

Do Your CHRISTMAS Shopping in LAKE MARY



The merchants advertising in this page are offering special bargains to Christmas shoppers this year because they are paying no rent during the month of December. Through the courtesy of

Mr. Frank Evans are able to cut from their Christmas expenses the amount of rent which they would normally pay for one month. Come out to Lake Mary and see what they are offering.

No RENT Means Bigger BARGAINS!

Unusual Gifts

Here is a varied assortment of unusual and typically tropical gifts, sewing baskets, flower vases, trays and utility bags made from pine needles by hand weaving. There is a variety of color combinations. The sewing baskets range in price from 75 cents to \$2.50. The flower vases from \$1 to \$1.75. The trays are all \$1, and the utility bags are \$2.50. Surely here is an opportunity to buy a choice gift for friends in the north and for Florida friends too, for that matter. In addition to the needle-ware, there is a large assortment of other art and practical gifts at reasonable prices.

TREASURE SHOP

Mrs. W. S. Flanders
Lake Mary, Fla.
"Shop in Lake Mary"

A Clean, Neat Barber Shop

with every modern barbering device and the most courteous of treatment.

WOMEN'S HAIR TRIMMING

Lake Mary Barber Shop

Under the management of Mr. Hastings
Next to the Lake Mary Pharmacy in the Evans Building.
"Shop in Lake Mary"

LAKE MARY PHARMACY

The Lake Mary Pharmacy wishes to extend heartiest Christmas Greetings to the citizenship of Seminole County, with the sincere wish that the New Year will be a very happy and successful one.

As a means of co-operating to this end, we take great pleasure to announce that effective this date, we have inaugurated a coupon system for our patrons, whereby a discount as high as twenty percent off the regular price of certain merchandise may be obtained, and delivery within six miles of the store, including Sanford proper, may be had for nominal delivery charge. Full particulars will be furnished immediately upon request. Telephone all orders to No. 3103. We are having a personal representative call at all homes in order to explain the system in detail.

With compliments of the season believe us,

Very cordially yours,

LAKE MARY PHARMACY

Penslar Store

Rexall Store

OLIVER J. MILLER, Mgr.

P. S. We have under consideration a plan for giving away an automobile of standard make and will be glad to explain to you when you drop in the store.
O. J. M.

S. L. Smith

Groceries & Meats

Special "Shop in Lake Mary" Bargains

5 lbs. Sugar	33c
Pork & Beans, No. 3 can	10c
Argo Salmon	30c
Gold Bar Blackberries, 1 lb. 4 oz. can	25c
Pumpkin, can	15c

One of the most up-to-date Meat Markets in Seminole County, equipped with Refrigeraire cooling apparatus
"Shop in Lake Mary"

Announcement

The Lake Mary Filling Station will be opened next week under new management which will afford the motoring public the very best in filling station service and will supply

"THAT GOOD GULF" GASOLINE and Motor Oil

On Dec. 15, the Opening Day
One Quart of Supreme Motor Oil
Will Be Given
FREE.

With each 5 gallons of gasoline
In addition to the regular filling station service, there will be a complete assortment of

TIRES, TUBES, RIMS and ALL AUTO ACCESSORIES LAKE MARY FILLING STATION

"Shop in Lake Mary"

Lake Mary Has The Christmas Spirit

Shop In Lake Mary

Making Golf Balls Lake Mary Has Come Successful

Of Balls Are Made Daily In Factory That Started In 1926

Woodman Rate Plant Demand Forecasts Based Product In Few Months

That good manufactured... Charles R. Woodman... the factory is now... the demand for... in a few months...

HUGE SUIT TO BE SPIRIT ON MAKING NEW EMBASSIES

Money Will Be Used To Build And Erect Buildings To Provide Permanent Government Homes For Officers

WASHINGTON, Dec. 9.—The United States... a huge suit to be... new embassies...

Estimates Approved... The budget bureau has approved... estimates calling for \$1,300,000...

