

Estimates Free Plans if You Need Them.

## Cook Brothers

GENERAL CONTRACTORS
SANFORD, FLORIDA

Telephone 693
f: We have a habit of doing things right.
Just Arrived Car Load Blue Lining

8 $1-2 \times 81-2$, $81-2 \times 13,13$
$\times 13$.
Call 135 for needs.

Bond Hill Lumber $\mathrm{C}_{0}$
The Hous e of Z-I-P. Service


The purpose of our co-operative plan is to provide a home for your pamily. Start now to put your money to work with that end in view.


Phone 48
Sanford Building \& Loan Association

Sanford Paint \& Wall Paper Co .
Quality and Service OUR NEW STOCK OF WALL PAPER WILL MEET WITH YOUR APPROVAL. EMBOSSED POLYCHROMES, ROUGH CAST, POLYCHROMES AND OATMEALS.
LET US SUGGEST YOUR DECORAT ING. EXPERT INFORMATION AT YOUR COMMAND.
G. u. stuart WELAKA BLDG.
Phone 303 IIRCH L. FOX

112 First Street

COME ON
LETS BUILD A GREAT CITY

It takes long term money and lots of it to build great cities. A city wide, co-operative spirit is nalso necessary.

We have both.
We are making loans on hömes, improved business Foperty and apartment houses at 7 percent interest.

Lets talk over your program
J.H.JAChSON

Representing Jefferson Standard Life Insurance Company and the Calvert Mortgage Company, with assets over Twenty-five Million Dollars

Let Us Supply Your Needs

We Carry the Following Lines

LUMBER
LIME
CEMENT BRTCK
ROOFING TILE
FLUE LINNING
VENTILATORS
PLASTER ROOFING

WALLBOARD
MIRROR DOORS
FRENCH DOORS
PANEL DOORS
FRONT DOORS
WINDOWS
METALLATH
BRICK

Celery City Lumber \& Supply Co. S. A. P. HUDGINGS, Manager
"SAPS"
Courtesy and Quality
Phone 565

The sweetest t Radio on the

Beautiful to the cye. is
than any machine madie-pp
Sanford Ile ExClusive dei

116 Magnoina Avenue
ROSIE
Listen to what


ADROY

DRU PAR

THE IDEAL SPOT YOUR HONE

Consult this office before) struction, we have some int mation for the home builder

The Brit-Chitendes
Co, IICL

## The Sanforin Tieralit <br> 10



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DIRECTORS FOR PLAYGROUND ARE NAMED BY LAKE
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OLD PAUB WLL
W oiftume $\square$ MARKETS




LOCAL REALTY FIRM ANNOUNCES $\$ 250,000$ DEALS
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 TOURLS HOTEL











## Casiffald or

## Are as close to you as the nearest phone

Everybody, everywhere, uses the Classified Ads.
Get what they want, when they want it.

## THE HERALD

Has inaugurated a system of classified advertising that will cover every phase of business. Correctly classify the of size price or service it performs, can be bought silh exchanged or rented, through the Classified Columnsof the Herald.

To the Business Man:
Your business can be kept before the eyes of the public at a moderate cost, by having a standing ad explaining your service in the Classified Columms

To the Real Estate Man:
A complete list of your daily offerings in the columns of The Herald will prove very profitable It is not a matter of selling, it is just a matter of of fering what the public wants.

To the Automobile Dealer:
Used Cars can be disposed of very economicall! through these columns. Daily someone receives sufficient money to purchase a car, if the car this man wants is advertised a sale is most certain. Throughout the country the Classified Columns is the clearing house for used cars.

Fothe fousewife:
There is nothing that will perform the service for the housewife at so little cost as a Classified Ad. That vacant room, the old chair, chiffonier or other articles in the attic or loft can be turned into imme diate cash at a small cost through Classified Ads.

## Phone 148

The Classified Columns of The Herald fu many tourists who visit our city daily the mosto information concerning hotel accommodation axi service, in fact any information that valuable to the tourists.


The Sanford Herald




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 2.-Construetlon of SL. Johns:


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The Minimin Now suys. Joo now.



