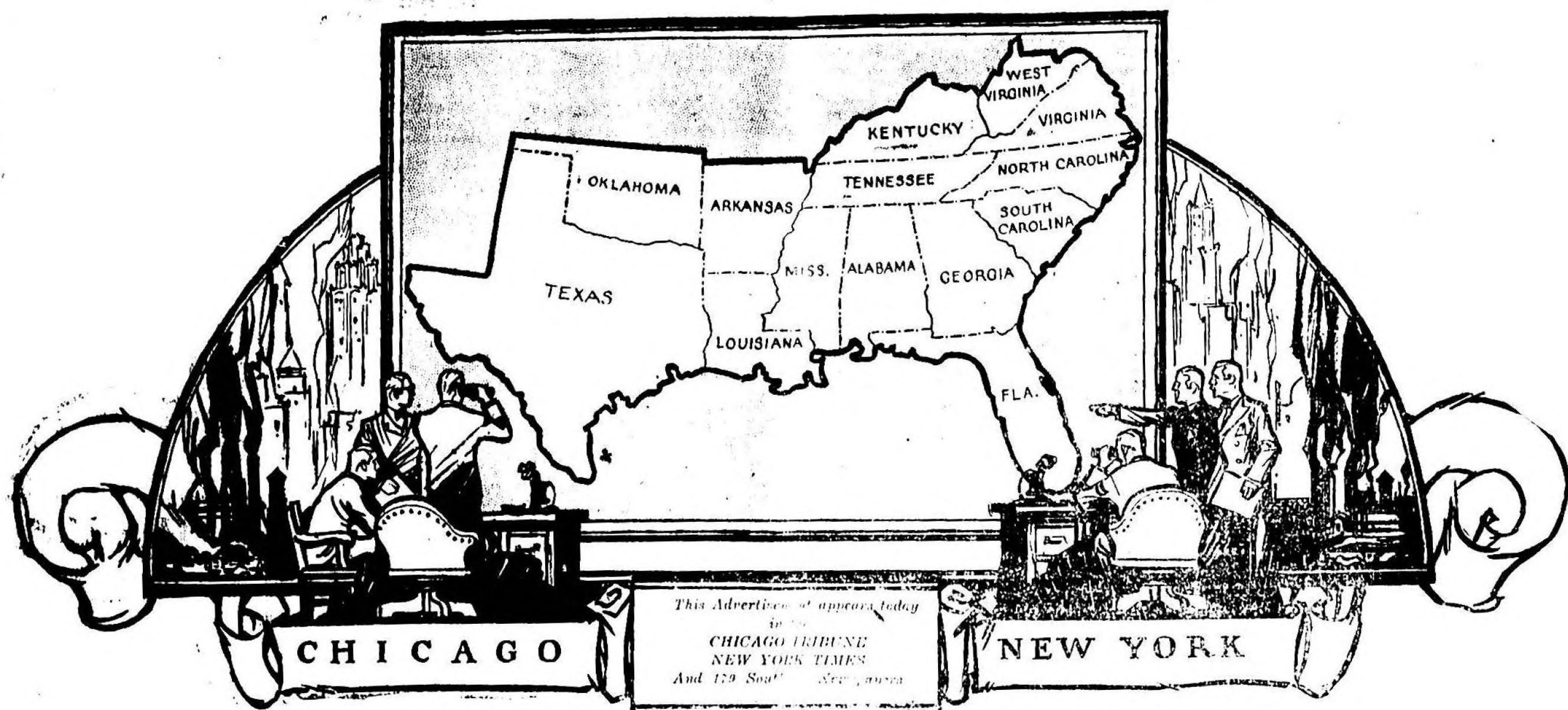


WORLD HEADLINE TUESDAY, SEPTEMBER 14, 1933

American Business RE-DISCOVERS the ADVANCING SOUTH



POPULATION and Prosperity are trending Southward.