Next comes Calcutta where it is planned to spend \$400,000 in building a site for the Bengal government...

Yokohama Consulate... Plans have been approved for a \$150,000 office and residential building for the consulate at Yokohama, Japan...

It is planned to spend \$60,000 in erecting an office and residence for the consul general at Mukden, China...

YOUR PAR? WHY, ME LAD, YOUR PAR CAN'T BE SAVIN' HIS WORK COME WAY OUT HERE FER A LOT NONSENSE.

OUT OUR WAY

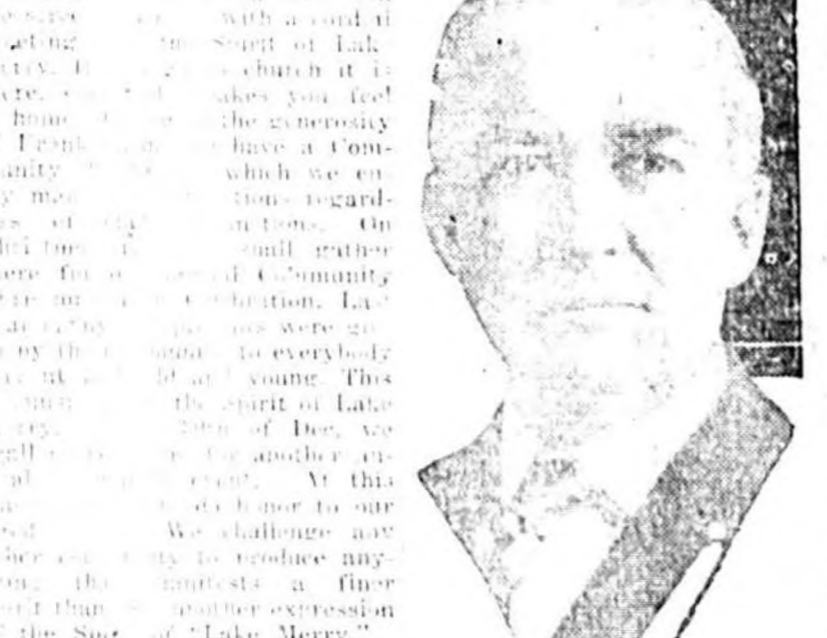


The "Spirit Of Lake Mary"

By Rev. J. M. Thompson

It is a common thing to see a letter to a newspaper... The Spirit of Lake Mary... all its best things are said... the Spirit of Lake Mary...

War in Kentucky



The war in Kentucky over horse racing is not over... Attorney General Frank E. Donaghy... the Kentucky Jockey Club...

\$5000 Each for Dead Bandits



V. M. Massie, president of the Texas Bankers' Association, is offering \$5000 each for bank bandits—dead. Massie, a Fort Worth banker, is authorized by the 1000 members of the association to draw on them for \$5 each very time a bank bandit is killed...



J. G. Bonford ANNOUNCES the opening of The Boston Style BARBER SHOP. Next to Jerome's restaurant on Third Street. LADIES AND CHILDREN'S! WORK A SPECIALTY. HAIR WAVED BY APPOINTMENT. OPEN DAILY.

Frank Evans Presents His Tenants With Month's Rent For A Christmas Present

A. E. SJOBLOM'S WATER WORKS IS NOW COMPLETED

New Plant Has A Fifty Gallon A Minute Pump And Thirty-Two Thousand Gallon Stand Pipe For City Of Lake Mary

Lake Mary's new water works with a 50 gallon-a-minute pump and a 32,000 gallon stand pipe... A. E. Sjoblom, the owner... the plant has been carried on for the past six weeks...

Wild Cat Is Pet



Little Rose Rutledge of Brownsville, Tex., is shown with the 30-pound Mexican wild cat that she keeps for a pet. Who said Texas wasn't wild?

