

To Growers of Shaded Tobacco

One of the greatest problems confronting Tobacco Growers is the question of **PROPER FERTILIZATION**

It is not necessary to turn your tobacco farm into a place for feeding cattle—that is, with proper **Up-to-date Fertilizers**. Besides, you are in business to grow tobacco at the cheapest outlay, consistent with **Quality and Free Burn**, as well as **Quantity**. Why adopt antiquated and expensive methods when you have an opportunity to get results more cheaply and scientifically. We present an **Up-the-Minute Fertilizer**, which satisfies all requirements, at reduced cost in time, money and labor. In

Phospho-Alkali, with Potassium Nitrates

Containing no free acid and no chlorine, you have what you have long been looking for. **Read what prominent growers say of it, after thorough test.**

FLORIDA TOBACCO COMPANY Growers, Packers and Dealers in Florida Shade and Filler Tobacco

Warehouses and Plantations: Quincy, Gadsden County, Fla.
VIRGINIA-CAROLINA CHEMICAL Co., Savannah, Ga.
GENTLEMEN—We have tested your PHOSPHO-ALKALI tobacco fertilizer formula, sold us as an experiment last year, as complete fertilizer for growing cigar leaf tobacco.
We are pleased to state that this experiment was highly satisfactory—
1st. Because it gave a good burn.
2nd. Because it increased the yield 200 to 300 pounds per acre.
It did not injure the color of texture in the slightest; in fact, this tobacco grown with your fertilizer gave a more uniform color and texture than that grown with other fertilizer.
If you hold this formula to this standard, and sell this fertilizer at approximately the same price, we are confident that it will be vastly to the interest of all tobacco growers to use the same.
With kindest regards, we are,
Yours truly,
FLORIDA TOBACCO COMPANY,
D. A. Shaw, President.

you and used on my crop of shaded cigar leaf tobacco, and on some other shade crops, has proven perfectly satisfactory. I used those goods in connection with cotton-seed meal in the proportions of 1,000 pounds of PHOSPHO-ALKALI to 3,000 pounds of cotton-seed meal per acre, and think this is the right proportion, as the growth was entirely satisfactory, as well as the burn, texture and all the other properties that a first-class, shade-grown crop should have.
I feel sure that you have at last struck the proper formula and one that fully supplies a long-felt want, and, as long as I grow shade tobacco and you hold the goods up to the present standard, I shall give you my business for myself, tenants and customers.
As a further advantage that this PHOSPHO-ALKALI has over all other formulas that contain potash is that the other goods leach all the plant-food out of the land, while this one (Phospho-Alkali) adds to the properties and also produces a tobacco that burns perfectly, which is all the use that potash is to the tobacco.
Respectfully,
M. C. Williams.

T. M. SCOTT, Tobacco Grower SCOTLAND, FLA., October 19, 1908. VIRGINIA-CAROLINA CHEMICAL Co., Savannah, Ga.

GENTLEMEN—I am highly satisfied with results. The burn was excellent, the color and texture was uniform and the yield per acre was more than I expected and above the average yield of crops of tobacco I have made in the past.
The results had by parties to whom I sold was equally as favorable as those obtained by me. I feel that I can recommend your formula to growers of shade tobacco.
Yours truly,
T. M. Scott.

Tallahassee Pressed Brick Co. TALLAHASSEE, FLA., October 21, 1908. VIRGINIA-CAROLINA CHEMICAL Co., Savannah, Ga.

GENTLEMEN—The results were so entirely satisfactory that we, with pleasure, add our testimony to the numerous endorsements you are receiving regarding results obtained by other growers who have used it.
The yield we obtained was over 1,200 pounds per acre. The burn was excellent and the color and texture very uniform. We pooled interests with the Leon County Tobacco Association, of this place, and our tobacco was accepted amongst the highest grades now being handled by them.
We will use your PHOSPHO-ALKALI exclusive of all other potash mixtures on our next crop.
Very truly yours,
TALLAHASSEE PRESSED BRICK CO.,
Per L. C. Yeager, President.

WEDELES TOBACCO CO. QUINCY, FLA., October 10, 1908. VIRGINIA-CAROLINA CHEMICAL Co., Savannah, Ga.

GENTLEMEN—We have used this year two (2) tons of your PHOSPHO-ALKALI on our tobacco plantation and must say that same has proven up to our entire satisfaction. We have given your mixture a thorough test and can highly recommend it to anyone who wishes to produce a first-class burn of tobacco, which is very necessary.
We will place our orders with you for our entire needs for the coming season and trust that you will be fortunate in selling a good deal of it in this community.
Very truly yours,
WEDELES TOBACCO COMPANY,
By Max Wedeles, Manager.

