## Uhr Sanfurì 解eralia



WRS. PATTERSON Sanford Men Share TELIS OF THOSE
WHO SHOP LATE

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## 1.









## SANFORD AUTO TIRE CO.

207 WEST FIRST STREET UR MAIN STORE IS NOW LOCATED IN SANFORD, AN WE ARE NOW IN POSIIION TO GIVE YOU THE TIRE THAT YOU ARE IN NEED OR

WE ALSO HAYE A Con PLETE LINE OF PNEX MATIC TRUCK TIRES
Special prices on all tires, also used tires, invite you to come to store and see for yoursel for you cannot realize th saving of money in bur ing tires until you see thi tires and the prices, guarantee goes withea new tire that is sold \& J. United Tires

WE ARE als 0 CAR RYING AUTOMOBILE parts with ot STOCK OF TIRES.

New Axles, New Spring New Cranks, New Gean
For all makes of cars, a you do not have to miz for these parts to com from the factory, formi are now carrying the and will have a complet stock of them at a times.

DON'T FORGET THE P LACE OR THE NAME

## SANFORD AUTO TIRE CO

207 WEST EIRST SIREET SANFORD, FLORIDA

## JustAFewMoreDay Will Wind Up Kronen's

 JustAF Few More DaysWill wind Up Kroners
Pre-Inventory Sal
Take Advantage Of These

We are in position to

## Make Loans

on improved property both business and residential, within the
City Limits
Call for

## Mr. Turnbull



## Sanford Laundry lnc.

Phone 475
Office-Plant
$\times 19 \mathrm{~W}$. Third St.
Uptown Office
McLander Arcade

Sanford Loan \& Savings Co.
Wishes one and all a very

## Merry Christmas

## 2vazavazatr

 Dress Plain or Pleated Bosomwill have that neat, spotesesly clean, fresh typearance if launTake Advantage Of These Extraordinary Low Price

| $\underset{\substack{\text { sispobe } \\ \text { Dreseses }}}{\text { ext }}$ | \$12.95 |  |
| :---: | :---: | :---: |
|  |  | fur trimen coin |
|  | \$4.75 |  |
| Tailored | Coats |  |
| $\$ 16.50$ Values | \$9.95 | \$2.98 ${ }^{\text {to } 53.98}$ |

CHRISTMAS GIFTS GREATLY REDUCED
KRONEN':
"We Say It With Values

309 E. First Street

## A FREED-EISEMANN OR BOSCH RADIO FOR CHRISTMAS

We are open evenings and we will be pleased to give you a demonstiation,
either in our store or in your home either in our store or in your home ing qualities of Bosch and FieedFisemann, you ca
stand ateradem-
onistration why

REVOLUTIONARY RADIO TMPROVEMENTS
$\$ 60$.
985
these Radios are
recognized thru-
out the stadio
Seminole Radio Company
With the dawning of Christmas morn a new happiness will reign in yon home more attractive, your grown home - not just for Christmas Day not just for a few months, but fo years to come. The ckiddies will find home more catractive,
your grown-up boy girl will cease to be r


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For a Better Stucco Hous


CIICOr Sale By
CHASE \& CO.
Reliable Building'S Supplia
 An Ideal Gift For Christm A subscription to The San exen gift to some frifend or relative eras a gift from ent that everyone appreciates.

## 

TheSanfordH

## : SOCIAL AND PERSONAL ACTIVITIES:



##  <br> Friendly Store No. 2 at 502 Sanford Ave., will be opened Saturday. Dec. 18, by C. W. Knapp, forme manager of the Friendly Stores Inc. All low price quoted by the Friendly Stores in the past were ob tained by Mr. Knapp. The same low prices will con <br> Campbell's Beans <br> Tomatoes, No. 2 <br> Potatoes, 10 lbs . <br> Coffee <br> Butter Pine Creamery <br> Sugar, 10 lbs. <br> FRESH MEATS <br> Friendly Store

## Number 2

502 Sanford Avenue


The beautiful spirit of Christmas is complete only, with the Yule Tíde Feast. That your home qatheting may return a full measure of toliday happiness, we mention these dinner uucriestions.