WEST PALM BEACH—Crested timber bulkhead to protect Ocean Boulevard south of South Lake Worth inlet bridge.

MOORE HAVEN—Vegetable shipments from Moore Haven increasing in volume daily.



Far and true down the fairway

Goes the Blu-J Gold Circle golf ball—the master ball of the links. Better golf balls are not made. Its hide is tough. Its carrying power is unexcelled.

The Blu-J is the little brother of the Gold Circle. It sells for 50 cents and it's worth every penny of it.

Both balls are carried in stock at the Sanford Country Club and the Sanford Cycle Company and the wise Seminole County golfers all use them. They are "Best Sellers."

And what's more—both are Seminole County Products made in Lake Mary, at the

Blu-J Golf Ball Factory

A STORY WITHOUT WORDS



Mr. Evans announced that every tenant in his store building would be given back his rent for the month of December to enable him to sell merchandise at unusually low prices during the Christmas season... JACKSONVILLE—Contract let for new Sunday School building of Springfield Presbyterian Church, 6th and Silver Streets.

When you're driving through Lake Mary Stop at Gleason's Filling Station for "THAT GOOD GULF GASOLINE" and Motor Oil. Soft Drinks, Candy Cigars and Cigarettes. LAKE MARY FRESH EGGS and Vegetables Fresh from Lake Mary's gardens. Lake Mary Cash Grocery

A. E. Sjoblom's General Merchandise and Grocery Stores have served Lake Mary for 40 Years. When you're in Lake Mary call at Sjoblom's

Colman And Banky Starred In Picture Coming On Monday

Samuel Goldwyn, producer of "Stella Dallas," "The Night of Love," "The Dark Angel" and other distinguished films, offers as the piece de resistance of his career the new Ronald Colman-Vilma Banky film, "The Magic Flame," coming to the Milane Theatre next Monday. Directed by Henry King, maker of "Stella Dallas," and adapted by Bess Meredith from Rudolph Lothar's play, "King Harlequin," "The Magic Flame" is a story of clowns and counts, circus and court, love and laughter.

Ronald Colman plays two roles in the film, that of a clown and that of a count. It is Vilma Banky an aerial artist, whom Colman's two characters love and struggle for. Into the warp and woof of that conflict Henry King has injected romance, surprising situations, humor, satire, physical struggle, a pair of murders, a balloon ascension and parachute jump, a whole circus filmed in its colorful details, and directorial acumen such as the moving-goal public has come to associate with his name, says Manager Marentette of the Milane Theatre.

Goldwyn emphasized in a wire to Manager Marentette when the theatre executive booked "The Magic Flame" through United Artists Corporation that the new Colman-Banky film has been made by practiced, expert hands. The continuity was the last one written by June Mathis, scenarist of "The Four Horsemen" and discoverer of Rudolph Valentino. The theme song, played by Ronald Colman on a guitar during the film, was composed by Dr. Signum Spaeth. Sets were designed by Carl Oscar Borg, Swedish artist; while George Barnes, A. S. C. did the photography. George Marion, Jr. and Nellie Revell wrote the titles. Finally, "The Magic Flame" is released by United Artists Corporation, which offers films of Mary Pickford, Norma Talmadge, Gloria Swanson, Corinne Griffith, Charlie Chaplin, Douglas Fairbanks, John Barrymore and other big stars.

AT THE MILANE ON MONDAY



The "Magic Flame" starring Ronald Colman and Vilma Banky will be exhibited here on Monday night. It is declared one of the best films that have been seen here for some time.

MILANE THEATRE PROGRAM

Week of December 12th.