J. C. MONTFORD, Tobacco Grower TALLAHASSEE, FLA., October 22, 1908. VIRGINIA-CAROLINA CHEMICAL Co., Savannah, Ga.

GENTLEMEN—The burn, color, texture and weight came up to all of my expectations, and in fact were superior to any crop I have heretofore made of shaded tobacco. The weight per acre was fully one-third more than where I used other fertilizers and amounted fully to 1,450 pounds per acre.
I have nine (9) foot shades and the tobacco grew through the top slats after it had been topped. The leaves ran from twelve (12) to twenty-four (24) inches in length. I counted as many as thirty-four (34) leaves to the stalk. I used your PHOSPHO-ALKALI on virgin soil, and of course there had never been previous applications of other fertilizers. I planted this tobacco, grown with your goods, fully two weeks after planting the balance of my crop made with other fertilizers, and it matured at the same time. The growth up to harvesting was very uniform.
Yours truly,
J. C. Montford.

Leon County Tobacco Company, Growers and Packers TALLAHASSEE, FLA., October 21, 1908. VIRGINIA-CAROLINA CHEMICAL Co., Savannah, Ga.

GENTLEMEN—The burn, color and texture of the tobacco grown with the above fertilizer was satisfactory in every way. The heavy growth, together with advantages above mentioned convince us that it is a desirable fertilizer.
Very truly yours,
LEON COUNTY TOBACCO CO.,
V. F. Balkcom, Manager.

MANUFACTURED BY

Virginia-Carolina Chemical Company SAVANNAH, GEORGIA.

Hay! Hay!! Hay!!! For Sale---

One hundred tons of Hay, two hundred bushels of one crop Peanuts, two thousand barrels of Corn in ear.
Large experience with latest improved machinery has enabled me to make and place on the market here a quality of hay fully as good as the western product.
My hay consists of about two-thirds crab grass, one-third peavine. Brightly cured, neatly baled. Weight of bales about one hundred pounds each.
Can ship over three roads: Florida Central, S. B. A. and A. C. L. Prices low.
RUDOLPH HEROLD,
41-6m Miccosukee, Fla.

Flooring! Flooring!
We can give you some low figures on flooring as we have a large quantity we wish to move. Get our figures before purchasing. Child Bros. 45
See The True Democrat for your job printing.

Commissioner's Sale.
UNDER AND BY VIRTUE OF A DECREE rendered on the 2nd day of December, A. D. 1908, by the court of the County Judge in and for the county of Leon, state of Florida. In Probate, upon the application of Susan A. Hancock, as administratrix of the estate of Charles T. Hancock, deceased, late of said county, I will sell separately at public outcry to the highest bidder for cash, before the county court house door, in the city of Tallahassee, in said county, on the 4th day of January, A. D. 1909, between the hours of 11 o'clock a. m. and 3 o'clock p. m., the following described tracts of land, situate, lying and being in said county, to-wit: The s w 1/4, the s 1/2 of the n w 1/4 and the n w 1/4 of the n w 1/4 of section 5; and that part of the s 1/2 of the n w 1/4 of section 5 which lies south and west of the St. Augustine public road, all in township 1 south of range 1 east; and also that part of the s w 1/4 of the n w 1/4 of section 32, in township 1 north of range 1 east which lies south of the St. Augustine public road, containing 30 acres more or less; and also the north east 1/4 of the n e 1/4 of section 7 and the n 1/2 of the n w 1/4 of section 8, all in township 1 south of range 1 east, containing 120 acres, more or less.
Purchaser to pay for deed. This 2nd day of December, A. D. 1908.
HENRY T. FELKEL,
Commissioner.

Commissioner's Sale.
UNDER AND BY VIRTUE OF DECREE rendered on the 1st day of December, A. D. 1908, by the court of the County Judge in and for the county of Leon, state of Florida. In Probate, upon the application of W. M. Langston, as executor and administrator of the estate of Julia Sales, to sell real estate, I will sell at public outcry to the highest bidder for cash before the county court house door, in the city of Tallahassee, in said county, on the 4th day of January, A. D. 1909, between the hours 11 o'clock a. m. and 3 o'clock p. m., all that certain tract of land, situate, lying and being in said county, known and described as follows, to-wit: That certain fraction of an acre lot designated and known upon the map of lots formerly belonging to the estate of R. K. Call, deceased, and lying in the n w 1/4 of the n w 1/4 of section 1 in township 1 south of range 1 west, and off by H. S. Duval in July, 1887, which map is recorded in deed book P, page 518 of the public records in the office of the Clerk of the Circuit court in and for said county; said lot lying west of the depot of the Seaboard Air Line Railway and designated and numbered on said map as Lot No. 4, containing 516-1000ths of an acre.
Purchaser to pay for deed. This 1st day of December, A. D. 1908.
ALEXANDER H. WILLIAMS,
Commissioner.