Business, ever alert to steady, significant mass-movements, is nowadays looking below the Mason-Dixon line for its greatest Gains.

The impetus has but begun. The relatively great strides already made will be looked upon during the next few years as "low level" figures.

This is not a "boom" condition—emphatically not! It is the logical, inevitable, response to a fundamental sectional supremacy that, frankly, has been a bit slow in gaining recognition.

The South is solid! It acts and reacts a little cautiously, perhaps, but when it moves it "stays put".

Its ascendancy, then, has been gradual—not hectic—and having its foundation in Soil Superiority will live on forever.

The South has just started upward!

In the area pictured above live 31,193,840 people.

As a group, they are more prosperous today than ever before. Their future outlook is brighter than that which faces the citizenry in any other section of the country.

Manufacturers, sales managers, business economists, advertising agents—students of the flow of merchandise—this is the time to **tell the South—and sell the South.**

Advertising in Southern Newspapers moves the bulk of merchandise sold in this section. Southerners take their newspapers seriously, read them thoroughly and respond to their appeal.

Capable space-buyers have long realized that the most effective and cheapest method of reaching the majority of Southern buyers is **through the newspapers.**

The combined circulations in these Southern States, for example, of the outputs of two of

the largest magazine publishing houses is slightly over a million and a half.

The combined **newspaper** circulations in this same area reaches **one out of every six persons;** there is practically a newspaper in every home.

Sales prospects are perhaps more easily reachable in the South than in any other section of the nation. Not alone is it easy to get to prospects; but advertising space is relatively low-priced.

You can cover the entire South with a smaller outlay than would be required to reach any other area of like population, and when once sold, we repeat, the South **stays sold.**

Southern publishers are ever alert to aid manufacturers and advertisers in obtaining adequate distribution to justify advertising investments. Correspondence to that end is invited.

Plan your Fall campaigns so as to gain and grow with the South. Ask any recognized Advertising Agency for facts and figures.

For General Information, Write
Cranston Williams, Manager,
SOUTHERN NEWSPAPER PUBLISHERS' ASSN.
Box 468, Chattanooga, Tenn.

Sell The South Thru SOUTHERN NEWSPAPERS

PEAR BROWN IS LATE IN RACE FOR SENATE SEAT
Pear Brown, South Carolina Senator for 18 years, will not be a candidate for the United States Senate in 1940.

WORLD COURT IS ISSUED
The office of city manager is given an appropriation of \$6,525, including the salary of the city manager, which is \$2,000. The office of city attorney is allotted \$2,000; municipal judge \$1,900. A total of \$6,000 is provided for insurance on city properties.

STORIES WILL BE CLOSED
Sanford retail stores closed today for the day. The city manager's office is closed today for the day. The city manager's office is closed today for the day.

APPROPRIATIONS OF ALL CITY DIVISIONS HAVE BEEN BOOSTED
The appropriations for all city divisions have been boosted for the coming year. The city manager's office is given an appropriation of \$6,525.

THE CENTURY LIBRARY
The Century Library will be closed for the day. The city manager's office is given an appropriation of \$6,525.

BOBBY JONES HAS TO EXTEND SELF TO FIRST ROUND
Bobby Jones, the world champion golfer, has to extend himself to the first round of the tournament.

TRANSPORTATION NEED Tipped by Governor
The intensive development of inland water ways offers a practical opportunity to lower the cost of transportation of products of farms and the factories to the consumer.

ARMOUR'S BIG CROP Fertilizer
Armour's Big Crop Fertilizer is the best for Florida crops and soils. It contains all the nutrients necessary for a high yield.

WALTER L. MAIN'S Big 3-Ring Circus!
Walter L. Main's Big 3-Ring Circus is the largest and cleanest in the South. It features the best acts and the most spectacular stunts.

ARMOUR'S BIG CROP Fertilizer
Armour's Big Crop Fertilizer is the best for Florida crops and soils. It contains all the nutrients necessary for a high yield.