# The SERVETERI 

## PHONE 167

## Corner of Commercial and Sanford Avenues

 Five Large Unrestricted Parking Spaces, We ha Boys to Put Your Purchases in Your Car
## Cash and Carry

SELF SERVICE - GROCERIES AND MEATS All Meats Cut From Kansas City Top Steeis If It's Good to Eat--. We Have It

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| $-29 \mathrm{c}$ |  |
| 50c |  |
| 45 c |  |

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## Just Received

 from Miami and Hollywood, Hurricane Specialsanc shmpant op munkiers
 salvace spreans mom miz EAST COAST HURRICANE, IN GOOD SHAPE, YOU CAN'T GO WRONG ON THESE AT JUST HALF THE PRICE.
Grocery Specials for Saturray
Fancy Head Rice
10 pounds ....
10 pounds
Grits
Irish Potatoes
10 p Potat
. $40{ }^{\circ}$
Sweet Potatoes
10 pounds
Compound Lard
Per Pound
White Bacon, Clear
Per Pound
Per Pound

## FLOUR---FLOUR

24 lb . Self Rising Guaranteed grade
$\$ 1.30$
12 pounds Self Rising $70^{c}$
Guaranteed Grade
Guaranteed Grade

## Camphell's

Pork and Beans, can

## CASH SUPPLY $\mathbf{C O}$.

205 W. First St. - Cate's Old Stand

Another Blae Bonnet Markel Is Open At 114 N. Park, Opposite Valdez Hote

Tangerines! Tangerines: Tangerines 30 c per peck

Also assortments
vill surely plense

## THE TALK OE THE TOWN

BRE BONNE MAREPA
Opposile valdez Hotel - 13th \& oak

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| :--- | :--- | :--- | :--- | :--- | :--- | :--- | SUNSHINE EVERY DAYI!

Try it on your hens and see the difference. Sumshine Scratech Feed and Sunshine Egg Mash surely puts prorm IN POULTRY
"Your Money Back if You Are Not Satisfied SANFORD FEED \& SUPPLY CO.

Phone 539
Myrle Ave, \& 4th st.


## That Question Is Asked In Our Store

Nbt with a vièw of vell hng youmbre, out with an idea of serving you better. In these days of hurry and scurry of serve-your-self policies, a touch of politeness, a real evidence of a desire to serve and a desire to please, is beginning once again to be demanded by the public. May we not of fer you our complete service in assisting
you solve your food problem? you solve your food problem?

## Quality - Service*-Courtesy

## GONZALEZ GROCERY CO.

Magnolia at Second
Phone 277

## Food For Young? Food For Old! FOOD!

NEAPOLITANS LADYLOCN OVERS RRENCH CRULILERS CREANSH PASTRIES<br><br>BUTMER CRPA Y T A YEP CAKE BUTTER CREAMGAYER CAKE GERMAN STRACELEAKE<br>FHOLE WHEAT. BREAD

Pies Like Mother Makes
Hot Rolls Twice Daily also Stadays from 4:80 to $6: 80$
DIECTRIK MAID CAKES AND PASTRIES THE
KIND THAT EETMIN ATES THE NECESSIT
FOR HOME BAKING
TRY DECTPIK MAD BAKED GOODS
ELECTRIK-MAİD BAKE SHOP


The Friendly

## Stores

115 Magnolia Ave. GROCERIES

MEATS
PRODUCE
CHAIN STORE PRICES
Specials for Saturday


#### Abstract

New Irish Potatoes, 4 lbs........................ Senate Coffee..............................................$~$ $8^{\circ}$ Cocoanuts, Fresh Spanish Onluns 4 lbs $25^{\mathrm{c}}$ Dill Pickles. 19

Guava Jelly 10 oz. $22^{\circ}$


Our market is stocked with the best meats wecan buy. Let us fill your weekcendneeds. in

Concluding A Week of
 GREAT VALUES All this week A. \& $P$ stores have
been offering big values-vancs been offering big values-vanes characteristic of our policy for sell-
Ing only the highest quality foods at low cost to the housewife. TAKE ADYANTAGE OF THE WHEREMOMTMES DAST DAY OF THESE WY NE

