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Capitalists and investors have long known that money placed on first mortgages, on homes, is the safest of all investments. In the face of financial difficutties, ill health, fire, flood, or other form of adversity; men and women will cling to their homes and sacrifice for them. The home is the last asset from which they will part.
The security back of rostallment loans is constantly increasing because the principle sum loaned is constantly decreasing, while the entire propertit (or security) value remains under first mortgage until the loan has been fully repaid.

A right understanding of sound investment is as necessary today as ever. The principal factors goverining investment are:

1. Safety (or Security)
2. Income (or Earning Power)
3. Availability (or Convertibility Into Cash)

The wise men want absolute safety with reasonable income and a security which can ALWAYS BE CONVERTED INTOM ON EY WITHOUT LOSS

Cover these requirements by owning shares in the cure l it

## Seminoile County Builing \& Loan Assocation



First National Bank Seminole County Bantín


# The Sanford fictald 

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## SOCIAL AND PERSONAL ACTIVITIES



## News of the Sporting World







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 CASCRM L P UUNNE

| New Magazine $-\quad$ For Farm Aic <br> MIAMI, March 12.-Publication or a weekly tabloid magazine de- voted to the interests of those al ready engaged in agriculture in Florida, those who intend or are who are making it possible for others to cultivato the soil, was begun today by the Vanderbilt Publications here. The magazin is knowr as the "Vanderbilt Farmer" and is designed for distribution throughout the nation. publication will be devoted strict y to Florida agriculture and feafarmer. |
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## DIERFLAG



 BEWARE OP MIM TORRS, MAXIM DEVELOPMENT CORPORATION 110 w. soth street Dept 129 Néw York City

## RHEUMATISM!

What is It-anyway?

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## READ THESE TRUTHS ABOUT A "REALLLORIDA"CITY



THIS IS NO. 5
s. Sanford and the Potential Possibilities of the

St. Johss River-Indian River Canal
Seminole County, of which Sanford is the County Seat, and Brevard County have consummated plans for the construction of a canal which will link together two commercially important rivers and connect the Solid Central Section of the State with the East Coast

It will drain and open for agricultural development approximately a half million acres of fertile land in the vicinity of Sanford, as rich as that in the famous Mississippi delta: hagive
It will provide a direct inland water route from Jacksonville to Miami, an estimated distance of 500 miles, and will comprise the Florida inland waterway link of the Maine to Key West intracoastal system.

Its effect upon Sanford's increasing importance as an inland port can be recognized by the fact that Sanford is on Lake Monroe. head of navigation on the St. Johns River, which, in turn, is a direct route to the sea and to principal Eastern seaports.

At Sanford are inexpensive homes and homesites, farms, acreage, business and industrial locations. Municipally owned utilities. Forty-seven miles of paved streets. Three banks. Modern schools, and churches of all denominations.
New Forrest Lake Tourist Hotel. Eighteen-hole golf course. Fishing, hurting, water sports. Other recreational facilities of the type that has brought renown to other resorts.

| this Clty will <br> Substantia in which this sioex of Eqingord, the <br> ing Center: Wortaw Gratant Colery Produe <br> 2-Sanford' Recrational and Pleaiye Facilioe. <br> 3-The Hotel Forres Lake, Sanfop पtovirit <br> Headguarter. <br> 4-The St. Johns River and Lake Moiroe <br> 5-The St. Johns River-Indian River Canal. <br> 6 Sanford as a Better Place to Live: <br> 7-Sanford as a Transportation Center. <br> 8-How Sanford Is Growing: <br> 9-The Spirit of Sanford's Citizenship. <br> 0-Sanford as a Place to Rear Your Children <br> 11-Real Eitate Pousibilities in Sanford, <br> IR-Sanford's. Moderate Cont of Living, <br> 13-Business Necessities in Sanford. <br> 14-Recapitulation of Facts and Statistics. |
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## In Invention Of Telephone



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There is a saving in cost
when you use Sheetrock.
CHASE \& CO.
Phone 536
BUILDERS and
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Use these fertilizers made especially for citus trees Strong, sturdy citrus trees and quality fruit depend hargelyupon the use of the right fertilizers. Citrus trees, more than any other crop, must have exactly the kind of plant-food elements they need if the best results in growing and bearing are to be obtained.

