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SUNPROOF
This Paint is not effected by
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112 W. First St. Phone 303. 'THE HOUSE OF QUALITY"



WE WHLL SELL
39 CHOICE BUILDING LOTS 39 Buena Vista Estates

# IN THE CITY OF SANFORD, FLA. HDig ing <br> AT A BOLUTE A <br> AT 1:30 SHARP 

Buena Vista is growing fast... New houses going up. City improvements promised at once.
Remember Buena Vista is in the city limits. It faces Celery Ave., a brick road, and Mellonville Ave. which is also paved.

Every lot we sold last spring has doubled in value. We wish we had more lots left. Several lots we will sell face Celery Ave. and offer business opportunities as well as home sites. Two lots face Mellonville Ave.

## LOTS GOING FAST IN BUENA VISTA

Sanford is talked about all over Florida. Its growth is solid and substantial. Values are steadily increasing all over the city. Start in the New Year right by investing where you can see your dollars grow every month. Attend this sale. Be our guest. You may get a free lot or some of our prizes. We are glad to greet our friends whether you care to buy or watch others buy. No
dull moments. dull moments. name is called.
BAND CONCERT BY OUR OWN BAND


## he Social Side of Sanford jNE:- offlee 143

## Social Calendar



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# Accommodations Wanted By Winter Tourists-- 

Every day sees many winter tourists arriving in SanforBut when they get here many of them experience great difficulty in finding places to live. Apartments and rooms are in great demand.

If Sanford is to keep all the visitors who wish to spend the winter month here, the people must open their homes and assist in the housing problem.

If you have a vacant room or an apartment that you would like to rent; reach desirable prospects by inserting a want ad in The Sanford Herald. Want ads are willing workers.

PHONE 148

## World Famous Victor Artists Will Broadcast

## Thursday Night, January 1st, at 9:00 O'clock

Lucrexia Bori will sing
"La Paloma"
"When Love Is Kind"
"Traviata Addis del Pas
John McCormack will sing "Adeste Fideles"
"Berceuse From Jocelyn"
Marcheta
"Mother Machree"

tVictrola Radios Neyer Sin ${ }^{2}$ Off


Whatever your musical lastes may be you can satisfy it-when you please, where you plesse. Allend a Whiteman dance, attend a Calli Curci-Kreisler-McCormack concert, attend a church with
the Trinity or Vatican choir


## Radio-adaptable Victrolas

urovide the only Litiking machine-radtuc cumbination that mlows you coniith its estalisished superiority of performance and the radio set you preVietor Record and enjoyed on the Victroan many limes owe obtainvit on

## NEW YEARSDINNER

 At The Orange and Black LongwoodJan. 1, 12:30-3:00 One Dollar Per Person

## In the World of Sport

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## The Big Event <br> New Year's Day

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## ABSOLUTE AUCTION

Of 39 Fine Close In Building Lots In BUENA VISTA ESTATES

## On Celery Ave. Sanford, Florida

At 1:30 P. M. Sharp BAND CONCERT
One Vauable Building Lot and Many Other Prizes FREE!

## GEO. B. CLARK AUCTION CO.

## nceal Manage Valdez Hotel <br> DELAND, FLA

## ead Every Classified Advertisement On This Page :ONIT $-:$ Herald Want Ads Will Keep You Posted on All Sanford Business Activities of Importance::- FOR RESULTS

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