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LOANS
On residences or improved business property from \$100.00 to \$100,000.00 for 3, 5 or 10 years.

J. H. JACKSON
Office 112 East 2nd St. Phone 249

ARMOUR'S BIG CROP Fertilizer
Armour's Big Crop Fertilizer is the best for Florida crops and soils. It contains all the nutrients necessary for a high yield.

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Student Education Moral Life
The intensive development of inland water ways offers a practical opportunity to lower the cost of transportation of products of farms and the factories to the consumer.

ARMOUR'S BIG CROP Fertilizer
Armour's Big Crop Fertilizer is the best for Florida crops and soils. It contains all the nutrients necessary for a high yield.

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Legal Records
Marshall C. Walle to Edw. J. Walle, lot 4 block 18, Dreamworld, one acre, section 33 to 39 south, range 31 east.

ARMOUR'S BIG CROP Fertilizer
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Report Big Orders For Graham Trucks
Up to the close of business August 28, Graham Brothers reported total shipments of 907 two-ton trucks to United States and Canada had been announced to the public August 21.

ARMOUR'S BIG CROP Fertilizer
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CASH LUMBER
W. B. WALKER, Phone 474
NEW LUMBER YARD
A Complete Line of

ARMOUR'S BIG CROP Fertilizer
Armour's Big Crop Fertilizer is the best for Florida crops and soils. It contains all the nutrients necessary for a high yield.

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Armour's Big Crop Fertilizer is the best for Florida crops and soils. It contains all the nutrients necessary for a high yield.

WALTER L. MAIN'S AMERICA'S BEST SHOWS
A grand cultural program of wonderful pictures and music. Walter L. Main's Big 3-Ring Circus is the largest and cleanest in the South.

18 Years Of Finer Manufacturing
Back of the unsurpassed dependability of the Hupmobile Six. The Hupmobile Six which is sweeping upward to ever-growing success today, is heir to a richer heritage of quality and fine engineering and workmanship than any other automobile outside the highest priced field.

SANFORD GROVE "Amid Majestic Pines"
High and dry, covered with pine forests, located only a few minutes from the shopping center, on wide, paved streets -- that's Sanford Grove. SANFORD GROVE, Inc. E. C. MILLER, Pres. First National Bank Bldg. Phone 249

Walter L. Main's Big 3-Ring Circus!
Positively! All Its Friday, Sept. 17. Grounds on First St. and Mellonville Avenue. Circus Date Postponed. The Big Circus Will Not Exhibit In Sanford Until Mon., Oct. 4. THE ONE YOU KNOW TO BE THE LARGEST - CLEANEST - BEST. Spark's Circus. Don't Spend Your Money On Cheap, Inferior Shows, but Wait For An Attraction of Merit. GAMBLING, NO SHORT CHANGING OF PUBLIC MONEY, NO VULGAR COUCH DANCES.

