. Allen who lives on Cameron Ave., is not at all well. We hope she may soon regain her usual health.

Dr. and Mrs. Swartz, our pastor and wife, are planning to build for themselves a neat parsonage on Jessup Ave. The ground is being cleared now.

Opp. Swartz has gone to Pennsylvania and New Jersey for a months pleasure and business.

Our people spent another delightful evening with Prof. and Mr. Maris on Silver Lake last week. Boating, bathing, games and delicious watermelons, with a perfect moonlight night and the cordial hospitality of the Maris's made the occasion one to be remembered.

Dr. and Mrs. T. A. Neal and Mrs. Johns of Sanford were entertained at dinner by Dr. and Mrs. Minnick Tuesday evening of last week.

Harry Stevenson came home last Sunday for a short visit. He and his family will leave on Monday's boat for their new home at Augusta, Ga.

Miss Alleen Minnick is planning a visit at her brother's home at Springfield, Mass. She expects to leave on Monday's boat and Captain Minnick will meet her in New York the following Saturday.

The young people surprised Miss Minnick Tuesday evening and spent a jolly evening with games and music.

Croquet has been added to our amusement and affords great pleasure.

The tiling on F. P. Dutton's place is completed and Geo. Swartz patent boxes are being put in.

The Terrors of the Tide

When the summer bathing season at the ocean begins, so also does the catalogue of narrow escapes from drowning, and we are fortunate indeed if one or two occasions do not come along when the escape is not made, and a life is lost. With very few exceptions, these accidents occur because the bathers go into the surf when the tide is going out and the undertow in consequence is very strong, especially if there is a heavy swell. At such a time even a strong swimmer is likely to be carried out so far that he finds it very difficult to get back to shore, and of course the lesser strength of women has no show at all. Nearly all the older residents understand this and do not go in bathing except when the tide is rising, but new comers and heedless young folks pay very little attention to it, hence the number of accidents.

Last Saturday, about noon, Miss Dorothy Martin, the eldest daughter of Mr. J. D. Martin, went for a bath and was accompanied by the French child, Marie Vidal, from their cottage at Daytona Beach, with an attendant. They fell into a deep hole and the current carried them out that they could not get back and only the pluck and skill of two young Orlando men, who are staying with E. F. Oates, saved the young women's lives. They swam out with a rope and after a hard struggle managed to bring them ashore. Miss Martin was able to walk to her home, though she is suffering from a strained back, but Miss Vidal was unconscious for quite a long time and was confined to her bed for many hours.

On Monday morning of last week, Miss Katie Horstow and Miss Alice Merriday of Palatka, went in the surf near the pier where there are always holes. Slipping into one of these they lost their footing and were dashed against the barnacle-covered piles of the pier and badly cut and bruised, and almost drowned before Mr. Smith of Sanford managed to swim to them and get them ashore. And still there is no move made to put out a life line. - Halifax Journal.

Big Cotton Barbecue

The Cotton Barbecue will take place next Wednesday, July 26th at Apopka and a large time is promised to every body. As a part of the entertainment features there will be much food for thought as some experienced grocers will address the meeting. Everybody is cordially invited to attend and the people of Apopka can be depended upon to show the visitors a good time.

To Our Friends of Sanford

We desire to express our heartfelt appreciation to the many friends who were so kind and thoughtful in all their loving hands could do to lighten the loss that death has placed upon us.

Mrs. W. T. Brown and daughter, Sanford, Florida; J. L. Rowy, Tampa, Florida; J. U. Brown, Jacksonville, Florida; R. Brown, Chattanooga, Tenn.

Congregational Church

Rev. Geo. B. Walden speaks next Sunday morning on "The Golden Rule." Applied as applied to the United States Steel corporation and other interests. The evening service will be held as usual.

Some Extras

---AT---

McCULLER'S

Curtice Bros.

Spiced Pickled Pears

Heinze Sweet, Mixed and Plain Pickles in bulk

L. P. McCuller

Phone 277

C. H. DINGEE

Plumbing and Gas Fitting

All Work Receives My Personal Attention and best efforts

Opposite City Hall Phone 230



A Pleasure to Taste

The Ice Cream made by us, because we use pure cream and extractor and take the utmost care to secure absolute cleanliness through all stages of making. You cannot fail to be pleased with its delicate flavor, and you will find it the most delicious cooler for a warm day. We sell by the plate, pint, quart or gallon, and always have three flavors to select from.

MAXWELL'S

Specials

Guava Paste

Guava Jelly

Armour's Extract Beef

Armour's Boullion Cubes

Eleischman's Yeast

Pimento Cheese

J. D. Roberts

Phone 39

A NATURAL BEAUTY SPOT IMPROVED WOODLAND PARK

The shell-mound at the mouth of Lake Monroe; every convenience for picnic parties; admission free. The swimming pool under these big oaks is emptied and cleaned every day and filled with pure drinking water. Ask your doctor's opinion about this. Try it once and you will come again. Open THURSDAYS, and SUNDAYS. Other days by arrangement.

Go west on First street, Marl road to Brady's store, then north to Rand's siding; cross railroad and keep road east of and along railroad; good hard road all the way.

IDEAL FERTILIZERS BEST

To gain a place on our regular list a formula must not only produce results, but results with a PROFIT. The user of fertilizer considers the effect on his pocket-book the REAL result.

IDEAL FERTILIZERS produces the right effect, for it works with Nature. The preference of each class of vegetation for its source of plant food is carefully studied as well as the proper proportions to give perfect balance—no lack, no waste.

With proper application of proper food vegetation outgrows diseases and insects to a great extent, and being strong and vigorous, produces fruit that is pleasing to the eye and palate, and brings financial returns pleasing to the grower.

Do not lose the maximum profit due you by using poorly balanced plant food from improper sources. IDEAL stands for PROFIT.

Call at our Sanford Branch Warehouse in charge of R. C. Maxwell or address

Wilson & Toomer Fertilizer Company JACKSONVILLE FLORIDA

NOTICE

With this issue we offer The Sanford Herald and The Packer for \$2.00 per year. Subscribe now and get your home paper with all live news and the best produce paper published

Blood Was Wrong

Whoever, who suffer from aches and pains, due to female ailments, are urged to try Cardui, the reliable, scientific, tonic remedy for women. Cardui acts promptly, yet gently, and without bad effects, on the womanly system, relieving pain, building up strength, regulating the system, and toning up the nerves. During the past half century, thousands of ladies have written to tell of the quick, curative results they obtained, from the use of this well-known medicine.