Notice of Revocation of Authority.
WHEREAS, The Ohio German Fire Insurance Company, of Toledo, Ohio, has heretofore been authorized by the Board of Insurance Commissioners of Florida, as provided by law, to do a business of insurance in the State of Florida; AND WHEREAS, The said Board of Insurance Commissioners have been officially advised by the Insurance Commissioner of the state of Ohio that a judgment of ouster has been rendered by a court of competent jurisdiction of the state of Ohio against the said Ohio German Fire Insurance Company, and that trustees have been appointed by such court to wind up and liquidate the affairs of said company; and formal notice of their appointment has been received by said Board from such Trustees, said action having been taken because of fraud in the management and operations of said company.
NOW, THEREFORE, The Board of Insurance Commissioners of Florida, in pursuance of the statute in such case, do hereby revoke the authority heretofore granted to said the Ohio German Fire Insurance Company of Toledo, Ohio, to do a business of insurance in the state of Florida, and do hereby order publication of notice of such revocation of authority, as provided by law. Done this 7th day of December, A. D. 1908.
W. V. KNOTT,
State Treasurer.
A. C. CROOK,
Comptroller.
W. H. ELLIS,
Attorney General.
Constituting Board of Insurance Commissioners of Florida. 42-11.

NOTICE.
Amendment of Charter—Increase of Capital Stock.
Notice is hereby given that a meeting of the stockholders of the Tallahassee Tobacco Company, a corporation under the laws of the state of Florida, will be held at the office of the company in the city of Tallahassee, Florida, on the 1st day of January, 1909, at 4 o'clock p. m., for the purpose of increasing the capital stock of the said company from \$50,000.00 to \$100,000.00 and amending Article Three of the Charter of said company to provide for such increase of stock.
This November 27th, 1908.
R. J. RILES, Secretary.

ABOUT ADVERTISING—NO. 7

The Cannon That Modernized Japan

By Herbert Kaufman.

Business is no longer a man to man contact, in which the merchant and the patron establish a *personal* bond, any more than battle is a hand-to-hand grapple, where bone and muscle and sinew decide the outcome. *Trade* as well as *war* has changed in its aspect—*both are now fought at long range.*

Just as a present day army of heroes would have no opportunity to display the *individual* valor of its members, just so a merchant who counts upon his personal acquaintanceship for success is a relic of the past—a *business dodo.*

Japan changed her policy of exclusion to foreigners after a fleet of warships battered down the Satsuma fortifications. The Samurai, who had hitherto considered their blades and bows good enough, discovered that one cannon was mightier than all the swords in creation *if they could not get near enough to use them.* Japan profited by the lesson. She did not wait until *further* ramparts were battered to pieces, but was satisfied with her *one* experience and proceeded to modernize her methods.

The merchant who doesn't advertise is pretty much in the same position as that in which Japan stood when her eyes were opened to the fact that *times had changed.* The long range publicity of a competitor will as surely destroy your business as the cannon of the foreigners crumbled the walls of Satsuma. Unless you take the lesson to heart, unless you *realize* the importance of advertising, not only as the means of *extending* your business but for *defending* it as well, you must be prepared to face the consequences of a folly as great as that of a duelist who expects to survive in a contest in which his *adversary* bears a *sword twice the length of his own.*

Don't think that it's *too late* to begin because there are so many stores which have had the advantage of years of cumulative advertising. The city is growing. It will grow even more next year. It needs *increased trading facilities* just as it's hungry for new neighborhoods.

But it will never again support neighborhood stores. Newspaper advertising has eliminated the strength of being *locally prominent*, and five cent street car fares have cut out the advantage of being "around the corner." A store five miles away can reach out through the columns of the daily newspaper and draw your next door neighbor to its aisles, while you sit by and see the people on your own block enticed away without your being able to retaliate or supply *new* customers to take their place.

It is not a question of your ability to *stand the cost* of advertising but of being able to *survive without it.* The thing you have to consider is not only an *extension* of your business but holding *what you already have.*

Advertising is an *investment*, the *cost* of which is in the same proportion to its *returns* as *seeds* are to the *harvest.* And it is just as preposterous for you to consider publicity as an expense as it would be for a farmer to hesitate over purchasing a *fertilizer* if he discovered that he could *profitably increase* his crops by *employing* it.

(Copyright, 1908, by Tribune Company, Chicago.)

Elegant French Style Panel Back Rocker \$3.65



A marvelously low price for a remarkably fine chair. Made of quartered oak, highly polished a beautiful golden color. Embossed cobble seat, handsome in appearance and very strongly built. Retail at the store for \$5.00, but on account of our great manufacturing facilities we sell it to you for \$3.65. This shows you what you can save by buying direct from the factory that makes nothing but chairs. We make and sell chairs right here in the South to you at least a third off every chair you buy. Think what this amounts to in furnishing your home! Can you afford not to send for our free illustrated catalogue to-day and take advantage of the big savings?

Over 200 different kinds of chairs for parlor, dining-room, kitchen, porch, hall, store, office, from the cheapest to the best, are shown in the large illustrated catalogue and special Christmas price-list—FREE. Every chair guaranteed exactly as represented, or your money back.

FLORIDA CHAIR FACTORY, Thomas and Moore Bldg., Jacksonville, Fla. **\$3.65**
Usual Retail Price \$5

THE TRUE DEMOCRAT The only Paper in Leon County See Us For Job Printing