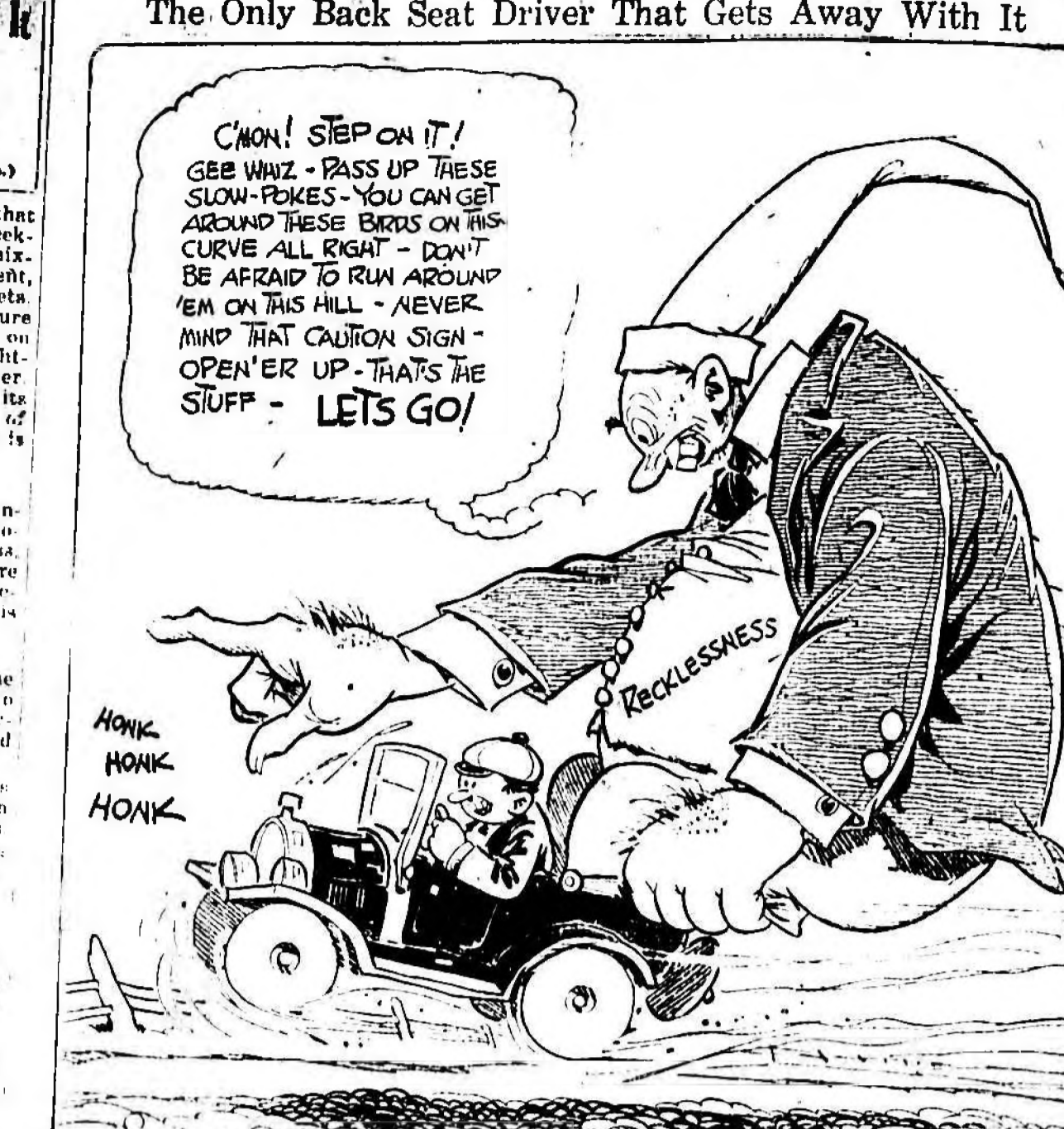
Chesterfield CIGARETTES
Steadily setting new records! NEW records of popularity each month. But -- more important to smokers -- instant recognition of its good taste and its uniform high quality, here, there, and everywhere. "Such popularity must be deserved" -- and we consider that Chesterfield's record says more than we could possibly add about Chesterfield's quality, tobacco character, and outstanding good taste.

DR. FLETCHER L. BROWN
216 MAIN ST. JACKSONVILLE, FLA.
Specialties: Eye, Ear, Nose, Throat, Skin, Venereal Diseases, Gynecology, Pediatrics, etc.

Sanford Herald
Subscription Rates
Annual—\$1.00, Six Months—.50, Three Months—.25

The Governor and Putnam County
The Herald has criticized Governor Martin from time to time for his mistakes, especially his laxity in law enforcement...

As Brisbane Sees It
Coral Concrete.
The Herald sees in the concrete, a mixture of sand, gravel and cement...