TAKE CARDUI The Woman's Tonic

Mrs. Jane Callahan suffered from womanly trouble for nearly ten years. In a letter from Whiteville, N. C., she says: "I was not able to do my own housework. My stomach was weak and my blood was wrong. I had backache, and was very weak. I tried several doctors, but they did me no good. I used Cardui for 3 or 4 months, and now I am in the best health I have ever been. I can never praise Cardui enough." It is the best tonic for women.

Whether seriously sick, or simply weak, try Cardui.

Write to: Ladies' Advisory Dept., Chalmers Medicine Co., Chalmers, Tenn. For Retail Distribution, and 6-cent bottle. Home Dispensary for all cases. Price 25c.

Frisbie Collars

THE NEW HIGH-LOW SUMMER STYLE LOOKS HIGH FEELS LOW



TREAT yourself to the high-low Chalmers. A stylish sultry-weather shape that promises comfort and "makes good" because made right. Hand Made Four 1/2. 15c; Two for 25c.

For Sale in Sanford By Caldwell & Sons

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.

Mrs. A. C. Rollins of Winter Garden is visiting at the homes of Mrs. C. A. Betts and Mrs. W. S. Thornton. Mrs. A. I. Moore, who has been living in Sanford for the past several months with her sons, Messrs. J. C. and P. L. Moore, returned to Rock Hill, S. C., Monday night. A card from Daytona Beach states that Jim Harris is there resting up for a few weeks that last game with Orlando proving too much for his overwrought nerves. Clyde Pounds is back from a trip to Alabama and other points north. The fans are happy again. Geo. A. DeCottes has returned from a trip to his old home at Jacksonville. He also spent a few hours at Pablo Beach where his mother owns a summer home. Mr. and Mrs. T. J. Miller and little grand daughter will spend the month with their son, Dr. Oliver Miller of the U. S. Army, headquarters at Buffalo, New York. Miss Reina Murrell left yesterday for Jacksonville and from there she will go to South Carolina for a month's stay with friends and relatives. Mrs. Dr. J. M. Dell and her little son, of Gainesville are the guests of Mrs. Dell's sister, Mrs. C. A. Rayson. Miss Lillian Gibson arrived in Sanford last Thursday to be with her parents for a while, before going to Williston, S. C., where she has been elected to teach in the graded school. Miss Gibson recently graduated from Winthrop College, Rock Hill, S. C., the largest and one of the best colleges for women in the South. Hon. T. B. Lanier, one of the shining legal lights and all round good fellows of Tavares was in the city on Wednesday. He reports Tavares improving and the opera house expects to open in time for the winter tourists. The first play will be "The Bats Awake." Lights Were Out The city was in darkness for over an hour on Wednesday night when a break occurred at the plant. Herald square was on the blink and both theatres were "dark houses." A Thrilling Rescue By his presence of mind, and indomitable courage Mr. Frank Milteer, one of Sanford's social leaders, averted what promised to be a very serious accident Wednesday afternoon. It was about 4:30 in the afternoon and First street was crowded with shoppers when a horse attached to the grocery wagon of H. N. Hill took fright and started on a mad dash up the street, as the huge animal speeded a cry of save the children rang out and it was then the horror-stricken on-lookers first noticed two little tots, hands clasped, being drawn about the body of the wagon as it careened from side to side. Mr. Milteer was the first to act, as a few quick steps brought him to the curb and then with a powerful spring he hurled his body at the mad runaway, his hands grasped the handle and for a few seconds he hung there when his hold slipped and Mr. Milteer was seen to fall under the horse's pounding hoofs. The horrified crowd turned away as horse and wagon passed over Mr. Milteer's prostrate body. Mr. Milteer was not seriously injured, but his right arm was broken and abrasions and bruises were everywhere. The horse continued on, but Mr. Milteer's quick and courageous action had checked its flight and he was easily stopped within a block. He was turned and led back to Mr. Hill's store and Sanford heaved a great sigh of relief, as Mr. Hill was seen to lift the package of gold dust from the wagon and place the "twins" safe and sound back on the Fourth shelf. Sanford Machine & Garage Co. 48-11

Bring your old tires to Sanford Machine & Garage Co. for vulcanizing. 48-11 A few more Mason Fruit Jars left at reasonable prices, at W. W. Long's Grocery. 44-11 Comfort Cottage will open the first week in August. 47-11 5 or 5 doses "666" will cure any case of and Fever. Price 25c. 37-11 Why not let us store your furniture while you are away for the summer and save house rent. Sanford Furniture Co. 35-11 The nursing home at 8th and Elm Ave, is prepared to care for a limited number of surgical cases. Mrs. Wright, nurse in charge. 33-11 Eat chipped beef while the weather is warm, cut in an American Slicing machine at W. W. Long's Grocery. 44-11 Just received a new line of Art squares, prices reasonable. Sanford Furniture Co. 35-11 We are equipped to handle your repair work. Sanford Machine & Garage Co. 48-11 Notice To The Public All bills due the Sanford Herald on or before June 30th are payable to me and hereafter no bill will be traded out on The Herald by any one connected therewith. Bills due to me must be settled at once, as I am anxious to square up all the outstanding indebtedness. 47-11 R. J. HOLLY.