MONDAY
Sublime romance, love, conflict, action and thrills come to you with Vilma Banky and Ronald Colman in "THE MAGIC FLAME"

TUESDAY
From Broadway to the South seas in a fast moving and snappy picture of comedy and romance starring Mary Astor and Lloyd Hughes
"NO PLACE TO GO"
Mr. Brockhahn will play Jerome H. Remick's latest song novelty
"GORGEOUS"

WEDNESDAY
Adolphe Menjou in his latest and greatest—O-O-I-I-I—a man of affairs in French aristocratic atmosphere that is irresistible
"A GENTLEMAN OF PARIS"

THURSDAY
Laugh at and love with Paramount's dazzling comedienne Esther Ralston in a picture that words fail to describe
"SPOTLIGHT"

FRIDAY
Taken from the story by Earl Deer Biggers and made into one of the most fantastic and fascinating pictures ever produced
"THE CHINESE PARROTT"

SATURDAY
Slashing melodrama of the roaring ralls and Uncle Sam's Marines in a picture that is all Action and Speed
"THE GREAT MAIL ROBBERY"
Special Matinee for Kiddies at Ten O'clock

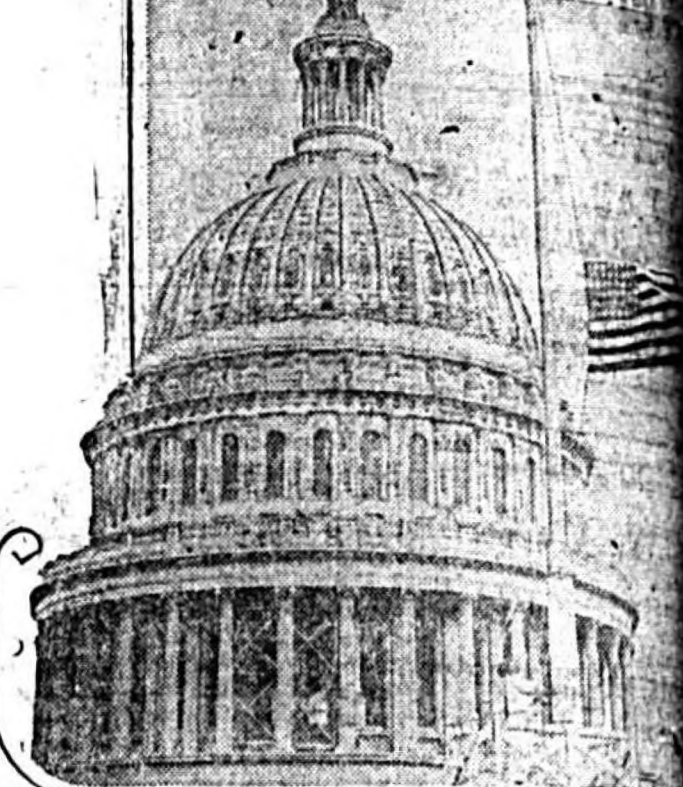
WHY MOTHERS GET GRAY



SURE, JUST KEEP POUNDING! THE STOVE WILL STRETCH TO OBLIGE YOU. YOUR WOOD CUTTING IS LIKE YOUR ASH CARRYING—YOU LEAVE THE WOOD SO LONG IT WON'T GO IN, AND LEAVE THE ASHES SO LONG THEY WON'T COME OUT.

THE OLD KITCHEN STOVE... HOW COME WE STILL LOVE 'EM? J.R. WILLIAMS
THESE OLD THINGS THAT CAUSED US SO MUCH MISERY?

As Seventieth Congress Opens



Raising the flag preparatory to the opening of the Seventieth Congress of the United States is pictured above. Below the cap are shown Young Bob La Follette (left) of Wisconsin, senator, greeting George H. Combs, 28, new congressman and son-in-law who is the youngest member of the House. In the group are Senator elect William Vare and his family. Vare, candidate of winning the dispute over his right to a Senate seat, is shown in the center. To the right is his daughter, Miss Beatrice Vare. Vare and Mildred Vare another daughter.

BANJO PLAYER



Jimmie Digelow, master banjoist has been engaged as an added attraction by the Milane Theatre for Thursday, Friday and Saturday of next week, according to an announcement today.