ADD TO YOUR
Seminole Electric Co.
30x3 1/2 CO. \$8.50

Social Calendar
Little Miss Wallthen Hostess To Friends In Pretty Birthday Party
Mrs. Fred S. Daiger, Society Editor



Leaves For Duke University
Lovely Party Given On Tuesday Afternoon For Little Joyce Steele

PARIS LETTER
LONDON LETTER
Amusements

THE UNCERTAINTY OF LIFE
PRAYER—May we Lord, so love that we shall die the death of the righteous.

More Poison For Bootlegger's Alcohol
Jim Reed, Senator James Reed, ardent advocate for de-legislation of alcohol...

HOW GERMANY PAYS
MIAMI TRIBUNE
Germany, meeting her second world war of coal, steel and iron...

INSURE WITH RELIABLE INSURERS
FIRE TORNADO ACCIDENT LIABILITY PLATE GLASS SURETY BOND EMPLOYERS AND AUTOMOBILE LIABILITY

AMERICAN LABOR AND FASCISM
NEW YORK WORLD
In these days, when bankers, lawyers and courtiers are busy...

Members Of Ladies Members of Azarian Union Hold Meet. Class Entertained At Monday Afternoon Home Of Mrs. Kendall

ROME SENDS WEBS WASHINGTON COPIES
LONDON LETTER

Armour's BIG CROP Fertilizers
The big yields and high quality of the crops grown with Armour's BIG CROP fertilizers...

Another automobile accident in Sanford, Fla.
It is said, to bind going to work up to the impasse of traffic regulations...

SPIS NOSE KNOWS BALTIMORE SUN
The oil industry is said to be oil business, and the small staff of the oil...

Sanford Forum
Editor Sanford Herald:
In a recent article written by Frank Whittman, regarding the proposed St. Johns River...

Going NORTH
TRAVEL on one of the most comfortable Clyde Lines and get REAL ENJOYMENT out of your journey to New York.

Sanish Bungalow
WITH ATTRACTIVE PORCH AWING 5 Rooms With Bath
For Sale

Slater-Scott
Gowns, Wraps, Sport Clothes
23 West Washington Avenue ORLANDO, FLORIDA

Ladies' Silk Underwear
Ladies' heavy silk gowns, crepe de chine and georgette trimmed with fine cream laces.

THE YOWELL COMPANY
Silk Blenders and Step-Ins
Made of all silk jersey and silk crepe de chine. All colors. \$3.75 to \$5.00

SPORTS

CANTWELL BLANKS SAINTS IN FIRST GAME

SECOND ENDED THE EIGHTH TIE COUNT

Sanford Ace Turns In His 27th Victory and Fourteenth Shutout Game Of The Season
Cantwell Makes 12 Hits In 1st Game

Second Half Bunting Won If Locals Win One Contest Today

ST. PETERSBURG, Sept. 15.—(Special To The Herald)—Ben Cantwell, the league's leading pitcher, added another victory to his long string yesterday afternoon when he let the Saints down with only seven bingles and not a run.

While Cantwell was pushing back the Saints in good order, his teammates were touching Lanning for hits and nine runs. They came through with men on bases and the margin was large enough to cope with any game.

George Myers, Frisbie, Dumas and Dawson were responsible for most of the runs in the first game, which was a timely two-base hit by Dawson in the ninth inning tied the score at one all.

The final game was to have been a seven inning affair but it went on before the umpire called it a contest of darkness. With the game in the winning column, the Cardinals were called for a second half pennant which they won.

The series with Joe Tinker's all-star club will get under way in Orlando Thursday afternoon if the Cardinals win today, it was announced. Joe has lined up a number of good players. Yesterday several men came through with accuracy of his offer to play on the team against Sanford and the Cardinals of this city, and of Orlando, and see some excellent baseball.