WANTS All Local Advertisements Under This Headline, One Cent a Word Each Issue For Sale—Trap, single or double seat, in good condition, very cheap if sold at once. H. Stephenson, Box 1034. 49-2p Lost—Long gold bar pin Friday Eve, July 14th. Return to Herald Office. 49-11 For Rent—One five acre and one two and a half acre farm, best half rock land, fourth year under cultivation, fine location, cash or shares. Address "Opportunity," Herald Office. 49-41 Briggs has Home Made Corn Beef. Nothing like it in town. Try it. Phone 1. 49-21 Wanted—Clean cotton rags, will pay 2 cents per pound for them. Herald office. 49-11 For Sale—Horse, wagon and harness \$75.00 for quick sale. Address E. Durdick. 49-11p Lost—On streets of Sanford, gold cuff buttons with small diamond set; finder leave at postoffice and receive reward. R. Homrighous. 49-11 All trimmed hats at reduced prices before stock taking. M. L. Allen. 49-21p Wanted—To trade for some improved Sanford truck land; five to ten thousand dollars in stock hardware general stock. Inquire R. Wald Printing Co. 48-41 For Rent—Eight acres tiled, two wells, good house and building, miles west of town. Inquire at Herald Office or Mrs. R. A. Hill. 48-41p For Sale—Cheap new sewing machine and square piano. Box 475. 49-11p For Sale—100 yards of 1/2 inch muslin for \$20.00. May be seen by appointment at J. Miller's. 48-11 For Sale—Eleven 5 acre irrigated celery farm and home, 3/4 mile west city limits, bargain terms. Box 24, Route 2. 48-21p Wanted—To buy desirable vacant residence property in city. Must be reasonable and on very easy terms. Box 1282, City. 48-21p For Sale, to Rent or Share, Farming. About 2 acres land to cultivate, house and barn on place, two flowing wells, 2 1/2 miles from city on First street west side. For particulars see Addison L. Williams or D. A. Caldwell & Sons. 48-21p Good Hare and Sundry For Sale—Eleg driving and saddle mare. Rock Hill saddle good as new. Whole outfit will be sold for \$200 if sold at once. Address R. J. Holly care of Herald. Automobile For Sale—For a quick cash sale, I will sell my "Elinors" 20 Machine for less than it cost me. The Machine is as good as new, made by the F. M. T. Company. Mrs. E. C. Marks. For Sale—Automobile in good condition cheap if sold at once. Inquire J. L. Dehart, 403 Sanford Avenue. 48-11 For Sale—60 Victor Laurel Seed. Brought very little. 6-8 bushels at a bargain. See Mr. Miller's notice. 48-11 For Rent—I have a few flat cars, they are for rent on shares. No money required. Also some for cash rent. Levi Binford, owner, and dealer in Sanford truck farms. 44-11 To Let—Rooms furnished and unfurnished, light housekeeping, 115 French Ave. west side, two minutes from depot. 43-11 For Sale—Splendid orange grove. Might exchange for Snuggles, or any kind of same value. Address "Owner," Box 111, Deland, Fla. 43-8-p For Rent—2 Room house, bath and all improvements, 208 Laurel Ave. J. H. Ferguson. 45-11 For Sale at a Bargain—Ten acres on Beardall avenue, close to station. Five acres tiled, farmed two years. Inquire Herald. 39-11 For Rent—5 acre farm, 2 1/2 acres of fine apple garden, coming on, 20 bearing orange trees, 20 peach trees, also very large bearing pear tree, modern 5 room cottage, front and back porches, faces south Golden Lake, 3 miles south east of Sanford, 15 minutes walk to street car, easy, also Oveida railroad. Fine drinking water, good bathing, fishing and swimming. Address box 1137, City. 41-11

WANTS

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THE Laundry Bag says: "The flat-iron is no respecter of collars. 'I've seen many a nobby shape become a knobby shape after a sojourn with the irons. 'Here's a gentle tip: 'If you want to be sure that your collars won't lose their shape in the laundry—get the hand-made brand. 'Costs you no more—and the shape stays. Note the name." Corliss-Coon Hand Made Collars 2 for 25c

M. FRANK Clothier and Men's Furnisher SANFORD FLORIDA W. J. THIGPEN & COMPANY AGENTS General Fire Insurance Office with HOLDER REAL ESTATE CO. Sanford, Florida

ROLLINS COLLEGE, WINTER PARK Oldest College and Most Beautiful Campus in Florida College, Academy, Music, Expression, Fine Arts, Domestic and Industrial Arts, Business, Normal Course. Twelve buildings, four dormitories, separate rooms, steam heat, electric lights, fire protection, fine gymnasium, no malaria, quarter-million dollar endowment. Four teachers of music, \$5000 organ, a dozen pianos, two gle clubs, chorus class. Superb new rooms for Business School, full bank equipment, Burroughs adding machine, type-writers, two instructors next year. New chemical and physical laboratories, equipped with every modern device; analysis of soils, fertilizers, foods, water; preparation for engineering courses. Lanes boating, swimming, golf, tennis, foot ball, basket ball; five consecutive championships of State in base ball; Christian but independent in national affairs; moderate tuition; no state taxes. For catalogue, address W. B. BLACKMAN, President.

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 Evening First Class Prompt Clean Service Meal Tickets are Sold at Reduced Rates

Spencer's Bakery Our Motto: Cleanliness Only exclusive baker in the city. All mixing done with latest improved machinery. Spencer's Bread handled by all first-class grocers. We Make Everything Known to the Trade PHONE 100 NO. 111 PARK AVENUE Branch Store Roberts Grocery, next Postoffice.

HOWARD - PACKARD LAND COMPANY

Bulletin

Answers to Correspondents Concerning "Volusia Farms"

BURLING, OHIO.—Speaking generally any investment based on population growth is worth consideration, especially in regions of great natural resources where outside capital is urgently needed for development work. Such a condition is found right here. Between 1900 and 1910, the population growth of Florida was 42 per cent, the next highest being Texas with 28 per cent, followed by Louisiana and Arkansas with 20 per cent each. These figures indicate the tremendous growth of Florida and the large number of inquiries now being received from all over the country relative to prospects for a living in Florida, and the activity among the solid, proven trustworthy and substantial real estate men, foreshadow a larger influx of settlers this fall than has hitherto been witnessed in the history of the state. It stands to reason, therefore, that what has happened in the central west in regard to the high price of lands will eventually be bridged much closer to their earning possibilities. The supply and demand is bound to bring this about. If the land offered at \$40 to \$50 an acre is rightly located in regard to water, transportation, roads, schools, near a commercial center, and is good land, a man has every reason for investing either purely as an investment or for his own use later on.

ORANGE CULTURE, VERMONT.—Twenty years ago the citrus fruit crop of the State was valued at little under three million dollars, decreasing to about two million dollars ten years ago, but now reaching over \$4,000,000. Twenty years ago there were less than two million bearing orange trees, yielding only about three million boxes. Last year Volusia county's yield was third on the list with nearly 500,000 boxes, the total yield for the State being placed at five million boxes. Through the Volusia Sub-Exchange of the Florida Orange Growers' Association, were shipped nearly 10,000 solid boxes of oranges, over 2,000 solid boxes of grapefruit, over a thousand boxes tangerines, and 21,022 boxes of citrus fruit in mixed cars, being a total of nearly 34,230 boxes of citrus fruit shipped by Volusia at an average price per box of 17¢, or \$115.

The cultivation of an orange, grapefruit and tangerine grove in conjunction with an early vegetable farm is a splendid combination. If you decide to buy 40 acres you will have ample room for expansion. At first you could devote ten acres to the vegetables, and set out five or ten acres in citrus fruit trees as soon as convenient. The return from a grove are not immediate. The fourth year

it is likely you may get two boxes per tree, the fifth year three boxes per tree, and after this, the yield is sufficient to keep any man busy in looking after it.