Advertising And Prosperity
Other states are begining to realize the value of adver
tising and intend to follow Florida's example in an effort tising and intend to follow Florida's example in an effor
to secure new settlers and investors. Maine is planning a
contentrated effort to make itself a to secure new settlers and investors. Maine is pinnning a
conventrated effort to make issolf a recat summer resort
state and will advertise its attractions in a big way. Now we read that Yirginia's governor favors an appropriation of
$\$ 2000000$
from the state treasury for the purpose of a state advertising campaign, Representative Jordan of Norfolk
anmounces that he proposes to seek double this amount and
will announces that he proposes to seek double this amount anc
will introduce a bill authorizing a state appropriation of a
million dollars to be used during a two-ven million dollars to be used during a two-year period.
Flortran nas taken the tead and as as result of the great suther of stas pubicity program, we may soon see several
other sarticulary those in the South, launch
extensive extensive advertising campaignse in an effort to divert peo
ple and capitar to their sections Such great success has antended the advertising which
has been done by corporations and findividuals in Floridg has been done by corporations and individuals in Florida
that fow we are spending more than we ever have to keep
befora the world. It used to be that Floridans talked in thout. sands regarding andertising but now it has come to the mil
lions. And the more that is spent for advertising, the faster
and and greater is the growth of the sta
The value of adyertisisg has bee demonstrated by Flat.
ida. Millons of dolats are being oxpended evary year and
countless billions oo dollars and thousands on thousamls of new people are coming into the state as ands on result. Oun thank of
nere bulging with new money. Our hotels are crowded. Our housing problem is a serious one. Our renlty values are sour
ing. Business records are being smashed. Florida and its ing. Business records are being smashed. Florida and its
people are prospering. And it is largely due to advertiving. What Will The Figures Be?
Sanford made a great record along construction lines lost
ear. With new business buildings and hundreds of now homes erected during the year, there were some who doubted January shows that the present year will make all previous records, no matter row good, look, sick. The The first
month of the year showa that 1926 will be a construction
year in Sanford. Figures tabulated covering the first thirty year in Sanford. Figures tabulated covering the first thirty
days show that permits aggregating $\$ 215,000$ have been Is.
sind sued in January, reppesenting an increase of 186 per cent
over the record made in January' a year ago, and a gain of
$\$ 54,265$ over the December recort Fotigures like theses show what is being done. They speak
much Jouder than plain words. They convince the most pessimistic of the rate of growth that is ceing made, All that
is necessary for that individual, who thinks Floridn' paak is necessary for that individual, who thinks Florida's peak
has beem reached, is to check up a bit on the building opera-
tions that are under way and he cannot help but realize that
this the The year is is still young. If If In JJanuary, with no big build-
ings started, over two hundred thousand, dollars in construc ings started, over two hundred tho usand dollars in construc.
tion work has been started what will the olgures be for later
in the year when things get going in real eargest?
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## MY FAYORTEE STORIBS <br> By IRyIN B, cobs




## SOCIAL AND PERSONAL ACTIVITIES














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> Formal Sho

TUESDAY. FE
9 A. M. To 6 P. M

Our line of pattern and hats is now complete-r styles, newest fabrics, tri
colors in a gorgeous breathes the spirit of Sprin
vited.
Mi-Lady's
110 Magnolia Aray

## Sanford Grove <br> Amid Majestic Pines"

Analysis of Sanford Grovés Oulstanditin Desiribilities

## LOCATION.

Right at the intersection of Cresent Boulevard and in the entire Sanford Distrion that will be the bussies Cowest Lahornd the trif lin much to the expansion of already exclusive East Side
Section to the city.

## IMPROVEMENTS..

Streets will be graded, sidewalks will be paved and a genned is natication pregram that was originally those desive of under way. Sanford Grove affords with city conven locating their home away fom the chty folnd in the suburband comforts, the best that can be

## RESTRICTIONS..

Gaveful restrictions assure a most desirable home comdisoriminaur home surrounded by the dream homes of Grove. A community where the improverts, ments and buildings are in keping with the dire dis-home-builder the most sought for community by the

## SANFORD GROVI, lec.

Phine 249



Movies Said To Be Bringing Olden Songs Of Frontier Days In Vogue








EUROPEAN TRACK
STARS WLL FACE BEST IN COUNIRY

H H





By Williams

## MAAHI



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Final Vote On Tax Reduction Bill To Be Made This,Week

