# Sauforì Batily Heralia 

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Ladies＇ $\mathbf{\$ 1 . 2 5}$ BINGALOW APRONS ＂Shook Down＂ 79c

Children＇s 75c ROMPERS ＂Shook Down＂To

Gemine PepperellSteecing 59c
Nine and Ten Onarter
and 63c CHURCHWELLS＇ Earthquake Sale
$\$ 3.00$ to $\$ 10.00$ SHOES \＆SLIPPERS Like Finding Them 89c

CITY NEWS PARAGRAPHS

THIS WEEK IN SANFORD

## The refular mettink of the 1 ： 0

zonie hall held at 8 P．M．in Ma－
TRerular metesidy of the city da





## thall．Regular meeting of Col．Theo．




 Wre．Ealirad．Friday





 Be Held Many Cities will be Austin Trull nud the more



 senate finances conimitt

Boy Scout Troops Hold First Track Meet of the Year

39c

## Men＇s $\$ 2.00$ Pin Check WORK PANTS An＂Extra＂Bargain <br> $\$ 1.19$

DENBY RESIGNS

MASS MEETING

®®๐
 ORANGE PARK MONDAY AND TUESDAY，FEB． 18 AND 19
A Limited Number of Lots

| THREE AT $-\quad-\quad \$ 550.00$ |
| :--- | :--- |
| NINE AT $-\quad \$ \quad \$ 700.00$ |
| SIX AT－$\quad \$ 800.00$ |

Paved Streets are Ordered by City Commission
this is the real place to live－we furnin free 5707 ORANGE TRELS WITH EACHLOT
Call or Look Them Over．．．
10 to $15 \%$ down，according to valuation of lots．$\$ 10.00$ per month，Ein wafter

## H．B． <br> Le ewis $\mathcal{G}$ <br> 

Or Phone 349


Gustis Now Making Plans for Washington Birthday Celebration



| (Good Advice toOwners |  |  |
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| tell you sir th |  |  |
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| d |  |  |
| the Suthe diont waste your |  |  |
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| the print tusinexs. You will |  |  |
| SUN PROOF PAI |  |  |
|  |  |  |
| Sanford Paint Store <br> Across frum express office. |  |  |
|  |  |  |

## THODRD

## Twenty Million Boxes ©pranges and Grapefruit For the Health and Happiness of the Nation



Twenty million boxes of Florida citrus fruits this season will convey joy to the cople of other section
Increasing production gives a supply sufficient to afford Florida oranges and grapefruit for every family at every meal.
Florida oranges are superior because of the greater juice content-the food and health values of citrus fruits are in the juice, and weight is an indieation of juiciness.



## "Florida Has the Goods

 and Can Deliver Them"




For More Beautiful Homes


98C THE PAR<br>data on this sale

## $r \$ 1.59$ The Pair

o fill out i:1 the January White Sales.
that so!--hot they were bought on
$\qquad$

## WORTH NOTING

STATY BANTiXiA Study of Turpentine WARNND AGANSI And Mosin Yields To CONFIDNCL MAN



The information concerning ol-
cott was furnished the association
by an Orlando bank.
CRITICS DEPLORE LACK OF QUALITY IN GERMAN PLAYS berunn, Feb. 16-Acting atage


$\qquad$

## H


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THAT
NEED

## 

## COLTEGE GIRLS ARE GROWING FATIER, TALLER AND MUCH STRONGER EACH YEAR






THE PRINTING PRESS SUPPLANTS THE CREWEL NEEDLE


## They Paid \$200,000,000

## for Studebaker cars last year

Find out why folks did it

LAST year 145,000 people Studebaker cars
The demand for these cars has The demand for these carshas almost trebled in three ycars. It has beco
There
There is a new situation in the what it means to you.

Studebaker had to Studebaker had to concern has led in its lines for two gener-
ations. Any Dother place would be urb fitting.
This is how we became the world's largest builders of quality cars.
$\$ 90,000,000$ assets Studebaker has
$\$ 90,000,000$ of assets $\$ 90,000,000$ of assets.
Of this $\$ 50,000,000$ is this $\$ 50,000,000$ is invested in modern We, have spent plants and equipment during the last five
they are modern and emicien. They contain 12,500 up-to-date machines.
We have $\$ 8,000,000$ in drop forge plants, $\$ 10,000,000$ more in body plants. So we build complete cars without paying other makers profits.

## LIG H T - S S X S.Pass. 112 in. W. B. 40 H. P.

## 

924 MODELS

We spend $\$ 500,000$ yearly on an engineering staff. There are 125 gialied men employed in our deperiment. They make 500,000 fests per year.
We employ 1,200 inspectors. Each Studebaker car must pass

## Learin Why 145,162 Bought

 Studebakers in 1923.Studebake In 1919, the public pald over $\$ 80,000,000$ for 39,33 Studebaker cara In 1920 , the public pnliu over $\$ 100,000,000$ for 51,47 In 1921 , the publle pald over $\$ 120,000,000$ for 66,643 In 1922, the public paid over $\$ 29 \%$ over 1920. Studebaker cars, an increase of os\% $\%$ ver 1921. In 1923, the public paid over $\$ 201,000,000$ for 145,162

Studebaker care, un increase of $32 \%$ over 1922 . Studebaker cars, an increase of $32 \%$ over 1922.
In 1924, busiress has opened with Studebaker as Learn whyall these buycrs preferred Studebakera.