At present we make no difference in the price of Volusia farms whether you buy citrus fruit land or land for diversified farming, but at the time of making your reservation you should say for what purpose you want the land to aid us in making a selection for you.

HOMESEAKER, EVANSVILLE.—Homeseekers' cheap excursion rates are now in effect on the first and third Tuesday of each month during the year, DIRECT to SANFORD. Tickets during the summer months are good for TWENTY-FIVE days; during the winter, for TWELVE days only. This is to say that you can leave Evansville (and other readers can leave their home town) any first or third Tuesday of any summer month, obtain a ticket which will bring you direct to Sanford with only one change of cars, in the majority of cases, and that change at Jacksonville, Florida, and you have about twenty-one days to investigate Volusia Farms and Volusia county. If you will write us before leaving we will give you all information that you may require.

INCREDULOUS, MAINE.—Yes, sweet potatoes have been selling for \$1.50 a bushel, and the Florida University Experiment professors report a yield of \$25 bushels per acre. Sweet potatoes can be grown on Volusia Farms. This rich agricultural land is now nominally priced at \$40 an acre. If you have determination, ambition, stickativeness and a little money, you should do equally as well as others are now doing. As in other walks of life, the man who wins in Florida is the man who has won elsewhere. Learn all that you can from the successful Florida farmers. Experience is hands and feet to any enterprise and right experience comes from study. Fully determine to your own satisfaction that you have the grit, stamina and determination in your make-up to win. After the matter of character has been disposed of, take a look into your pocket-book. If you are not sure that you have enough money to carry you through, wait awhile.

PIKE'S PEAK, COLORADO.—Volusia Farms are across the river from Sanford. In the respect that they are not on the Celery Delta proper, but on the main land between the St. Johns river and the Atlantic ocean, they cannot be rightly included as making history for Sanford. Only Sanford lands can make Sanford history. VOLUSIA FARMS ARE GOOD.

ENOUGH TO MAKE THEIR OWN HISTORY. For diversified farming, there are no better lands in Florida. Right through the tract runs the Florida East Coast railway. Part of the tract borders the St. Johns river. Communication between the Farms and Sanford is by good road to the Celery Avenue, Sanford, ferry. The road approaching the ferry has been rebuilt by the County and is now in good shape. As Volusia Farms settles, however, its own townsite will be its commercial center. We have several new plans we hope to put into operation for the benefit of Volusia Farms owners, of which will be explained in these Bulletins from time to time.

DIVERSIFIED, ALABAMA.—No; celery is not the main vegetable crop grown in Florida. In acreage, celery came twelfth out of fifteen crops. The largest acreage in 1910 was devoted to watermelons, followed by Irish potatoes and beets. Neither does celery yield as high as celery crop exceed that of all other crops. Tomatoes brought \$2,528,620 into the state during 1910—celery \$266,064. This is not saying that celery has not yielded as high as \$2,878.74 per acre. Celery is a splendid money maker, but diversified farming, the cultivation of more crops eliminates speculation. Volusia Farms are ideal for diversified farming. Over there you can have your poultry run, your bee stand, your orange grove, your early vegetable tract, your cows, your hogs, and you can have all the land you want for these things now and all the land you want for expansion at the low price of only \$40 an acre.

LAND BUYER, CHICAGO.—We prefer that you bought not less than 40 acres at Volusia Farms. Diversified farming cannot be properly carried on on five acres. You want land for expansion—land on which to accomplish something. At the present price of \$40 an acre and the terms of \$5 an acre down with reservations and then only \$1 per acre per month, Volusia Farms is a good investment. By the natural operation of the law of supply and demand, the land you buy today for \$40 can not be duplicated for \$50 or \$60 an acre within a year, and we speak conservatively. The best tracts are being reserved. If you have the slightest idea of coming to Florida to live, we advise you to make personal inspection of Volusia Farms at your earliest convenience. If you buy within the next ten days and do not come here to live for a year or two, you are so much in advance. We do not advocate the purchase of our land sight unseen—we advise you to see the land first, make your own selection. At the same time, if you are not able to come here, you can authorize us to make a selection for you, subject to exchange for any other unoccupied tract, if you make personal inspection within 60 days of our making your reservation.

Write for our booklet, "Reservations of Volusia Farms."

HOWARD - PACKARD LAND COMPANY, Inc.
Peoples Bank Building
SANFORD, FLORIDA

BASE BALL

Last Friday Game

In a very one-sided game of "lose the ball," the local team beat Orlando. After the fifth inning when we forged to the front the question seemed to be, "How many runs will Sanford score?"

Manager Spencer presented a new pitcher, Nabell, to the fans, and Mr. Nabell ambled to the mound and made the Orlando batters look foolish. They only managed to get two hits, and but for poor fielding in the fourth inning, would not have scored.

McMullen, all puffed up by the twelve-inning tie-game of the day before, climbed to the high spot for the visitors and before the game was over, was looking for a hole to crawl in. The boys got his undercut, went at him in real slam-bang fashion. Burden, Bowen and Bagwell each dropped one over the fence for the circuit, and McMullen, with his glove and a prayer, was a much felieved young man when the slaughter was over.

There were few interesting points to the game. Lee's catch in the third inning was the feature.

SANFORD	AB	R	H	E	A	PO
Bridges, rf	5	0	1	0	0	2
Burden, c	4	1	1	0	2	6
Bowen, 3b	4	1	2	1	0	0
Bagwell, 2b	3	2	2	0	1	1
Pounds, ss	4	0	0	0	4	0
Funk, lf	2	0	1	1	0	1
Galloway, cf	4	1	1	0	0	4
Gore, 1b	3	0	1	0	0	10
Nabell, p	4	1	0	0	3	2
Lawler, cf	2	1	1	0	0	1
	35	7	10	2	10	27

ORLANDO	AB	R	H	E	A	PO
Limerick, rf	4	0	0	0	0	0
Lee, lf	4	1	1	0	0	5
Pounds, 2b	4	0	0	0	1	2
J. Windham, 3b	2	0	0	0	1	3
Jim Windham, 1b	3	0	0	0	0	6
McMullen, p	3	0	0	0	1	1
Bennet, cf	3	0	0	0	2	2
Beardall, c	3	0	0	0	2	4
Riggins, ss	3	0	1	2	2	0
	29	1	2	2	7	23

Sanford	000	021	04*	7	10	2
Orlando	000	100	000	1	2	2

Diamond Dust

And we won again.

Many happy returns of the day.

McMullen and his spitter were a cinch. Lee made another of those wonderful catches.

Burden, Bowen and Bagwell each hit for the circuit. B seems to be our lucky letter.