## BRADLEY'S and

## COE-MORTIMER

 Special Citrus Fertilizers Contain the best citrus plant foods known to agricalturalscience, 50 skillfully formulated and bion science, so skillfally formulated and balanced that they
meet every ysquirement ir citras culture. meet every rsquirement ir citros cultur They are "AA QUALITY" Fertilizers of absolute d pendability and unequaled quality.
"AA QUALITY" FERTILIZERS,
The American Agricultural Chemical Company


## Build on your site in Loch Arbor for Profit

There is unlimited possibilities for profit to those who will grasp the opportunity. Home builders have responded to our offer to build in Loch Arbor for a home. The same opportunity is offered to those who have purchased for an investment. There will be a great number of homes started at an early date, andothis will add greatly to the value enhancement caused by the installation of improvements. We want you to get full benefit of your investment.

## Take advantage

of a Situation-
Sanford needs homes; it is impossible to locate a house in this city. It is just as impossible to secure an apartment taking into consideration those that have been recently completed.
Homes is the crying need of the city. This need offers you as an in vestor unmatched opportunities to reap profits.
To care for our increasing population, building and construction of even greater magnitude must be started at once. This population growth is certain to continue due to the intensive advertising campaign now being featured by the Chamber of Commerce in newspapers throughout the state.

Our representatives will furnish you with more complete details concern ing this building offer. We advise every investor of Loch Arbor property to come and talk this over with us. There is ev er y opportunity for unlimited profits for those who are willing to grasp this opportunity. Let $\psi s$ urge you to listen to this splendid building opportunity

HIGGINS-SMITH-WIGHT, Inc.
sales agents
Next to Post ofrice


## Read the Want Ads for Profit, Use them for Re <br> nead

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## SANFORD BUICK CO. 212 Mangota Avenue Phone SGT

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## BRINGING UP FATHER

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NEW EMVEN Room Glonint

 A. P. Connelly a sons

For the very best
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NEW SPANISH STUCCO
On Melionville Avenue and
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THRER ROOM HOUSE FOR
SALE
With bath and all improvements, located on an 60 foot lot on Maknolia Avenue near Evans street.
SAT50- $\mathbf{5} 500$ Cash.
Balaince Monthly
HOUSE WITH TWO ROOMS AND BATH
Also tine wleeping porch, locatted on lot $62 \times 130$. This house in complotely furnithed and can bo bought with 8500 cenh, payment Loctited metto Avenue t.
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## FIVE ROON House

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Orders for Florida Power \& Light Co. Preferred Stock May Be Placed and Information Obtained Through Any Employe of

## FLORIDA POWER \& LIGHT CO.

or information may be obtained and purchases made through any of the banks listed below

## ARCADIA

DeSoto National Bank
The First National Bank of Arcadia Florida Truist \& Banking Co.

## BRADENTON

Bradenton Barik \& Trust Co.
First National Bank
Manatee River Bank and Trust Co.

## COCONUT GROVE

Bank of Coconut Grove

## DAYTONA BEACH

American Bank \& Trust Co.
Atlantic Bank \& Trust Co.
Daytona Bank \& Trust Co.
East Coast Bank \& Trust Co.
Merchants Bank \& Trust Co.

## ELLENTON

## Ellenton Statè Bank

FORT LAUDERDALE
City Bank of Fort Lauderdale
The First National Bank of Fort Lauderdale
Fort Lauderdale Bank \& Trust Co.

## FORT MYERS

Bank of Fort Myers \& Trust Co.
First National Bank
Lee County Bank, Title \& Trust Co

## JACKSONVILLE

The Atlantic National Bank of Jacksonville
The Barnett National Bank of Jacksonville
Florida National Bank of Jacksonville
KELSEY CITY
Kelsey City State Bank

## lakeland

Central Bank \& Trust Co. of Lakeland
The First National Bank Polk County Trust Co. State Bank of Lakeland LIVE OAK
Conmercial Bank
First National Bank

## MANATEE

Citizens Bank of Manatee

## MAMI

Bank of Bay Biscayne
Biscayne Trust Co.
Commercial Bank and Trust Co.
The First National Baink
First Trust \& Savings Bank
Miami Bank and Trust Co.
The Southem Bank and Trust Co.

## MIAMI BEACH

Miami Beach Bank \& Trust Co. Miami Beach First National Bank

OKEECHÓBEE
Peoples Bank of Okeechobee Bank of Okeechobee

## ORMON̈D

Bank of Ormond
PALATKA
East Florida Savings \& Trust Co. Palatka Bank \& Trust Co. The Putman National Bank

## PALMETTO

Manatee County State Bank

## PALM BEACH

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Palm Beach National Bank

PORT ORANGE
Port Orange State Bank
PUNTA CORDA
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## SANFORD

First National Bank Sanford Bank \& Trust Co:

ST. AUGUSTINE
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Seminole Bank
Stuart Bank \& Trust Co.
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> There is a vast difference between speculating and investing. Investing means putting money away securely, so that it will pay you more money reg. ularly at stated periods every year.

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