Finals Of Atwater Kent Audition Are To Be Given Soon

The finals of the Atwater Kent National Audition will be presented over the Network Broadcasting Stations Sunday evening, Dec. 11, 1927, at 9:15 Eastern, 8:15 Central Time.
Ten of the leading young singers of the United States will compete for national fame. Each of these singers, five young women and five young men, has in turn been chosen the best contestant in a local, a state and district audition. They now enter the great national contest to which millions will listen.
In recognition of the best voices, two first prizes of \$5,000 in cash, two years tuition in the best American Conservatories and a gold decoration will be awarded to the winners by the Atwater Kent Foundation.
The voices and the songs are sure to delight you. Invite your friends to hear this concert, Sunday evening, Dec. 11.

New Maynard Film At Milane Today Is Replete With Action

Sanford picture fans will be given their first opportunity to view the first of the second series of super-Westerns starring the popular western, Ken Maynard, when "The Red Raiders" comes to the Milane Theatre today.
Maynard, whose initial starring pictures advanced him to the forefront of popularity among western picture stars, has a new type of role in his latest production. He has temporarily cast aside the characteristic sombrero and donned the top piece of the regular army of pre-Civil War days. The handsome cowboy plays Lieut. John Scott, assigned to perilous Indian territory to protect early white settlers.
The nature of the story, a genuine chapter of the most adventuresome days of the early West, enables Maynard to establish himself further as a convincing portrayal of "he-man" roles. His riding and trickery aboard his wonder horse, Tanzan, are claimed to outshine any amazing manoeuvres of this team.
"The Red Raiders" was adapted by Marion Jackson from her original story, "The White Horse Troop," and was produced by the Charles R. Rogers company for First National.



UNEASY LOAFERS THE CROCK WITH A CROWN. J.R. WILLIAMS

MOM'N POP



BY TAYLOR



BRANFORD—New cold storage plant at Brandford ice factory opened for business.
EUROPEAN market for Florida lumber increased greatly during last year.
TALLAHASSEE—\$13,250 contract let for repaving Gaines Street.
CRYSTAL RIVER—Carr Lumber Company's plant running full time.
HIGH SPRINGS—White way lighting system to be installed in certain streets of Hamilton Estates.

TANZAN, are claimed to outshine any amazing manoeuvres of this team.
ARCADIA—30-acre tract of land east of this city being cleaned up for municipal air-drome.
(Too Late To Classify)
WANTED—Columbia or Edison photograph in good condition, give full particulars any price. Address Sanford Herald, Box 123.



TODAY
Ken Maynard in "THE RED RAIDERS" The Collegians "CRIMSON COLORS" Spotlight "EYES AND ANGELS"
MONDAY
Ronald Colman and Vilma Banky in "THE MAGIC FLAME" Comedy "THE CALL OF THE CUCKOO" Milane-Paramount News

PRINCESS TODAY
Wally Wales in "TEARIA LOOSE" Comedy "THRILLING YOUTH" Crazy Kat "SEALING WHACKS"



Dear Sanford:
We thought Ronald Colman and Vilma Banky had reached the zenith of their careers as screen lovers supreme when last they were shown in this city.
However, in their new romantic photoplay, "The Magic Flame," they rise to new heights of burning genius. It is positively the sweetest, although most dramatic story, they have ever had.
Not a moment in "The Magic Flame" is without its romance and its thrill and suspense.
We consider "The Magic Flame" altogether worthy of special heralding as this season's premier attraction at the Milane Theatre, coming Next Monday—
Sincerely,
Jas. L. Marentette
Manager.

IT'S HERE
THE
Six Tube One Dial Control Long Distance



And We Will Install This Wonderful Radio Set Complete in Your Home With Nothing Else to Buy For

\$99

You Can't Afford to Wait Any Longer What a Wonderful Christmas Gift This Would Make

This Offer Expires on Dec. 31, 1927

Hof-Mac Battery Co. SANFORD, FLORIDA