Redlegs Capture League Lead With Cards Trailing Them By Only Half Game

Cincinnati today led St. Louis by half a game in the National League race. The Reds rode rough shod over the Robins yesterday for the fourth consecutive time and won four to one. Idleness gave the Cardinals no opportunity to keep abreast of the Reds but the Pirates beat the Giants 5 to 0 and are two and a half games from the top.

Cincinnati has 11 games to go against the Cardinals 12. By his own request, Carl Mays assumed the pitching burden and let Brooklyn down with five hits. Ray Kremer held the Giants helpless, yielding but five hits.

The Phillies relegated the Cubs to three games in the rear of the Pirates by beating them 5 to 1 in the final game of the series. Hack Wilson, Chicago outfielder was hit with a pitched ball behind the left ear. He was rendered unconscious and removed to a hospital for examination.

American league diamonds were vacant. Rain washed out the only scheduled game of the Athletics and Chicago.

Blackstock Clouts Two-Base Hit In Ninth To Send In Lopez With Winning Tally; Craig Allows Only 4 Hits

TAMPA, Fla., Sept. 15.—(Special To The Herald)—Tampa won its second straight game from Fort Myers Tuesday 2 to 1, when Blackstock hit a two-bagger in the ninth to score Lopez from second with the winning run. Grandio's two-bagger in the fifth scored Casares with the Palms' only run.

FT. MYERS AB R H PO A E
Casares, cf 1 1 1 1 0 0
Grandio, cf 1 0 1 1 0 0
Doran, 3b 3 0 0 3 1 0
Domingo, cf 1 0 0 0 0 0
Chancy, 2b 4 0 1 3 1 0
O'Reilly, 1b 1 0 1 2 2 1
Dumals, 1b 1 0 0 2 0 0
Overstreet, c 2 0 0 3 5 1
Davenport, p 3 0 0 0 0 0
Totals 32 1 4 25 16 2

TAMPA AB R H PO A E
Denicke, ss 3 1 2 9 3
Tanner, 2b 3 0 0 1 5 1
Stanton, cf 3 0 0 1 0 0
Lee, rf 1 0 3 0 0 0
Lopez, c 3 1 0 3 0 0
Stuatz, 3b 4 0 3 3 1 0
Blackstock, 1b 3 0 2 0 0 1
Barnes, 1b 3 0 0 18 0 1
Craig, p 3 0 0 0 1 0
Totals 29 2 28 26 13 2

TWO JONESES IN FIELD OF 23 TO PLAY FOR CROWN

Bobby Jones Meets Dick Jones Of North; Latter Beat Mackenzie Last Year to Reach Semi-Finals of Tournament

SHORT HILLS, N. J., Sept. 15.—(Special To The Herald)—Two Joneses, youthful golfers of the north and south were among the 23 players surviving today's first round of match play in the national amateur golf championship at Baltusrol.

Philadelphia Cops One From The Cubs
Ray Kremer Blanks New York To Turn In 18th Victory; Giants Get Only 4 Safeties

PHILADELPHIA, Sept. 15.—(Special To The Herald)—The Phillies Tuesday took the final game of the season from the Chicago Cubs, this season by a score of 5 to 1. "Hack" Wilson, star outfielder and leading home run hitter of the National League, sustained a possible fracture of the nasal bone when Carlson hit him behind the left ear with a pitched ball in the sixth inning.

ORLANDO COLTS AGAIN BEAT THE BRADENTON CLUB
Bordes Allows Growers But Five Scattered Safeties While Mates Are Getting Fourteen Off Of Phillips

ORLANDO, Fla., Sept. 15.—(Special To The Herald)—Orlando took the second game of the Bradenton series here Tuesday 7 to 1.

FINCH KAYOES MURPHY IN THE THIRD ROUND
ST. PETERSBURG, Fla., Sept. 15.—(Special To The Herald)—Butling Finch of Savannah, Ga., former Olympic middle weight champion and now fighting as a light heavyweight, ran his string of knockout victories to 13 straight here last night, by knocking out Frankie Murphy, veteran fighter of Brooklyn, N. Y., in the third round of their scheduled 10 round bout.