PILLSBURY OR GOLD MEDDAL FLOUR


What thrills the words bring-all the worid loves the fairy tale pystory of Christmas and Santa Claus-and there are only six more days until "'luistmas.
With euch a dimited shopping time hefore Holiday Buy ers, Advertisers and the Herald co-operate in presen:' ing this Christmas Shopping Number, giving the people of Sanford a condensed picture and story of Holiday Merchandise.
Wise shoppers will first shop among the ads in the Herald. Wise advertisers have presented Christmas sionpers with an array of Merchandise for the Christmas Season never before equalled--Today's Herald gives you a truthful, descriptive Shopping Guide-another will appear Wednesday.
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## (1) UR


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Ten Million Homes In United States


Paid Out on Liability Claims Alone!
A. P. Connelly \& Son

## Dreka's

DeLamd Since lxis Florida
One of Florida's Leading Dept. Stores


It is going to be the happiest Christmas you have spent in many years for there are more opportunities of giving your friends and relatives the kind of a Christmas morning they used to have. Better things and greater variety and, best of all, a range that will make it as easy for the modest purse as for those to whom money is no consideration. We have planned for the most complete holiday season this store has ever presented and urge you to take the earliest moment to let us help you in your plans.

A store full of gifts await ydu. Gifts of merit for everyone. Gifts designed as much for Christmas as
G. A. DREKA\&CO.


BY HAVING YOUR CHRISTMAS CLEANING DONE NOW!

## LANEY DRY CLEANING

110 EAST SECONI


## Delicious ICE CREAM

IN NOVEL FORMS FOR YOUR CHRISTMAS DINNER After the greetings of the season have been exchanged and the last package opened the family sits down to perhaps one of the most time
portant dinners of the year. Everyone anxiously awaits culinary sfit Mother offers. The dessert nust have the same zest as the first course Cream. We are prepared to make ice cream in several approper ar diredly
mas mouldo. You can order them from your egular deder from us. But by all means place your order early

## SEMINOIE CREAMER COMPANY

Sanford,


## NEW MODELS

Old Santa Smiles for-

## THE UNIVERSAL CHRISTMAS GIFT IS A . . . FORD!

 "THE UNIVERSAL CARFlorida Sunshine . . . the beaches . . . the lure of the unexplored rood places, sights and faces ... joy undreamed of in a world you've not yet seen can be

## All Yours Now---

Be a Real Santa Claus to All the Family!
GIVE A FORD CAR

We Have A
$\underset{\mathrm{W}}{\mathrm{F}}$
Real Buys In U S E D Cars

You Can't Beat These Prices: Tudor Sedan $\$ 495 \quad$ Fordor Sedan $\$ 545$ Touving Car $\quad \$ 380 \quad$ Ford Roadster $\$ 360$ Coupe $\quad \$ 485$
(F.0. … Detrait

GIVE A FORD FOR CHRISTMAS!
Commercial Car Prices: Ton Truck $\quad \$ 325 \quad$ Fordson Tractor $\$ 495$ (F. 0. B. Detroit)
S. C. Trawick R. Herndon $\quad$ J. F. Hodges Geo. W. Evans
S. C. Trawick
S.E.Herndon $\quad$ J. F. Hodges
S. C. Trawick
S.E.Herndon $\quad$ J. F. Hodges
W. J. Hopkins
H. C. Douglas

## HIG <br> \section*{Ford}

## Fordson

We Give You R
E
A

Low Terms On A
W. B. McDonald
T. Meade Fox, Sales Manager.



## Broadcloth Shirts <br> $\$ 1$ to $\$ 2.50$. $\$ 1.75$ to $\$ 6$

ain white with collars attachorl. For men, women and children. What
od quality broadcloth. Just a urowill apmeceiate

# The Store of Countless Delightful Gifts 




Opera company when it comes to The Milane. Thenter, Dec. 30 and
the rominess of the interior and Ceremony Of Fealty Of Classes Of
the luxuriouness of the appoint '28 And'30 Is Big Event At F. S. W. C

Portable: PHONOGRAPH $\$ 12.50$
cul Prices on Tires F. P. RINES

THE $\left(\begin{array}{cc}\text { Parisienne } \\ \text { T O T } \\ \text { SHO P }\end{array}\right.$ The Parisiemne Gift Shop Featuring
'hillten'

## Wearing

Appare
Infant Size To
McLander Arcade
(ift Shop

## New Vegetable Book Free to Growers


 The book contine pertiol
irenlent, Prot. i. F. F. Flord.
The book contains practical information on the production of Florida Vedetabtres, in
planting, ferilizatlon, and apraying for Insect ind diseane control

WILSON \& TOOMER FERTILIZER CO.