Then on some steels wo pt makers a 15 per cent bo

Every Studebalier ctr th Titi en-equipped The Spewa-2 and the Big-Siz have mor Tellink under 55,600 in any The Light-str mote The Light compatifive than any compotityo its price.

## Wo use genary

 leather upholstery. We uie Cheselito hair for the ciond car upholstery. Same good upholeterywould cost $\$ 100$ b To curb vibratióa we machine all sur faces of crank shaft as was done in LibVery fow carsdotaith
How such prices How can we give facture before it leaves the factory. Those enormous facilities ena car. And we had the will to do it.

No stinted costs We neverstint on costs. Every
steel used is the best steel for its steel used is the best steel for its purpose, regardless of the price.

| SPECIAL-SIX ᄃ-Pass. 119 in. W. B. 50 H. P. |  |
| :---: | :---: |
| Touring - | - \$1350.00 |
| Roadster (2-Pass.) | 1325.00 |
| Coupe (5-Pass.) | 1895.00 |
| Sedan | 1985.00 |

scores of them-yet sell at oor ow prices?
Because these values brouetit us buyers- 145,000 last year The major extra costs are di vided by enormous output. Let us show you the eiteral you get, because of these matchless facilities


SAN JUAN GARAGE


## panford's Social Side

MRS. FRED DAIGER, Society Editor;
Residence 217-W


| intertaineci most delight- <br> bridge at her home on Mr. and Mra. Hartdegen |
| :---: |


\(\left|\begin{array}{c|c|c|}Vacations Are Given <br>
Police Who Round Up <br>

All Offenders of Law\end{array}\right|\)| Just In Passing |
| :---: |
| By |\(\left|\begin{array}{c}Uniform Dress Has <br>

Ben Alopted For <br>
Philadelphia Girls\end{array}\right|\)

NOT REALLY

|  <br>  <br>  procke, perooknai jowsessinns, <br>  becaure of their naspocation, <br>  through Herrid Wants frrst thing to cousatit when something of value is lost ${ }^{\text {or Hentid }}$ Hants bring loss ${ }^{\text {crs }}$ To reand and nil the people Wrient Ad at The Heralil orf it or phone us to to the Want for PHONE 148 |
| :---: |






## SCOTCH WOOLEN MILLS



## The Quality Shop

AN ADVANCE SHOWING

Early Spring
Millinery
Wednesday, February 20
In The World Of Sports

Joe Boyer Is First
Pilot Named for the Pilot Named for the
Indianapolis Race









 eers and drivers.
Royer has fruishol many of
the thrills for four or the lant five
of the 500 -mile classics, anil were

## Tennis Tourney All This Week Beginning Today <br>  <br>  <br> : arn by To <br>  <br>  

Toung Stribliz Meet Mike McTigue In Newark Next Month



## HEDDON'S FINE FISHING TACKLE

 Dowagha Minindious SANFORD CYCLECO.


INTO THE MAW OF THE MALL-ORDÉR HOLSE; WHY LET IT BE LURED FROM SANFORD BY THE DAZZILE OF DISTANT MERCHANDISE

Sanford merchants are the purchasing agents of our'community. They are our own people; they live among us; they know our needs; they do their utmost to satisfy those needs; to give us ;helpful and conscientious service.

Our retail merchants have proved their confidence in this community by investing many thousands of dollars; by staking their all on Sanford's future.

## THEY'RE ENTITLED TO A SQUARE DEAL

They deserye our whole-hearted support and patronage. And every fair-minded man and woman will concede that preference should be given to goods made in Sanford and that all trading should be done in Sanford shops.

## BY TRADING AT HOME YOU NOT ONLY

show a proper civil spirit-You Serve YOUR OWN BEST INTERESTS. For it's a wise person who spends a dollar where he has a chance to get it back... A foolish person is the "penny-wise" mail order buyer who buys a "pig-in-a-poke" every time hè patronizes one of these foreign enemies of the home merchant.

BE SQUARE WITH YOURSELIF AND WITH YOUR NEIGHBOR, THE SANEORD MERCHANT WHO SERVES YOU FAITHFULLY, HONESTLY, INTELLIGENTLY.

## KEEP YOUR DOLLARS AT HOME!

## IERALD WANT ADS PRESENT REAL OPPORTUNITIES

TELEPHONE 148 AND DICTATE YOUR WANT AD-COURTEOUS, PROMPT AND EFFICIENT SERVICE