DODGERS FALL BEFORE MAYS' FINE PITCHING

Reds Ease Into First Place When Submarine Hurler Volunteers To Take Mound; Each Team Makes 2 Errors

Brooklyn, Sept. 15.—(Special To The Herald)—The Reds defeated Brooklyn 5 to 1 Tuesday and moved into the league leadership while St. Louis was idle. Carl Mays won his 19th game of the season after volunteering his services to Manager Honohan. The Reds eased into first place with a half game margin over the Cardinals.

Philadelphia Cops Game
The Phillies Tuesday took the final game of the season from the Chicago Cubs, this season by a score of 5 to 1. "Hack" Wilson, star outfielder and leading home run hitter of the National League, sustained a possible fracture of the nasal bone when Carlson hit him behind the left ear with a pitched ball in the sixth inning.

Fight Commission Rules Bud Taylor Is Bantam Champ
CHICAGO, Sept. 15.—(Special To The Herald)—Bud Taylor, Terre Haute, Ind., today is the world's bantam weight boxing champion, so far as Illinois is concerned, by decree of the Illinois Athletic Commission in denying Charles Rosenberg right to defend his title.

Club Standings
Florida State League
SANFORD Won Lost Pct.
Tampa 31 20 623
Orlando 37 21 678
Lakeland 35 26 514
St. Petersburg 31 26 559
Sarasota 25 32 439
Bradenton 14 45 238

SARASOTA DROPS ANOTHER GAME TO HIGHLANDERS

Cusack And Brower Are Hit Hard But Former Is Given Better Support; Futvoye Gets Only Extra-Base Hit

LAKELAND, Fla., Sept. 15.—Lakeland took the second game of the series from Sarasota 7 to 4.

NEW YORK, Sept. 15.—(Special To The Herald)—The world's champion Pirates played complete ball today, putting out New York 5 to 0. Ray Kremer made it his eighteenth win of the season, allowing no hits until the seventh when French beat out a slow one to Grantham.

Club Standings
National League
Cincinnati 83 60 580
St. Louis 82 60 578
Pittsburgh 80 62 563
Chicago 77 65 542
New York 66 72 478
Brooklyn 56 77 455
Boston 55 83 398
Philadelphia 53 81 395

Club Standings
American League
New York Won Lost Pct.
Cleveland 81 60 575
Philadelphia 75 62 518
Washington 72 64 529
Detroit 68 517
Chicago 71 70 507
St. Louis 57 84 404
Boston 45 98 315

Sport Gossip

By R. L. HOOKER
Many local baseball fans are preparing to journey to Palm Beach for the Sanford-Palm Beach series scheduled to begin there sometime next week. Paul Biggers, who handled the business end of the arrangements for Sanford, is anxious to hear from fans who intend to make the trip. The players are to be transported in automobiles furnished by local people and it is reported that there is a shortage of cars that can make the trip.

It is known that President Ashcroft wants to see the lower east coast represented. Miami and Palm Beaches are always ready to go in. They have Sunday baseball down there and the income derived from holiday games is expected to more than offset the expense of traveling to those cities.

A safe bet: Phil Wells will manage Orlando next year. Another safe bet: Las Cruces will manage the Cardinals.

Football almost on us. No important games until about Oct. 16. Few games of interest on Oct. 2. In the South Vanderbilt and

Famous Battles Fought For Heavyweight Title

Jack Johnson defeated Tommy Burns before the police stopped the bout at Sydney, New South Wales, December 25, 1908. The constabulary invaded the ring in the 14th round. The affair was to have continued to 20 rounds but as far as it went it was decisive enough to have the title go to the big negro boxer.