## Florida Agricultural Supply Company



## McKinnon-Markwood Co. "Furnishers to Men who Know" What A Man Would Buy

 Arranged to Sell fo
## Reduced Prrea <br> During the month of Decemit Fine fuality and long-wearing fall wate are in this selection for you to haverese  | creys, tans, ,rowns and |
| :--- |
| for men and young men. |

Shirts
$\$ 2.50$
$\mathbf{~} 0$
$\$ 5.00$ lange of Sizes
nest hroadel

## Pajamas

$\$ 3.06$ and $\$ 3.56$

## 

## Silk Ties

$\$ 1.00$ to $\$ 3.50$
It you are lowking for ties that have not
that "Chrostmasy" book, see these. They're in the patterns, and colors that
null men like.

Gloves
$\$ 3.00$ to $\$ 4.50$
The famous "Thoroughbred." These will prove ${ }^{n}$ delight'ul surprise for
"Him" on Christmis Morning. Lat
us help you nelect then.

Interwoven Sox

| In Fancy | $\mathbf{7 5 c}$ | in Fancy |
| :---: | :---: | :---: |
| and Plain | and | Gift |
| Patterns | $\mathbf{\$ 1 , 0 0}$ | Boxes |

Patterns $\quad \$ 1.00$ Include Intry

## Linen

 Handkerchiefs $50 c-75 c-\$ 1.00$ Somo nere bor aulity of anitialed! The linen is of a fineress that vid remain soft atter "repate
launderings.

## Sweaters

Useful and yet a most acceptable gift. You know his size and we have plain colors and the more him, In plaids. Come in the more popular selection.

## Lumbejacks

Are you looking for the one thing that will be the most desirable for wo working man, out in all kinds or lumberjacks. All sizeat

Belt Sets $\$ 1$ to $\$ 5.00$ Hickok fittal betts, Therd bto wo
 Igns that he will ilie.
Na

The Ball
Hardware
Compány

Headquarters
For Shoppers


The Ball
Hardware
Company
Sanford's Gift Stare

## Here Are Some Hints From Santa Himself!!



TATE BOARD IS 10 gather soun IT JACHSONVILLE Sudget For Next Year Will Be Airanged To Cover Cost
Or Operating Several Insti－ Or Operating Several Inst ch WhiLAHHASSEE，Fla．，Dec

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 Por Women for and State col－
Wpiations ap take care of the （trato ing growth tat care of the two insti－ The lazt mont thder consideration
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## Lake Mary


$\qquad$ Prere recent guests MMris：Ba
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Mr．and week．Mr Res．Reyn
\％puperintendent 4． ref．Mre．Anna



## Wrist Watches

Drchange Your Old One For a New One －
IcLaulin，The Jeweler
Mrs.
Endic

## Electrical <br> Appliances

 make an meal gitiv Seach nll the vift sop seach nill the gift shops，read nill the auls and then thrill her heart with tho electrical things that will lessen her work aud mak Melton Electric $\mathrm{CO}_{0}$

of Texas legisistotors was

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oovernor＇s death．



## Batteries

 Men－We recharge and $r$ RAY BROS．| YES SR！ |
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＂What a Charming Room＂
 Textene invariablydraw that comment．With it you may reproduce any
period of texture，any veriod of texture，any
color or combination of alors in the form of a L．e us tell you ahout
TEXTONE
（HASE ANI）COMPANY For sale by
sanfo：d．Fila．


##  He the dind his <br> ra   <br> The Store Of A Thousand Gifts 

 Thc Unusual in GiffsGIFTS FOR EACH MEMBER OF THE FAMIL． VIOLINS BANJOS
PHONOGRAPHS
LINENS ATOMIZFI
GRAPH BOOKS FOR GOOKS F（）R
GIRI،ORNEWY
a Edison＇s
Thumas A Edison＇s
latest achievement
EDISON
PHONO NRAPH
Sanford Music Store And Giff Shope Phone 8

