



THE SPIRIT OF NEIGHBORLINESS

After All We Want to Be "Good Neighbors"

IS THE spirit of neighborliness contagious? Well, we think it is. Since we began this little series of messages to you about it, we've had numerous letters on the subject.

For example we'll quote from one we received the other day. It was from a Neighbor out in the country. He's in daily touch with our friends of the farms—talks with 'em over the fence: "Neighborliness," he wrote, "means more to our city than our undoubted industrial,

commercial and transportation advantages. Promotion of a friendlier feeling can't help but redound to the credit of business men of the city and the farms. Your method must necessarily be far-reaching in scope and influence."

Neighborhood propaganda spreads fast and effectively

Occurred to us to mention this in this, our last heart-to-heart talk but one, to you, our neighbors. Frankly, in our opinion, that brief note said a pageful.

THANK YOU.

The Retail Merchants OF SANFORD

This Advertisement Paid For by the Following Merchants and Business Houses:

The Yowell Co.
Woodruff and Watson
Lloyd Shoe Co. Inc.
McKinnon-Markwood Co.
Gonzalez Grocery Co.
Sanford Drug Co.
Geo. A. Speer and Son
The Outlet
Miller Furniture Co. Inc.
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Sanford Feed and Supply Co.
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Seminole Pressery
Seminole Awning Shop
The Sanford Herald
The Ball Hardware Co.
The Seminole County Bank
The First National Bank

SPORTS

LOUIS PAYS SANFORD'S FIRST SOCCER GAME TO BE WEDNESDAY

Local High School Team is to Meet Third Opponent of Year When Groveland Comes Here for a Contest

REOPENS WITH KILLING OF FIVE

Mining gun is abandoned, and the case is dropped, but the case is reopened with the killing of five men.

JACK SHARKEY TO CLASH WITH WILLS TONIGHT

Negro Stevedore to Defend Blacking Against Youthful Heavyweight Boxer

Heff Seeks Right To Remain in U. S. Charles Heff, police auditor, has requested permission to remain in the country after Oct 15.

Sanford High School is to Meet Third Opponent of Year When Groveland Comes Here for a Contest

The game was played last week and was a very creditable one on both sides. The team is to meet Groveland this Wednesday.

Ruppert Denies He Will Give Bambino \$150,000 A Season

Chicago Cubs owner denies reports that he will pay Babe Ruth a salary of \$150,000 per season.

YOU-DRIVE

Our auto renting system is designed to give you the pleasure of driving a car without the expense of ownership.

Reel & Sons

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The ROOSEVELT Madison Avenue at 45th Street. NEW YORK'S NEWEST SMART HOTEL. COLONIAL THROUGHOUT.

Announcing The NEW FINER CHRYSLER '70 New Lower Prices. Presenting a New Influence on all Motoring for Years to Come.

FLORIDA POWER & LIGHT COMPANY. Huge electric turbines are now being delivered to the new Super-Power Electric Generating Station out in the Everglades near Dania.

Day Brings New Opportunities to People Who Make a Habit of Scanning the Want Ads

Wanted - To Buy, Houses for Rent, Lots for Sale, Automobiles for Sale, Legal Notices. Includes various real estate and business listings.

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The 12-24-30 Policy Sells Real Estate. If your property is worth selling it's worth going to a firm that will bargain with you to devote all its time to the selling of your property.

Higgins, Smith, Wight, Inc. DEVELOPERS. If your property is worth selling it's worth going to a firm that will bargain with you to devote all its time to the selling of your property.

HEARDED UP FATHER. A cartoon strip by George McManus.

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