Our new pitcher Nabell made his boy to Sanford by letting Orlando down, with two hits.

Yesterday Game

And again the Orlando crowd returned a wise but sadder bunch. They're about convinced that Sanford is never beaten until the third man in the ninth inning is out and the umpire has said so.

The ball fell down in the history of Ocala County base ball as the seal of the world's best, and it was there was a new startling feature of the game. It was base ball.

Mr. BARNUM IN THE HOUSE?



Pulled Off Some Sanfords' Work at Last.

Both Wallace and Atkinson pitched great ball with Wallace a shade to the good all the way.

Orlando deserves some sympathy. Its pretty tough on a team to have a ball game all wrapped up and ready to stick in the bag bag and then have a few ball players who look know when they are being zoned up and take it away from them.

Spencer, the man behind the gun is entitled to unlimited praise for the article of ball he is furnishing us. The position of manager, director, collector and recipient of all the abuses, mismanagements and the Sanfords' fans, and all

its population should show him their appreciation in a very substantial way. What we want here is Base Ball and Mr.

Father Wallace Pitched His Usual Good Game



He Was "There" With the Wing.

Spencer is giving us just that. He has gotten together a crowd of workers and a team that furnish the biggest 25 cents worth of ball to be had.

Donaldson Took In Everything That Came His Way

There is great activity these days between the Orlando and Sanford baseball teams. Many games are played, many bats have been crossed, but as yet there has been no broken heads and not a drop of gore has been spilled, but there are some pessimists who claim that there will be "something doing" before the season is over.—Orlando Sentinel.



Right in His Basket.

SANFORD	AB	R	H	E	A	PO
Cooper, cf	3	0	0	0	6	1
Donaldson, lf	3	0	0	0	0	3
Bowen, 3b	4	0	0	3	1	2
Bagwell, 2b	3	1	1	3	1	2
Burden, c	3	0	1	0	1	10
Pounds, ss	4	1	3	0	1	1
Wallace, p	3	1	0	0	3	1
Galloway, cf	3	0	0	0	2	2
Gore 1b	4	0	1	0	0	5
	30	3	6	6	7	27

ORLANDO	AB	R	H	E	A	PO
Limerick, rf	3	0	0	0	0	0
Lee, lf	4	1	1	0	0	0
Pounds, 2b	3	0	0	0	2	5
Bridges, ss	4	0	1	1	1	2
Atkinson, p	3	0	0	0	2	0
Windham, 1b	4	0	1	1	1	6
Beardall, c	3	0	0	0	0	7
Riggins, 3b	4	0	0	0	2	2
Bennett, cf	3	1	0	0	0	2
	31	2	5	2	8	24

Sanford	010	000	002	4	8	6
Orlando	002	000	000	0	5	2

Beardall and Atkinson Were Worried About Bagwell

There is great activity these days between the Orlando and Sanford baseball teams. Many games are played, many bats have been crossed, but as yet there has been no broken heads and not a drop of gore has been spilled, but there are some pessimists who claim that there will be "something doing" before the season is over.—Orlando Sentinel.



A Consultation.

Diamond Dust

It was that unheatable Sanford spirit.

And Biddy Gore's hit.

And a great ball game.

That's as near as Orlando has come in some time.

Father Wallace out-pitched the Kentucky terror all the way.

Let them down with five hits and didn't wing or dead-head a man.

If Riggins had have been quicker Orlando would have made a triple play in the second.

Our new outfielders didn't do much sucking.—Today, perhaps.

Clyde Pounds got a brace of safties. His Texas lover in the ninth started the trouble.

It looked like a funeral procession returning to Orlando.

Some class to Sanford—eh?

Manager Spencer states that the outlook for another month of ball is good if the enthusiasts will stay with him he will give them a classy team until August 15th or maybe longer.

Sanford and Orlando are two Florida cities very much in the public eye at present on account of the two swift ball teams. There is nothing that advertises a city as much as a good ball team. Keep it going!

The Sanford Heights team defeated Sanford last Tuesday by a score of 8 to 0. Bugs Raymond and Morris Spencer were the battery for the Heights team and never let a man (T) get to second.

The Kissimmee baseball team beat the Sanford boys 6 to 5 in an eight inning game played at Kissimmee Monday afternoon. Funk and Bowen did the twirling for the Sanford outfit and Galloway played first base. That about tells the story.

There is great activity these days between the Orlando and Sanford baseball teams. Many games are played, many bats have been crossed, but as yet there has been no broken heads and not a drop of gore has been spilled, but there are some pessimists who claim that there will be "something doing" before the season is over.—Orlando Sentinel.

Home Runs Get Hats

Sanford has the reputation of being the wildest baseball town in the United States. Every boy in Georgia who expects to play ball is urged to come to Sanford because as one player expressed it two years ago, "If you knock a home run you get a pot full of money." In keeping with this spirit Palmer & Seigh, who keep the up-to-date toggery store, offered to give a fine hat to every Sanford player who knocked the first home run of the game and these genial gentlemen have been kept busy handing out hats ever since. But Palmer & Seigh make good every promise and they give the hats even if giving entails one every day. Up to now they have donated six hats and the boys appreciate their generosity and return the favor.

Sanford and Miami

Manager Hughes of the Seminoles stated this morning that he had been in communication with the crack team of Sanford and had booked three games with them for week after next, to be played July 31, August 1 and 2.

Sanford's team is said to be cleaning everything up in the central part of the state. It has been said that every player has been secured from the big leagues, and the organization is one of the most complete and perfect in the entire state. The games that will be played here with this crack team will no doubt decide which team in this class is the best. If the Seminoles succeed in cleaning them up on two of the three games, they will be the most talked about Indians in this region.—Miami Metropolis.

Band Gives Concert

The Sanford Military Band gives a complimentary concert to the public on Tuesday night July 18th. The night was a beautiful one and the park was well filled with listeners and promenaders. This was the first public concert given by the band under its new leader Mr. Fred Reasoner. Mr. Reasoner is a well known band leader in the West. Selections were played from "Faust" and several overtures, a set of waltzes "Waltz of the Danubey" were delightfully played. A grand selection of religious numbers entitled "Joy to the World" was finely rendered.

Southern plantation songs ending with Dixie and Star Spangled Banner was the closing number. The Sanford band numbers some of our principal business men among its members.

A recent addition is Dr. Boardman the dentist. Dr. Boardman is a clarinet player of quality and was formerly a member of the Orlando band. He comes from a musical family. Mr. Reasoner would be glad to have new members. The band desires young men to send in their applications. Apply to Mr. Reasoner, Mr. Williams or Mr. Haskins.

