

PARTY PLANS ARE BEING LAID BY DEMOCRATS

Continuing from page one, the party plans are being laid by the Democrats for the coming year. The party is expected to have a strong showing in the next election.

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APPLE SAUCE Hot or Cold!

Jane likes her apple sauce hot and Tommy prefers his cold. It's not the problem it might seem. You can have both. Buy a bottle of Apple Sauce today. It's the only one that's so good. It's the only one that's so hot and so cold. It's the only one that's so good. It's the only one that's so hot and so cold.

From Geneva comes the announcement that S. P. Smith, one of its citizens, will serve as chairman of the Vermont table at the all-States Supper to be held at the Mayfair Hotel at 7:00 o'clock, Monday, Jan. 18.

All Vermonters in this section are urged to get their tickets at the Chamber of Commerce office at the City Hall, and communicate with Mr. Smith as to their part in putting on Vermont features at the supper.

The affair is attracting considerable attention, and all committee chairmen report today that they are working out clear and unique stunts. The plan, as far as entertainment is concerned during the supper, is to have guests at each table, furnish some sort of musical or speaking program not to exceed five or 10 minutes in length. At the close of the supper, during which time all products of the county, grown in Seminoles County, grown, dancing will be held in the ballroom of the hotel.

OPPOSES DRY REFERENDUM
WASHINGTON, Jan. 2.—(A.P.)—The national woman's Christian temperance union today opposed a dry referendum in the state of Florida.

COLLEGE TEACHER KILLS HIMSELF AS LOVER SCORNS HIM
FAYETTEVILLE, Ark., Jan. 2.—(A.P.)—A shot that mortally wounded a young man, a college teacher, was fired by a woman who had scorned him.

The young instructor has attended a New Year's Eve party at the home of Mr. and Mrs. Roy Williams, where he had lived since coming here about two years ago. About midnight, after an evening spent at bridge, another man arrived. Schaefer called the young woman he had scorned to the party into another room.

After they had talked for a few minutes the young woman left, escorted by the man who arrived late. The other went on the porch to listen to the new year celebration and heard what they believed a firecracker exploding. Later Schaefer was found dead in his room, a pistol wound in the head.

ARMY AND NAVY WILL RESUME ATHLETIC RELATIONS IN 1932
NEW YORK, Jan. 2.—(A.P.)—Officials of the Military and Naval academies reached an understanding today which resumed in their branch in athletic relations in 1932 and will resume their annual football game next fall on a regular basis.

All matters were thronged out at the meeting in New York this week between the athletic heads of the two academies and although the moral objection did not have its usual force, it was not enough to prevent the resumption of the athletic relations. The Army and Navy will resume their annual football game next fall on a regular basis.

NOTICE OF MEETING
Notice is hereby given that the annual meeting of the shareholders of the Sanford Atlantic National Bank will be held at its banking house in Sanford, Florida, on January 12, 1932, at 2 o'clock P. M. for the election of directors and for the transaction of such other business as may properly come before said meeting, or any adjournment or adjournments thereof.

NOTICE OF APPLICATION FOR TAX DEED
Notice is hereby given that the date of issuance of such certificate in the name of UNKNOWN, dated the 15th day of August, A. D. 1932, has been filed in my office, and has made application for tax deed to issue in accordance with law. Said certificate embraces the following described property situated in Seminole County, Florida, to-wit:

Lot 2A, McNeil's Orange Villa. The said land being assessed at the date of issuance of such certificate in the name of UNKNOWN, dated the 15th day of August, A. D. 1932, has been filed in my office, and has made application for tax deed to issue in accordance with law. Said certificate embraces the following described property situated in Seminole County, Florida, to-wit:

IN THE CIRCUIT COURT, TWENTY-THIRD JUDICIAL CIRCUIT IN AND FOR SEMINOLE COUNTY, STATE OF FLORIDA, IN CHANCERY.
JULIETTE LINDSEY, Complainant, vs. RAYMOND LINDSEY, Defendant.

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Lot 3, Block C, South Alta, Seminole Heights. The said land being assessed at the date of issuance of such certificate in the name of UNKNOWN, dated the 15th day of August, A. D. 1932, has been filed in my office, and has made application for tax deed to issue in accordance with law. Said certificate embraces the following described property situated in Seminole County, Florida, to-wit:

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RESULTS
The results of the election are as follows: [Details of election results]

WANT AD RATES
Sanford Daily Herald
Terms: Cash in Advance
Telephone ads will be received for patrons and collector sent immediately for payment.

3—Lost and Found
LOST: At Municipal Zoo, Ladies hand bag containing small change and address. Finder please return to Mrs. A. Kirtland, C-O The Tasty Shop and receive reward.

4—Business Service
LANEY'S DRUG STORE—Prescriptions, magazines, fountain service. PROMPT delivery. Phone 103.
BUILDING BLOCKS—Irrigation boxes and general cement work. Miracle Concrete Co. J. E. Terwilliger, Prop. 3rd. and Elm.

5—Help Wanted
CAPABLE MEN wanted for Sanford and New Smyrna. Rates should average \$30.00 per week to start. Write D. R. Brooks, c-o J. R. Watkins Co., Memphis, Tenn.
GOOD MAID wanted at 220 Scott Avenue, Sanford.

9A—Poultry
FLORIDA-HATCHED guaranteed chicks. Orange Hatchery, Apopka, Fla.
26—Miscellaneous For Sale
FOR SALE: 2 milk cows, T. B. Kinard, Box 279, Route 2.
FOR SALE: One combination gas and wood cook stove. Good condition. Bargain. Florida Power and Light Co.
FOR SALE: Young Jersey milk cow, fresh in, Willis Dixon, City Poultry.

MR. MERCHANT
Suppose A NEW COMPETITOR Moved In ACROSS THE STREET OR IN THE NEXT BLOCK
Would you, as a business man of experience, stand by and allow the new comer to take away your customers? We take it for granted that you would rise instantly to the realization that to hold the pace already set one must be equally if not more progressive than his competitor.
Be Progressive
In this period of business depression it is a race of "every man for himself". There is always a certain amount of business carried on daily and it is the wide-awake merchant who crashest in on the receipts.
WHICH THEN IS THE BEST MOVE — YOU ASK
It is simple. Merely observe in Sanford, the various business houses and quickly you will notice which are doing the most business. Then try you will glance over the pages of The Herald daily you will see the names of the firms, you noticed as the "big business houses" listed as the most consistent advertisers.
TRY IF YOU CAN and think of a business, which carries on consistent advertising, that has fallen by the wayside. You will find it difficult.
ADVERTISING IS ESSENTIAL TO MODERN TRADE BUT ADVERTISE WISELY
LET US SEND AN EXPERIENCED AD-WRITER TO ASSIST YOU
THE SANFORD HERALD
SEMINOLE COUNTY'S ONLY DAILY NEWSPAPER
2300 PAID CIRCULATION DAILY