A Statement from Dr. Armstrong in
Regard to His Riverview Property at Jacksonville

To my many friends and buyers of Riverview property, I wish to make a statement, giving a few facts in regard to this rapidly developing suburb of Jacksonville.

I have had the question put to me several times recently, why I do not advértise Riverview now as I formerly did. Here is my answer:

Riverview has been so well advertised, and the sales of this property have been so enormous, the developments so great, that there is a steady demand for the property without saying a word through the press.

## Riverview Today Looks Like a Young City in Its Self

The great million and a half city docks are being built out our way. The Carpenter-0'Brien great two and one-half million dollar mills are out beyond us, and the hundreds of thousands of dollars now being spent in Riverview, and around trs, is creating a demand for this property that puts us in a position where we do not need to spend another dollar in advertising through the press.

## Special Reserved

Dr. Armstrong has withdrawn from the market two hundred and fifty thousand dollars worth of his choicest lots and will hold them while the present great developments are going on in this section, and will replace them on the market when the prices will range one thousand dollars for inside lots and three to four thousand dollars for his riverfront lots.

Riverview is making one of the finest investments to the large or small investor in the entire state of Florida. A place where a man or woman may spend five or ten dollars a month for a few years and realize thousands of dollars profit.
Over Three Hundred Thousand Dollars Worth of This Property Already Sold

Scores of fine homes have been built, beautiful streets and avenues all laid off, fourteen miles of streets opened up and set out in shade trees, beautiful parks and drive ways laid off, and a state of progress shown on every side.

Dr. Armstrong, the owner, and his family are now taking a cruise in Southern waters and may be seen in person during the week of 19 th to 24 th of October, here in Sanford.

## Tall(peniting

We take this opportunity to show our beautiful stock of Ready-to-Wear Goods, Silk and Wool dress materials, trimmings, ete

It being our custom always to obtain the newest novelties, etc., we announce our annual

## FALL OPENING

Thursday Oct. 15th, Friday Oct.16th,Saturday Oct.17th


## READY-TO-WEAR DEPARTMENT

Here you will find displayed all " the newest fashioned suits, capes and Ecoats for ladies.

Also a pretty tine
 of coats for children and young ladies.

## LADIES' NECKWEAR

A large assortment of brand new neckwear. All those new "vest" effects, flared collars, silk and lace jabots, etc., all made of nice material. See this display.

## SPECIAL SHOWING OF BOY'S SUITS

Here you will see all those things your boy has been craving in the way of a suit.

Beautiful line of 150 boy's suits, brand new.

## DON'T FORGET THE BOY'S

 DISPLAY
## MEN'S FURNISHING DEPARTMENT

Openings are not always for ladies. • We will have also a special display of Men's Furnishings.

ROYAL BRAND



Win of Fioride
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## CUBBSTONE GLEANINGS

budget of opinion "Just between you and me.'
EVEN THE GATE POST NOT IN IT
A CHIEL IS AMONG YE TAKING NOTES AND FAITH. HE'LL PRENT 'EM "...SO SAYS SAUNTERER.


This season we ate having our hampers made to specifications

> They are

CLEAN, LIGHT,
STRONG, ATTRACTIVE
They cost no more than the other kind. Your lettuce will command inore money if you use our hampers.

## Chase\&Company

Warehouses at Sanford and Beardall

## Gas Heaters

## Sanford Light <br> \& Fuel Company's Office



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## ANNOUNCEMENT

 TO GROWERSAn enlarged force of competent, experienced, bonded salesmen throaghout the United States and Canada
Purchasing customers in all carlot markets,
experience extending over a period of thirty years,
All enable Chase \& Co. to give the Florida grower equalled.
It is "service" and "results" which have caused the volume of Chase \& Co's. business to increase each year until they are today the largest and strongest independent shippers of Florida products, with business still growing.
WE SOLICIT YOUR BUSINESS
Our local representatives will be glad to explain our system, which in addition to highest average

## CHASE \& CO.

 FLORIDAthe oregon building $\qquad$

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FOR SALE
Town Lots in Sanford Farms in Palm Hammock Improved and unimproved Celery Lands in flowing well district, located on railroad and improved roads Orange Groves and Farm Land Cattle Ranches on St. Johns River prairies a specialty J. N. WHITNER SANFORD, FLA.