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How She Gained 10 Pounds In 22 Days
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3 Yourse intiat townte to tor

UNUSUAL RECORD Charlie DiazSlated TOMI IN BASKKIMAM. Main Bout At Armory MADE BY: TULANE $\qquad$
Golf Described By
Woman As "Hool


And Mouth' Pastim

## FREE TRIP TO TAM

Comfortable Pullman Busses Are Operated From

## Sanford to Tampa

B. L HAMINER ORGANIZATION

LOMDA'S FOREMOST DEVELOPERS
leave tho Seminole Hotel at Sanford for Tampent opportunitiés of Florida's greatest cil provided guests by the Hamner Organization

## B. L. HAMINER ORGANIZATION




## $\$ 100$

Front Foot
UNDER QUOTED PRICES
Of Adjoining Business Property
This choice business corner $651 / 2 \times 138$ -
$1 / 2 \mathrm{~W}$. Church St., close in where prices are rapidly increasing in Orlando's best buy in business property.
C. A. Roberts

Real Estate Company
"Where Values and Urices Harmoinize" orLando
62 N. Orange Ave. C Phone 966

Pre-Reserration Sale of Lots
Ocean and River fronts, near Davis Shores, St.
Augustine. Augstine. praperty owned by Sanford Interest and,
Trered for ferw days only; then, State-wide selling. campaign offering lots for subscription subject
to allottment.
Ocean Frontage at $\$ 50.00$ Per Foot About 550 lots in all, one-fourth already taken. Right is reserved to withdraw this pre-reser-
vation sale at any time without notice
; KARL J. SCHULTZ MEAL ESTATE-INVESTMENTS Phone 74
80f-607 Fisst National Bank Ballding W. F. Horborn, Sales Manager.

## Houses

Under construction new Spanish stucco house seven rooms; garage and servants quarters, Corner
Magnolia and Spurling. Easy terms. Will be ready for occtipancy about February 1st.
New Spanish type house; six roums; in Bel-Air on Mellonville Avenue; easy terms.
Now Śpanish stucco bungalow in San Lântá; asy terms.
Lots 3, 4 and 5 Block 16 Tier 1, corner of sanIorth Avodue ahd 15 th St. $\$ 100.00$ per froint foot or quick sale.
Lot 20, Block 8, San Lanta; price $\$ 2,600.00$

## Higgins-Smith-Wight, Inc. REALTORS

First Street and Palmetto Avenne

## SPĀNISH BUNGALOW

ON PARK AVE.
well furnished with five rooms and bath, double garage.
Price $\$ 10,000$, one half cash, balance easy.

Wher ali xal

Dean-Berg Co
First Nat'l Rank Bly.
Phone 713 Phone 713

## DRUID PA

## Your Chance

TO MAKE THAT INVESTMENT ON-MER SLAND-NEAR OCEAN PROP
WILL PAY GREAT PROFITS.

## BONITA HEIGHTS

MERRITT'SISLAND
at Aurction
WEDNESDAY, FEBRUARY 3
AT 2:30 AND 7:30 P.M.
Seminole Cafe Grill Room
BAND CONCERT
VALDEZ REALTY CO, AGENTS
Benk of Titusville and Trust $\mathrm{C}_{0}$, Trustees.

## --opportunity knocks.

Do you casually sit by and expect the winds of forture to casually drop a wealth into your lap. If you do disappointment and a dependent old age will be your fate. Look about and observe the signs of time. Safe investment now means rich rewards in the future.

His not enough that Druid Park is a Britt-Chittenden Development? Hundreds of others have profited by placing their money in our previous developments, to day we offer you the same opportunity in this, our lates development, with the same generous profits assured Make it a point to visit our office today that we can ex plain the entire development to you.