George Fox, Jr., left Saturday night for Dover Delaware, called there by business for his firm, Grutchfield & Woolfolk.

Wanted—Companion for Invalid. Prefer middle age woman. Address Box 494.

Notice

Notice is hereby given that on the 7th day of July 1911, at ten o'clock A. M., the undivided one-third interest in the estate of Michael Kennedy Jones deceased, in the certain furniture business located at Sanford, Orange County, Florida, known as Jones-McLaughlin Company, lately a partnership composed of Michael Kennedy Jones deceased, Robert McLaughlin and W. W. Abernethy was taken over by W. W. Abernethy and Robert McLaughlin.

IN THE SOCIAL WORLD

Items of Interest Concerning Society People.

POINTS, PURELY PERSONAL

How Celery City Vanity Fair White Away the Golden Hours—Social Gossip.

The mid-summer siesta has fallen upon Sanford society folks and from now until early fall there will be but little to chronicle in the Herald under this head. Sanford people are scattered over the universe in travel, business and recreation and until their return there will be but little doing. The Wednesday Club has taken a vacation. The Welaka Club continues to hold their weekly meetings where bridge takes a prominent part and the members while away a few pleasant hours.

Several of the younger members braved the heat and held an informal hop in the club rooms last Tuesday night—an affair that was enjoyed by all present.

The Welaka Club is doing good work in Sanford in many ways and last week awarded the annual prize of five dollars to Dr. Robson for having the prettiest lawn in the city. The Sanford Clubs will devote more time this year to civic movements and several very important matters will be taken up later on. The ladies are deeply interested in Sanford's welfare and our club women will take a prominent part in civic affairs during the season of 1911-12.

Among the prominent visitors to the city this week is Mrs. J. M. Dell of Gainesville who is the guest of her sister, Mrs. Raysor. Mrs. Dell is an ardent club woman and is prominent in society circles in Gainesville and the state, being actively identified with the State Federation of Women's Clubs and the Daughters of the Confederacy.

Mrs. L. S. Scrobble and daughter and the former's sister, Miss Lottie Lee, returned on the City of Jacksonville, after a delightful trip to Sanford, Misses Nellie and Lillian Scrobble remained in Sanford as the guests of Miss Carrie Lovell.—Jacksonville Metropolis.

Robert Holly was eight years old on Wednesday and in honor of the occasion invited a number of his little friends to help him celebrate. The boys were taken to the Holly home in an auto as their little legs were hardly long enough to carry them so far, and as soon as they arrived the fun commenced and the whole bunch was kept busy at games of various kinds. After they were tired enough to cease playing they adjourned to the house where refreshments were served and they were then treated to a return trip to the city. Those who attended were Victor and Henry McLaughlin, Walter and Hawkins Connelly, Lee Pack, Jamie Robson, Ralph and Harry Woodruff, Richard Frank and Frank Popp.

Mrs. V. L. Miller entertained the Magnolia Bridge Club at her beautiful home on Magnolia Avenue last Tuesday after-

noon. The Magnolia Club has the unique distinction of playing bridge without prizes. The highest score each week entitles the lucky one to wear the beautiful gold pin of the Club for one week when the contest decides who shall wear it for another week.

The game on Tuesday was very spirited, resulting in Mrs. F. J. Gonzalez carrying off first honors. The visitors on this pleasant occasion were Mrs. A. P. Connelly, Mrs. Robert Newman and Mrs. Claude Howard.

Miss Mabel Hand was the delightful young hostess at a sewing party given at her lovely home on Park avenue Wednesday morning. At the close of a pleasant morning which was spent in doing fancy needle work, and ice cream was served. Miss Hand's guests were Mrs. J. L. Hurt, Mrs. George Fox, Jr., Mrs. T. A. Neal, Misses Madge Ward, Veda Ward, Sadie Williams, Mabel Bowler, Mary Alice Martin, Rena Brown, Peacha Leffler, Elizabeth McLaughlin, Genie Wicker, Emma Pearce and Irene Brady.

Dr. and Mrs. Davis Forster are among the Sanford people who are sojourning at Daytona Beach.

Mrs. Francis J. Gonzales and children left Tuesday for a visit to Daytona Beach.

Miss Agnes Pritchard a charming young lady of Macon, Ga., is the guest of her aunt Mrs. E. W. Peabody.

A jolly party of young people indulged in a bus ride and moonlight picnic at Woodland park last Thursday evening. An elegant lunch was served at the Park, which is becoming a popular place.

Mrs. E. K. Heaster visited in New Smyrna last week, the guest of her sister, Mrs. Pellet.

Tuesday evening the Welaka Club rooms were the scene of a pretty, though very informal shirt waist dance. The chaperones were Mrs. R. S. Keelor and Mrs. C. O. McLaughlin. Some of those who enjoyed the dance were Misses Charlotte Keelor, Irene Brady, Madge Ward, Veda Ward, Helen St John, Bessie Schumpert, Linda Leffler, Peacha Leffler, Mary Alice Martin, Flossie Frank, Mabel Bowler, Rena Brown, Elizabeth McLaughlin, Messrs. David Caldwell, Carl Hamilton, J. D. Roberts, Nixon Butt, W. A. Leffler, Willie Hill, Deas and McKaskell.

Mrs. E. K. Heaster visited in New Smyrna last week, the guest of her sister, Mrs. Pellet.

New Pastor For Methodists

Rev. C. H. Summers of Jacksonville, Mrs. Summers and children have arrived in the city and are receiving a warm welcome. Mr. Summers will exchange charges with Rev. Hendry and expects to make Sanford his home. He will occupy the pulpit of the Methodist church next Sunday and every one is cordially invited to come out and hear him. The Herald joins in extending our welcome to Rev. Summers and his estimable family.

Women Were Gay

Three women who imbibed too much juice of the grape, become quite gay and festive last Saturday and were given a fine of \$25 each by Mayor Lake.

American Fence

The Fence That Fits The Ground

Made with the American Patent Hinge Joint and Flexible Stay. Let us demonstrate its merits

The Geo. H. Fernald Hdw. Co.

PHONE NO. 8

THE SANFORD HERALD

IN SANFORD—Life is Worth Living

Number 30

SANFORD, FLORIDA, FRIDAY, JULY 26, 1911

Volume III

NEW ROUTE TO COAST

From Sanford to New Smyrna In Two Hours

VIA OSTEEN IS OFFICIAL ROUTE

New Drawbridge Will Soon Be Erected and Good Road is Promised All the Way

A party of prominent citizens from New Smyrna were in the city Tuesday morning looking up data on the new automobile route and the steel drawbridge to be built at Osteen ferry by Orange and Volusia counties.