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## The Demand of the War on Sanford

## Is accurately portrayed in the following letter received from one of

 the great banks of the country by the PEOPLES BANK OF SANFORD:While the war continues this country will not in our opinion receive any comparative benefits to speak of. If the var is a matter of years the South must next year plant other crops than cotton. Southern bankers, wet understand, are emphasizing diversified farming. After the war, the benefits to secure will depend on our ability to expand our export industries without the financial help which Europe has always furnished. If our people realized the part that money will play in the years following the war. everyone would now save every dollar he could tointest tater on in the idevelopment and inerense oftrsiness which is sure to come. Our country should follow the example of Germany in the past twenty years in the cooperative encouragement of all forms of industry, large and small, under constructile Government help and regulationi-and we should follow the example of all Europen countries in the careful saving and inrestment of small sums by the great majority of the individuals of the nation. In Europe the number out of every thousand of population who have bank accounts is various countries as follotos: Swizerland i54, F'rance 346, Germany 317 Englanul 302, Italy 220. In contrast to these figures-the United States 99'

> From these last figures we read the cause of a vast amount of the unhappiness oi our people, which summed up in one word is IM. PROVIDENCE.

Extending to you the advantages of this institution, we bespeak our thoughtful consideration of the above letter.

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SANFORD, FLA


SANFORD CYCLE CO.
The Only Exclusive Bicycle House in Sanford
We carry a full line of all standard mákes of bicycles and bicycle supplies. See us and get prices.



## SANFORD LODGES

Sanford Lodge No 62. P. and A. M.
Comrouncation every frit ind thipd

## O. L. Taylor

## Monroo Chapter No. IS. R.A. M. Moers every second and fourth Thuri

 Sfoets every second and fourth Thurday in Masonic Hall over the linneria Theatre. Vlideth

Secretar


Business Cards

Drs. Mason \& Householder
Dentists

Garner \& Woodruff Building

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ABOUT PEOPLE AND EVENTS

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came to Sanford meveral years apo. Stembridge Munson, Mra.- Terwit

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Printing Co., and now has charge of the department,
also a stockholder in the company! Methodiat Muatial

atirt upon life's pathway under by the young ladies of the Method-
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The bride was most bewitehingly ist church wasanuccessful a finir and
away gown with blur hat erimmed bern given in rhurch riples this


## Stout or Slender

 HERE are no "hard-to-fit" men for a store that sells Hart Schaffner \& Marx clothes We have sizes here for fitting every figure stout men, slender men, very tall men, very shor men; these makers know how to design models for all dimensions.You'll be surprised to find how perfectly you can be taken care of in this matter of fit, whatever your figure may be.

See our $\$ 25$ values
In boys' clothing we have a beautiful new stock. All the new novelties: tartan effects, serges, grays and browns. Prices range from $\$ 4.50$ to $\$ 12.50$.

Sanford Shoe \& Clothing Company Sanford, Florida

Mr. and Mra. Hal Wight ure r
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Timber Bridgee Lest.
How I Helped My Husband to Make More Money

New Ideas
By Wives Which
Have Built Men's Fortunes
One man got $\$ 75$ a month; the wife got an idea and to-day he is making a fat salary and has $\$ 40,000$ in the bank. Another wife's idea has bought a whole ranch without ready money. Another wife is multiplying the family income by four. Scores of women have been induced to tell their ideas in the greatest series a magazine has ever printed. The first few are

IN THE NOVEMBER ISSUEOF The Ladies' Home Journal

Fifteen Cents a Copy, of All News Agents Or, $\$ 1.50$ a Year ( 12 issues) by Mail, Ordered
Through Our Subscription Agents or Direct

Boys Wanted to Deliver on Routes. Apply to Our Sales Agent

## Ernest Shepard

## WAR NEWS FIVE HOURS AHEAD OF ANY PAPER IN THE SANFORD FIELD


SANFORD BEAUTIFULL

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## The Largest Advertisement Today

N．P．Yowell \＆Co． get first page mention as the larsest advertisers in

## Special Notice

 The Herald will on each day call attention to the largest advertisement in the current issue