## A Britt-Chittenden Develo



Milidred G. Peabod Frobk L. Woodrult


# Goculs of ine Kindodom ofs Mis Naw HLEETHOOD orD 

A veritable kingdom of sport will be th background of the new fifteen-story Fleet which Commodore J. Perry Stoltz, President and General Manager of the Fleetwood Hu will build at a cost of $\$ 2,000,000$ on Fairyland Point in Daytona Shores. Yachting, water angling, deep sea fishing, water sports of every description, ocean bathing, hon ing in parklike forests, and motoring on ocean sands, will be some of the gloriows recreation and outdoor life open to guests of this magnificent hotel. ※x Ix

Construction of the Fleetwood on Fairyland Point, Which will begin immediately and will be finished in time for formal opening of the hotel New Year's Eve, will throw open to the pleasure-seekers of the Nation a region of surpassing charm not heretofore accessible. This beautiful elevated peninsula of Fairyland ${ }^{\prime}$ Point, lying between the elevatiod peninsula of Fairyland Point, Yying between the
Tomoka and Halifax rivers, is called "the most beautiful spot in Florida.' Ard under the Daytona Shores developopot in Florida.: And under the Daytona Shores develop-
ment program, no expense is being spared to preserve and ment program, no expense is being spared to
enhance the natural beauty of the surroundings.

Accessible across our proposed Halifax River Causeway will be the sands of Daytona Beach, where ocean bathing is sheer delight and motoring a thing of such possibilities tha the Speed Kings of Mo:ordom stage here some of their greatest races, For the golfer, there are a number of courses including the nearby Ormond, where John D. Rockefeller keeps fit by play every winter. And later the number will include the Daytona Sbores Country Glub course of 18 -holes and natuzal water hazards, sportiest in all Florida. Muriel

Bay and the Halifax river will prove soncta light to the yachtsman; as for the angler, the Tomoka rivers will be a fisherman's paradiee
$\mathrm{B}^{\text {Enutiful estates will spring up along }}$ Band connecting boulevards surrounding In fact, the great hotel, with its many recte tertainment features, its splendid dining ro Garden dancing, will be the center of delight life. Naturally, therefore, the minute the añnounced, requests for reservations on thisp pouring in.
But the property on Fairyland Point is not the public. However, so great is the demand furnished our local office with preliminary one interested in getting full information 20 exceptional features of what will be calldtif Unit in advance of its formal opening cuinga at our local office.

## Daytona Shores

E. C. GRADY, Local Representative 221 E. First Street



## Read the Want Ads for Profit, Use them for R




## A Public Announcement to the People of Florida--Concerning

 THE TOWNSITE CORPORATIOTHIS corporation organized under the laws of the State of Florida wit paid in capital of $\$ 400,000$ Preferred Shares, has purchased appru mately 2000 acres of Orange County land in and adjacent to

## Bithlo

With justified confidence in the future prosperity of this site at the intersection of important commercial highways, the stockholders have set themselves to thed developing a thoroughly modern community which will attract substantial citizenry because of its favored economic situation and its delightful residenial or ments.
This announcement is made because it is felt that the citizens of Florida who have the best interests of the State at heart are entitled to know the type of men haye joined a sound economic development which shoul be a credit to the state and a source of profit to investors
In addition to the acreage mentioned above, this same group under the name of the Orange County Land $\mathrm{Co}_{\mathrm{o}}$; owns 15,000 acres adjoining. This is evidencedthe C poration's sound finances and seriousness of purpose.

THE TOWNSITE CORPORATION
Harry D. Evans, president
The executive personnel of the Townsite Corporation consists of the following men who stand for stability in heir own community. Their large cash investment in the present undertaking means stability and growth for Bithlo

> President HARRY D. EVANS President and Treasurer H. D. Evans Steel Co., Roston Vice-President and Director Citizens National Bank, Bositon Vice-Presidents

SHIRLEY S. PHILBRICK
President Orange County Land Co.
President Philbrick Tie \& Timber Co.
Treasurer
THOMAS W. PELHAM
$\boldsymbol{v e r}^{v^{2}} \quad \begin{aligned} & \text { General Counsel and Director of Sales } \\ & \text { The Gillette Safety Razor Compaily }\end{aligned}$



## General Sales Agent <br> R. C. TISDALE, JR.

Meisch Building, Sanford, Florida

> Field orfice at Bithop

District Sales Agents












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TENNESSEE TO
SEND PARTY OF
VISITORS HERE




