


 'Mr. Howard Amason

STORRS-SCHAEFER COMPANV


WHIA HNPIAY AT OUR SRORE A COMULETE LNE: (IF NHW MATERIALS POR FAIL. stit's made to meastre:
Thursday,Friday,Saturday
DON"I MIS: 'THE DISPLAY OF' NEW FALE. (iOOIS'

B. L. PERKINS

| TII. V. PRICE SUTS | $\$ 35.00$ UP |
| :--- | ---: |
| POPULAR PRICE SUTS | $\$ 29.50 \mathrm{UP}$ |

POPULAR PRICE SUUTS
$\$ 29.50 \mathrm{UP}$
Boys' 2-Pant Suits $\$ 12.95$ Up
S. W. BRADFORD

518 licsl Natiomal Bank Building (Take Elevator) Sunforl, Fla. Phone No. 618. Res. Phone 659-W

# Attractive Low Prices at Churchwells For Two Days, Friday and Saturday 



| 95 |
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| , mixumpuix |
| \$2.93 |
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| $\begin{aligned} & \text { MENS TOPKIS } \\ & \text { UNIINSUITS } \\ & \mathbf{7 9 0} \end{aligned}$ | $\begin{gathered} \text { S6.00 MENS RROWN } \\ \text { XXFORDS } \\ \mathbf{\$ 4 . 9 5} \end{gathered}$ |
| $\begin{aligned} & \text { LADIES SILK } \\ & \mathbf{D R E S S E S} \\ & \mathbf{9 . 0 0} \end{aligned}$ |  |

## LADIES' FELLT HATS <br> $\$ 1.50$

> BOY'S FOUR PIECE AhH WOOLSUITS W12.50

LADIGS HAT BOXES
$40,45,3$

Day DrawsCrowds
WiewPerformances Of He Walter L. Main Show
Whate Goo Mroogh JONES IS 3 UP ON


 Mred In Record Shown Scheduled

 Were not Map pholrt-
0 of trumpoes told of

Fawht which

Showing the Late Modeds

## Smart Millinery

uist an Dame Fashion has decreed that felts and Sours should bo worn, we have a wide solpetion fir Foot-Wear

SINFORD DRY GOODSCO. good
back.
$\mathbf{Y}$


What's the Difference in Mule Feed?
 kind. Just a monotonous diet of corn, oate with hay faila
to supply work animala with a sufficient variety of diet to to supply work animala with a sufficient variety of diet to plenty "to fill 'cm up."

Picture youraelf sitting down to meals of bread and water You would soon lose your health. If you could have plenty of good meat, and freah vegetablee, your health would toon come

O-Molene as you do for a feed of corn and oata: It take: much less O-Molene. O-Molene containa the varicty of foodajuff
necesary to You get more work from them. Mulen like O-Molene because it is made axceedingly appetizing by a specin! proceti of cruahingtate, aclect grains, O. Molene in being ubed we try, because it If the cheap the tho lone tits
try, becnuse it tr the che phetrited by ghts.


Ben The Brathers

## ANNOUNCEMENT

# Friendly Stores 

No. 1

Will Open Saturday, Sept. 18

With a complete line of staple and fancy groceries, fruits and vegetables. The store will also have a complete up to date market where all choice western meats may be had. Quality merchandise coupled with chain store prices and smiling service. The public is cordially invited to visit our store on the opening day.

115 MAGNOLIA AVENUE
In building formerly occupied by W. V. Wheeler Inc.
Our aim-"To Live Up To Our Name," Friendliness.

# SoundLocation 

Only a moment's study of the map of Sanford is needed to convince you of the direction the city is growing.
If you'll carefully consider the map you'll find that only one direction remains toward which home builders of discrimination may go. That direction is southeast.

Study Sanford Grove

## \$ANFORD GROVE, Inc.

FIrst Natlonal Bank Bldg.

gdcasting Experiments
Shew BRaMDS OF Wave Lengths Are
SoOTBALL WLL
Forducted By Experts ionducted By Experts BE SEEN IN WEST



## 4

YOU will find those very features upon which you most insist, developed to their fullest in the great new line of Cadillac cars.


## Dickson-Ives Co.



Blouse Backs, Plaited Skirts
Ann Elizabeth Dresses $\$ 39.50$

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## NASH



## Smoothest Miles are NASH Miles

New NASH Attractions



## HOMES



COICLOUGH REAITY COMPANY 311 First Natimal llank likdg. Telephone 732 Real Estate SANFORD, Flomidin Insurance




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And an rray of further auperb
new fer featurce.


## ANNOLNCI <br> $5 \$ 500.00$ Prize Letter Contes <br> 3+10.4

Here is a chance for you to win $\$ 100$ in eare
$T_{\text {milk }}^{\text {HOUSNDS of familles in }}$ in Forida are using Kllm (powdered letery from houscwiven who are overioved at having so succeunfurfy
solvod thin difficult foxed problem. We want such letters and,

## Smith Motor Co.

All new Nash modele now have the great cuppach rif It is an engineering fact that this is the ulbind The 7 great bearings give the revolying crese

 ent body ryles-brilliant new body int


offering $\$ 500.00$ in cash and prizes for the best letters on-
"Why KLIM is Florida's Best Milk Supply" You must have good reasona for uning Klim in preference to anything elve. Write them down and send them to $\$ 100.00$ may be your reward. Follow these hints in writing your letters 1 Legibllity and nestnese wilt count la your fivor.
2 LImit your letter to 200 words. 3 Your own ectual erparieacen mith Kllman ars What wo wnat.