Among those who came were G. A. Dimick, W. P. Wilkerson, Y. J. Murray, W. L. Lopez, R. B. F. Roper, Gordon Rousseau, J. Fralria, John T. Hammond, wife and daughter, W. H. Newell, wife, son and daughter, M. Leidersdorf, D. B. Turner, A. C. Brooks, all of New Smyrna, and John B. Casa, of Port Orange.

There is a movement on foot in Volusia county to change the old route, now through Enterprise and Osteen, crossing the ferry at the end of Celery avenue, to a route striking the river on the west of Lake Monroe, cutting out Enterprise and making the route to the coast through DeLand and Daytona. This will necessitate the building of another big fill to get to this ferry, which will be much broader than the old, and as Orange county has already spent something like four thousand in Volusia making the fill through the big prairie on that side of the river, the request that we now change crossings and go to another big expense looks out of the question.

At the old ferry, foot of Celery avenue, arrangements have already been made to build the approach from this side to the main channel, where, with an expenditure of a few thousand dollars, estimated to be in the neighborhood of four thousand, Volusia to stand her half of the expense, a drawbridge can be built which will save much time and trouble, putting us at Osteen over the big fill, already built, which will, of course, be broadened and put in first-class shape.

By following the route proposed by our visitors, the road will cross at the end of Celery avenue, as said above, go through Osteen, as at present, on to Lake Ashley, cutting out Enterprise to the west, thence to Indian Springs and from there almost a straight line to New Smyrna about thirty-nine miles less than at present.

While there is little doubt but that a road as proposed across the west end of Lake Monroe would be preferred by DeLand and everyone in that section of Volusia making the highway from Jacksonville to Tampa through that section, Orange county having already spent a great expense to put in the fill and make other improvements at the West Coast ferry, should not consider a proposition to change being necessarily compelled to spend many thousand dollars to put her part in building the road asked for by those in the New Smyrna section of the county. The road has already been grubbed and graded and all that is needed is a hard surface and possibly a few fills where the grade has been washed out, to give a fine road to the coast from the south and complete the road from the coast through Orange county, which already has hard surface roads on the new route to Tampa. This proposition offered by our visitors should be considered before anything is done by the Volusia authorities, and it is to be hoped that the Orange county commissioners will insist on the old route.

New Smyrna a Growing City
A party of Sanford business men visited New Smyrna this week and bring back reports of a remarkable growth in that section. New Smyrna will soon be a division headquarters of the F. E. C. Ry., and expect to have deep water for a port. Coronado Beach is being improved and lots are being sold to Florida people for summer homes. New Smyrna is one of the coming cities of Florida.

R. H. Marks, County Treasurer
Being too early to make a formal announcement, I take this opportunity of letting my friends know that I will be a candidate for the office of county treasurer. I have lived among you for 30 years and those that do not know me can look up my past record. I need the office and ask you for your vote.
Respectfully,
RICHARD H. MARKS.

Sanford Must Have an Experimental Station

The Greatest Farming Section in the World Should Have Government Aid

Sanford needs an experimental station. A farming community as large as this and with conditions as individual and unique as those of the Sanford Celery-Delta should have the protection, advice and guidance of a government institution, in which the expert agriculturists can give the sub-irrigation farmers specific as well as general advice.

Farming in the Sanford Celery Delta is a new departure. Its development opened an epoch in the history of truck farming and startled the civilized world. It removed the industry from its classification of manual labor to a purely scientific proposition. Brains have superseded strength and, as the farming industry developed, the intelligence of the farmer developed apace.

The citizens of Sanford and Sanford as a city must depend upon the yield of the land for their success and prosperity. The individual applies his mental and physical energy, as well as his capital, to the tilling of the soil and, as an individual, either succeeds or fails. The installation of an experimental station will, by its constant watchfulness, study and experiments, remove the individual hazard and build in its place a unit of success. The farmer who is confronted by a new or strange condition would, perhaps, hesitate asking the advice of his neighbor. The "good" would be as helpful as the "bad," but, by the installation of an experimental station, we give the grower a source of expert information and instruction, enhances his chances of success and minimize the possibilities of poor and doubtful crops.

That we should have and are entitled to some recognition by the Department of Agriculture, and the Secretary of Agriculture, and the Secretary of War, and the Secretary of our large and prominent educational institutions are advising the young men to till the soil. They speak of farming as "Economic Wealth." They advance the theory that if an inexhaustible supply of gold were to be discovered, its value would be null; that the people who populate this country must eat, and it is to the farmer that we must turn for their food. The country is growing with wonderful rapidity and, unless the farming industry is promoted and cared for by our government, the demand for food and fiber will exceed its supply. Can an agricultural department of our Department of Agriculture comprised of ignorant and untrained men, men of foreign

overlook such a promising mine of "Economic Wealth" as our Sanford Celery Delta?

The only reason that they have not already given us their attention is that their time and funds have been expended on more energetic communities who by their conscientious efforts, have attracted them to, far from centers of far less virtue than ours. Our time of action has come. We must bring ourselves and our farming conditions to the attention of our Representatives at Washington, to the Department of Agriculture, and do so in a manner befitting the importance of the situation.

Do you fully realize the importance of such an establishment to Sanford? Do you realize that, not only the growers, but every individual, irrespective of his position or occupation, would be benefited thereby? Do you realize that such national recognition will elevate Sanford farmers and farming from the level of speculation to the very pinnacle of commercial eminence, investment?

Up to the present time the only publicity that Sanford has received has been through the medium of the advertising of our real estate concerns and some little literature distributed by various local organizations. The investing public is ignorant of our many advantages and possibilities, and, in most instances, ignorant of our very existence. What do sub-irrigation, flowing wells, ideal weather conditions, immunity to drought, mean to him? Nothing, but the raver of land boomers. There are many of these in every part of this country, and they have preyed upon the people to such an extent that the investing public are all "Miserables."

Sanford has a magnificent main canal, through which an immense quantity of water flows, and a study of the conditions of the land, the soil, the water, the weather, the mountains and mountains of some social grower, telling that one acre produced so much in this or that year. The public have been educated beyond the affidavit and "sworn statement" period. In the recent damage suit of the Postum Cereal Co. versus P. F. Collier, of Collier's Weekly, James Osbourne, attorney for the defense, proved that Mr. Post and his company had purchased affidavits of factors for a long time. And the public

if we can produce for ourselves the experimental station, we have obtained the stamp of official approval. The prospective investor, after seeing the land and its flowing wells, can be shown.