## Tomato Seed

 Three of Florida＇s Best
## Why Take a Chance？

NO． 1
KILGORES CROWN SELECTiEd Globe
，Con vigorous plant growth and abund greater vitality，quick，umiform germ g yuality．Early and one of the finest shippers，very hardy，and on ac great care excresed in producing，selecting and reselecting the sed
wonderfu vigor to each plant and makes it resistant to the variousilif and nypearance．（\％．$\$ 1.25,1-4 \mathrm{lb}, \$ 4.00 ; \mathrm{Lb}$ ．$\$ 15.00$ delivered

NO． 2
KILGORE＇S EXTRA SELECTED GLOBE ，wn more popular each year for fifteen years．This variety is a stroes able tomatoes．Plants stay green and in bearing condition long atter mot matures perfectly，does not．crack－- nd has large well filled hands close to Oz． $50 \mathrm{c} ; 1-4 \mathrm{ib}, \$ 1,65 ; \mathrm{Lb}, \$ 6,00$ delivered．

## NO． 3

GENUINE MARGLOBE
scarlet globe variety developed by Mr．F．J．Prichard of the U．S．Bured it Industry，the originator of this variety．Our MARGLOBE，BREDSB eroduced from stock seed furnished by Mr．F．J．Prichard the mair clit is，that it is resistant to naithead rust and wilt．MARGLOBE is a securs red fruited variety．Its plants are medium large，erect and fairly deng ally produces heavy yields of large，smoothy meaty globular funta，for unformly around the stem and，resists cracking welland mainaan
fruit throughout a relatively $\$ 12.00$ delivered．

## KILGORE SEED CO．

SANFORD－PLANT CITY FLORDA FREE TREATMENT TOR SELD WHERE DESIRBD


## Southwestêrn Séction Of Florida Zeads In Building OfHotelsAndApartments




OUTDOUR WA Y


FRECKLES AND HIS FRIENDS

## UODAY

## The

By Williams OUR BOARDING HOUSE

What a Difference a Week Will Make

WEEK FROM TODAV

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BOOTS AND HER BUDDIES
Everybody Else But-


MOM'N POP
Broadcasting


## 4 Found.

Stantions


## Aerrices offered |- <br> Smolla Ave. <br>  <br> 






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57


 1125 COLUMN FOR DAILY HINTS TO USED car. PURCHASERS dependable used cars
REPRESENT THE MOST AUTq. mobile value for the
do you know THAT
 Used car prices do not cover depre-
ciution. The original purchaser




MEN'S, LADIES AND OHILD.
 TEACH YOUR FAMiLY the yetuid of a savings account. A " "Clurit-
mas Savings Club". account taten
out with this Bank will nako an out with this Bank will mako ar
apprecinted rift for any member
of the family. First National


YOUR surrs are made in sonn.
ford to nivasure. We carry complete ling of woolen mierchan?
diape, Quality, Service and Fit हipt
anteed. WOLF THE TAILOR
4 Sanford Avenuo.

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do your christmas ehopptin
here. A complete line of liug
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wearing apparel. Giva your -
 a wrist watch, Youry red
is isood. W. O. Rusell Supply C
315 E. 2nd St.


FOR SALE, CHEAP-One lighy
weizht baby carriage in pood
onditiont. Mrs. Forguson, Bilder
 
FOR RENT-Five Room House a
Eyder Springs.
Mnquira 1100OUSE FOR RENT-203 Holll
Ave., 5 rooms and bath, garage
Inquire, 1119 Park Ave.
FOR RENT - 5 , room bungalow on
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ELMM AVE AND ASTTI
12TS Ford Ton Truck
Starter FIne Shape

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apartment holise for bab


 810 cash and $\$ 10$ monthly avi
buy 8 weil located oak HIl
Prico $\$ 750$ each. 10 . 325 eash and $\$ 15$ monthly will buy $\$ 1250$ caty and sib-Tmanthly will buy
benutfrul lot on French Avenue
Price 81350 .


[^0]:    ## Ballayd's Obelisk

    FLOUR $640 c^{12} 80 c^{24} \$$