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LL-STARS BEAT SANFORD IN SHORT GAM

 WWATER, WID DTO TEE COWT Equal Footing In Pennant
Chase IN TWIN BLL
$N$ National League
NY CLVELAND

$\underset{\text { Well For Stars }}{\text { Fiomber Pithes }}$

## 

Tunney Most Formidable Antagonist To FaceChamp Since He Won The Crown

The Häbit of DressingWell is not easily acquired-but once
formed is a big asset in business

## The Ten Pay Budget Plan helpsmentobuybetter clothes...through the convenience of deferred paymenss. It's a splendid service and extremely popular at this store <br> saripty grand Cluthen

 inimitable way

yDay Brings New Opportunites to People Who Make A Habit o Scanning the Faif





Geminole (founty Tank Sanford. Fla
STRENGTH- SERNIEE - PRCGRESS

Sells Real
Estate
That's What
The 12 -

## Policy

 DoesIt Does
Higgins, Smith, Wighte


## Pace For Champ by Californian

 Way Through Morning Round terner Takes don 5 th Hole ant Approaching TPutting Enables tor to Keep Lead RTM HILLS, Sept. 18
## High Winds Hit Ea Coast Cutting It O From Outside Wor

MOTHER OFRADW PLETCHER LOSES
MOTHER OFRADIO FLETCHER LOSES
OPERATOR ASKS FRST ROUND TO
SON FOR "TRUTH" SECURE LIBERTY
MOTHER OFRADIO FLETCHER LOSES
OPERATOR ASKS FRST ROUND TO
SON FOR "TRUTH" SECURE LBERTY


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| Lawton Announces | dince shawing thut Mra, Mrithry |  |
| Of Teachers |  |  |
| nty Schoo | ter | hed |



City Manager Push Work on B Shell And Paivi



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$\square$Arguments In FightHearing Are Delayed



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On Violators Headlight Law Continuied Here

Police campaign againat

13 Killed In Pursuit Of Rosenthal Killers



## Tyson Will Have

 Hearing Monday



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Wiendly Stores Opening
-Price List-
"Manbells Pork \& Beans - . . . 09
40. 2 Tomatoes
(3)
faxwell House Coffee
1 Ibs. Irish Potatoes
-Meats-
ne) Roast, 1 b .
Pork Shoulder, lb.
Pork Chops, Ib.
Round Steak, Ib.
dirloin Steak, Ib.
-Saturday, Sept. 18.-
115 Magnolia Ave.

Advertise In The Herald

# W. H. LONG <br> 108 PALMEITYO AVE 

## $\underset{\substack{\text { Western } \\ \text { Pork }}}{ }$ Shoulders26i

Pork Chops, lb. . . 27 c
Pork Sausage
Pot Roast of of ${ }^{f}{ }^{f} 19{ }^{c}$
White Salt Meat llb18:23c
Smoked Hams 36 ${ }^{\text {c }}$

- Half Or Whole

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## Promotes Sociability

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## 65c

 49c

| No. 2 Tomatoes $9 \mathbf{c}$ | - cces |
| :---: | :---: |
|  | Q 14 |
| No. 2 Pras | C Ice Crea |

Lixhthouse cleanser $5 \mathbf{5 C}$
(i) lighthense Soap 25c

Edgewood Grocery
$\qquad$

Announcing the Opening of the BonTonDressShop,Inc.

First Street, Opposite Post Office

## Saturday, September 18

## FULL AND COMPLETE LINE OF LADIES'

 AND CHILDREN'S READY TO WEAR.The Bon Ton Dress Shop, Inc., is offering to the public the greatest array of women's and children's wear to be found in the county. The entire stock which goes on sale tomorrow, is brand new, just having arrived from the various mar. kets from which we purchased it.

Make the Bon Ton Dress Shop, Inc., your trading headquarters. Here all the latest styles are to be found--at prices you can afford to pay. Opening day finds many rare bargains, a few of which we show in this advertisement.

##  <br> Opening Special <br> 175 Dresses <br> All new stock in satins, crepes and

 georgettes worth double$$
\$ 10.95
$$

## LATE FALL CREATIONS

CHILDREN'S WOOL COATS
Latest materials in styles becoming to the kiddies, rang-

$$
\$ 4.95 \text { up }
$$

JUNIORS SPORT FROCKS MODES FOR THE MISSES from the style cen. TERS.
\$6.25
FEATURING PETERS
FINE SHOES FOR LADIES
$\$ 4.95$ up


NEW LINE OF SPORT FELT HATS
$\$ 3, \$ 4$,

$$
\$ 5 \text { mow }
$$

SEE THE NEW MILLINERY "THE BON TON"

MISSES FALL COATS at prices never before offered for this quality material.

$$
\$ 7.50 \text { up }
$$


ing in price

## "All Over Town"



Wesson Oil

| Quaker Maid Cherries Red Pitted No. 2 Can | $28 c$ |
| :---: | :---: |
| Inna Stringless Beans No. 2 Can, 3 for | 31 C |
| Okra and Tomatoes <br> No. 2 Can | $17 c$ |
| Sultana Red Kidney Beans No. 2 Can |  |

Iona Lima Beans
No. 2 Can ......................... 3 .
12c

Palmolive Soap
6 Bars for .......................... 45 c