He can step into an office of the Government representative and receive statistics and proofs, not of land boomers, but of the United States of America.

There will be no more doubters. No more money leaving Sanford because its jealous owners think it's "too good to be true." They will come and be convinced. The population will increase. The volume of local business will increase. The value of town and farm property will increase, and the entire country will be stimulated by the influx of new people and new money. Sanford will have its agricultural rating.

And it will be a wonderful boon to the local grower now actively engaged in farming. He will have at hand experts to advise him at every turn. If an insect pest or plant disease develops, he can call in an expert, as he would a doctor in case of personal ill. The Station and its staff will be the general practitioner to the farmers. They will not have to depend on advice from Gainesville, Tallahassee or Washington, a matter of days and subject to their interpretation of his written description. The period of advice and guidance by correspondence will have passed.

Another most important feature will be that the Government will study not only the development of the industry and the safe guards against pest and disease, but the cost of production. They will teach us how to produce a maximum crop at a minimum cost; and these figures on the cost of production will serve a double purpose. We will then have an indisputable comparison, promulgated by the Government, to prove that our railroad transportation charges are exorbitant. These figures will be our argument figures, and to our purpose will carry more weight than any report of an individual grower. They will be the basis of a comparison that must ultimately result in a general transportation reduction.

And so it evolves itself the duty of every citizen of Sanford to put his shoulder to the wheel of progress, and assist the Sanford Celery Delta in obtaining the one thing that will prove more beneficial to the community than any other. Let each man write to our Congressmen and Senators, asking them to help us in obtaining the assistance of our Government. Sanford needs and is entitled to an experimental station, and our feeling it depends largely, if not entirely, on the spirited action and sincerity of purpose displayed by Sanford and its citizens.

ORANGE COUNTY SHOULD HAVE AN EXHIBIT

BY G. O. McCAUGHLIN

On the left hand side of the Arcade entrance to the Marlboro-Blenheim hotel, and fronting on the "Great Board Walk," Atlantic City, N. J., is a permanent exhibit of the products of Southern California; but two doors to the right you find the exhibit of Hawaii. There are no other countries or states represented in a like way at this great pleasure place.

The American Fruit Product Co., of Rochester, have the expensive store on the corner of the Board Walk and Virginia avenue, just across from the Steeplechase Hotel. Helms' 57 varieties will play out over the ocean—always open, displaying the products of the factories and some of the finest works of art now obtainable, reasonably. Helms' entertainments and displays.

Had it not been for the untimely death of one of Florida's statesmen, our great state would have been on the board walk, before the eyes of the multitudes that visit Atlantic City's great show ground, in a way that would not only have made every native son and adopted citizen of Florida swell with pride, but would have made many of us go to see what we were showing the people of the world who go there to look. California, a great state, a progressive state, it never

sleeps—part of its people go on duty in the evening while the other half is on duty for the night. Like the mongolian washerwoman, California never sleeps. But the great state of Florida produces enough of sufficient variety, to make the board walk exhibit recognize this particular, lanned by the winds of the gulf and the ocean singing songs of prosperity and health to those of us who will listen. We should be there, not because we have a right there, but because the people of Florida owe something for the blessings bestowed upon them, and it is our duty to be there.

Orange County, Florida, the home of oranges, grape fruit, tangerines, magnificent mangoes, women of beauty and intelligence, brainy men, good roads, pine forests, cotton fields, industrial plants, the greatest celery and lettuce producing country in the world, washed by one of nature's greatest pictures, the river St. Johns of Florida, should have an independent exhibit constantly before the people on the "board walk." The statement is made that during every year more than a million people go to Atlantic City, more people than visit any one other place in the world in the same length of time; this may not be a fact, but

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.

Thrown from the seat of one automobile, Miss Orva Ward of Arcadia was run over by another machine and painfully injured. Miss Ward was riding with T. K. Dishong, a local grocery proprietor, in his automobile. He attempted to pass from behind the car of W. E. Daniel, a broker, who was driving slowly along Oak street. As the cars were side by side the Dishong machine was tilted sharply by a pile of crushed rock on the side of the street and Miss Ward was pitched in front of the wheels of the other car, and run over before it could be stopped. She fell flat on her face and the car passed over her back and shoulders.

The Atlantic Coast Line Railway is preparing to install a \$20,000 crossing plant at Gainesville.

Trade county's millage for the coming year has been fixed at 33. This will net the county \$184,400 in revenue.

A plant is being installed at White Springs by which the excess water from the spring will operate generating machinery for lighting the city.

Kirkwood Will Make Race

James A. Kirkwood wishes to announce to his many friends that he will be a candidate to succeed himself for the office of Sheriff of Orange county. Mr. Kirkwood has made an excellent sheriff and comes before the people on his past record as sheriff. The date is early for announcement and Mr. Kirkwood wants to remind the voters that he will be a candidate in May, 1912.

DeCotter to Run

Mr. DeCotter, youngest son of Mr. DeCotter, was elected to the high office and has made an excellent county solicitor as his record will demonstrate. He feels that it is rather early to announce but takes the opportunity to let the voters of Orange county know that he will be in the race in May, 1912.

Improvements at Star Theatre

The Star Theatre has added to its operating room a New Edison Transformer which has resulted in a great improvement in the light and brilliancy of the picture. They are also working on a new screen which when completed will be a very great improvement. With their new electric star which this house recently put up on the roof of their building this popular picture house under the management of Mr. Post is working very rapid strides. The manager believes in Sanford and goes right along making improvements every day and endeavoring to please his patrons.

Mrs. R. Z. Murry of west First St. left yesterday for a short vacation at Daytona Beach.

Frank Milteer accompanied by his mother will leave Tuesday for New York where they will be joined by H. F. Milteer Sr. Frank has a new belt and is waiting him there and intends to visit Niagara Falls and tour the state generally.

Notice is hereby given to all creditors, legatees, distributees and all persons having claims or demands against the estate of Calvin Johnson, deceased, to present them within two years.

HENRIETTA JOHNSON, Administratrix.
Dated July 24, 1911. 3 mos.

growing town of Taft in the fertile fields below Pine Castle. Orange county is full of places that everybody in the world should know about—a county of lakes and flowers, gardens and homes, fresh air and pure water. The wheel of prosperity should be pushed by every citizen, regardless of the precinct in which you vote or the office in which you pay your taxes. Will representative men of Orange county organize an association to handle this matter. A start is all that is necessary.