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## DONT FORGET THIS

THERE IS CERTAIN, QUICK PROFIT TO RE MADE ON EVERY LOT IN

## FORTMELLON

First Street is now being extended through to Mellonville Avenue, the business district moves eastward, the new Tourist Hotel is to be erected near Fort Mellon, additional residential property will soon be opened up in this eastern part of Sanford.

## "A Word to the Wise is Sufficient"

## Fort Mellon Developmentit Company



## $=$ STOP! LOOK AND READ!

Employing EVERY extra clerk that we thought we could use, WE WERE SWAMPED utterly sweptswept of our feet by the avalanche of buyers from NORTH, EAST, SOUTH and WEST, in their sc:amble to participate in the bargains at the "ADVERTISED" SALE of this Sanford firm whose name is a bye-word in homes for miles in every direction. Thousands of dollars worth of Merchandise have been arried fron this store, but we have the usands more that are going at prices that would BANKRUPT a crdinary merchant. here is a very sensible revoin aganst the spending of all ongis eafnings in the effort of biving.

## Clothing - Notions - MEN'S - FURNISHING - Underwear - Shoes <br> OUR 12 YEAR'S RETAIL REPUTATION - THATSSIT - - AN OPRORTUNILY LKE THIS COMES ONGE IN A "BLUE MOON."

SHIRTS
You are bound to find what you want here. They are up to the minute patterns
nil tought for presest sabon wear and ellinio. One nill bought for present seabon wear and selling
for-
$\$ 1.15$

FINE MADRAS SHIRTS
 $\$ 2.35$

MEN'S HOSE
 ors, new merchandise - not odd lots or "cheak
$\$ 1.00$

HEAVY SHOES


## $\$ 1.85$

MEN'S SPORT COATS
 $\$ 5.95$


Woodruff \& Watson

$\$ 5.55$
UNDERWEAR



PUMPS - OXFORDS - STRAPS
 $\$ 4.35$




## AUCTION SAL OF LOTS

## Altamonte Spring

14 MLLES SOUTH OF SANFORD ON THE DIXIE HIGHWAY－ 4 MILES NORTH OF WINTER PARK

# Monday，February 2，1：30 p． 

RAIN OR SHINE
Band Concert All Afternoo

## 30 <br> 娄 division，facing on the Brick Highway，having cement walls，electric lights and pure drinking water．

## $\$ 200.00$ In Gold and Silve GIVEN AWAY FREE Also a $\$ 350$ Building Lot <br> With $\$ 100.00$ Worth of Orlando Pottery In Prizes

## Altamonte Springs

is one of the prettiest little tewns in．Central Flo－ rida and all lots offered for sale are high and dry

TERMS－1－3 Cash on thay of Sale；Balance On or Before Gne Year．Thite fumanteed by the Orange Guarantee Thile and Abstract Co．，Or－ Fando，刑orida

COME OU＇T AND HEAR COL．F．FHLMER，THE WORLD＇S FORE MOS＇T LOT＇AUCTIONEER

## U．S．REAL ESTATE and DEVELOPMENT CO．

SPRING VALLEY，MINN．
de land，florid

WILMER STEWAR＇
0 wher

HLMMER \＆BUNCANSON
untain Anctioncers


Everybody Says It-Sales Prove It

## Hudson Leads Because

> Note These Prices
> They are below all comparison
> HUDSON
> on the famoun Saper-Six COACH....' 1345 SEDAN $\left({ }^{5}\right.$.
> SEDAN (fin) 1895
> Froigemicnd Tan artan

It gives greatest value for the money. It undersells all rivals because the world's largest volume of six-cylinder closed cars gives greater cost advantages.
Its motor is the famous SuperSix which Hudson patented and exclusively holds.

Comparison further shows what everybody says and what sales prove.

## The World's

 Greatest BuySEMINOLE HUDSON-ESSEX COMPANY
Sanford, Florida.

CLEVELAND ---Sets a new record

The Following Telegram Was Received This Morning. It speaks for itself

Cleveland, Ohio, Jan. 28, 1925
Florida Cleveland Motor Co., Inc. sanford, florida.
Ralph Mulford driving Cleveland model Firty-three set a new Thousand mile record on the Cul er City California T:ack in the sensationaliy fast time of seven hundred forly-five minutes and twenty-two and two-fift ha seconds brealking previous recorl of sevea hundred qighty-six minute held by Chrysler. A speed of betler than eighty miles an hour was sustained throughout the ruiThis is the fastest time eve: made in a similar event.

Cleveland Automutile Co.

Call at our showrooms and inspect this marvelous automobile

# Florida Cleveland Motor Company 

00 East Comum ercint
$\qquad$


These Features Make Winter Driving a Pleasure for Buick Owners


## DODCE BROTHIRS

ANNOUNCES

## Coach

Interior arrangement-five passen ger comfort. Outside finish-lacquer in Dodge Brothers Blue with body stripe of car touche yellow. Balloon Tires. Standard equipment

The Conch mensures up in every detall to the high atandards that have always governed the manufacture of Dodge Brothers products. Low
graceful, sudd sturdy, it looks and perfoms the graceful, and sturdy, it looks and porfoms the comfortable and inviting. The width of the doors is truly exceptional, enabling passengers to enter or leave with the utmost ease. Both front sent
tilt forward. Its low price places the dignity an comfort of closed car travel within easy rench o nnyone, who has need of a motor car

## I. W. PHILLIPS' SONS.

Dodge Brothers Dealers
COR. OAK AVE \& 3RD ST. PHONE

## NEW

PRICES

NEW models-record-breaking sales and production - have made it possible for Studebaker to reduce prices without lowering quality

Think twice before buying any car upon which reductions may soon be announced.

Think twice before buying any car that has reduced its quality along with its price.

Insist upon knowing all the facts about any car you're considering.

REDUCED Prices on All Closed Models STANDARD SIX SPECLAL SIX BIG SEX Country Club Coupe 81945 Victorla . . 81895 Coupe . 828450 Coupe . . . . . 1445 Sedan . . . . 1985 Sodan . 2575 Sedan . . . . 1545 All pricen fo ob. factory Berline . . 2650 SAN JUAN GARAGE C0.