Alabama will mix at Nashville. In the east, the Purdue-Navy game and the Yale-Boston U. date hold the interest. In the middle west Cornell will visit Wisconsin, at Madison, and Florida tucksles Mr. Stagg and his four teams in Chicago.

Florida takes an awful chance this early in the year by that trip north. A long trip against a crushing outfit like Stagg puts on the field is not good for any team just going into southern conference football.

West Palm Beach Investments in phosphate industry of Polk county are between \$75,000,000 and \$100,000,000, divided between 10 mining companies producing annually between 2,000,000 and 2,500,000 tons of phosphate.

Games Today
National League
Chicago at Boston 2
Cincinnati at Brooklyn
Pittsburgh at New York
St. Louis at Philadelphia

American League
Washington at Detroit
New York at Cleveland
Boston at Chicago
Philadelphia at St. Louis

Southern Association
Mobile at Atlanta
New Orleans at Birmingham
Charlottesville at Jacksonville
Nashville at Memphis

Florida State League
St. Petersburg at Tampa
Sanford at St. Petersburg
Lakeland at Sarasota
Bradenton at Orlando

Fill up where the word 'Service' means something

at a STANDARD SERVICE STATION

You drive out of a Standard Oil Company Service Station with the knowledge that you have been supplied with a powerful, clean-burning motor fuel; your oil gauge at the right level; your radiator filled with water; your tires properly inflated, in fact your car primed so that it will hum along at the peak of efficiency.

You get prompt, intelligent, courteous service at any of the Standard Oil Company Service Stations throughout the South.

STANDARD OIL COMPANY
INCORPORATED IN KENTUCKY

Auto Road Maps of Alabama, Florida, Georgia, Kentucky and Mississippi can be had at any STANDARD OIL COMPANY (Kentucky) Service Station free of charge.

CROWN GASOLINE ~ POLARINE

Located diagonally across the street from the Seminole County Bank, and in the building formerly occupied by Gonzales' Grocery

PERSON'S C

SANFC

The biggest event in the history of Sanford and Seminole County merchandising. **WHAT IT MEANS**—We are the largest chain store concern in the state. We own and operate 21 stores to maintain a buying organization in New York, second to none in this country. These shrewd buyers are ever on the alert for merchandise that is right. Right from a point of value and quality merchandise at the lowest possible price. It often happens that we show in our various stores the newest creations before they are shown in the large centers.



Dry Goods Dept.

2,000 yards Panama Checks, full yard wide and 52-80 count. Pacific Mills goods. Full mercerized; none better. Person's special. 14c

2,000 yards of English Long Cloth; extra soft finish, yard 10c

27-inch Diaper Cloth. Very best grades; 10-yard piece, per 10 yards \$1.75

27x27 Hemmed Diaper. Per dozen \$1.85

84x90 Mohawk Sheets. The old reliable kind, each \$1.29

36-inch Baromet Satin in flesh, honey dew, pink and white, yard 95c

9-11 Brown Sheeting, very fast color and full 31 inches wide, yard 41c

Amoskeg Apron Gingham in all checks and colors, per yard 14c

50 pieces Bungalow Crepe, New patterns, yard 19c

1,000 yards Amoskeg Dress Gingham, New fall patterns, yard 19c

1,000 yards of yard-wide Scout Percal, over a hundred pieces to select from in wonderful patterns, yard 18c

36-inch plain or shadow stripe Linette. The ideal material for Princess Slips; in all the leading colors; per yard 45c

Full line of new fall Dress Goods and Silks

1,000 yards of genuine Red Seal Imported 12 Momme Silk Pongee. One of the most popular silk goods sold today and usually sold at \$1.00 and more per yard.

Limit 10 yards to a customer

Person's Price, yard—

59c

Don't forget the location. It is diagonally across the street from the Seminole County Bank, in the building formerly occupied by the Gonzales' Grocery, 120 East First Street.

Extra Special

Open Morning 8:30 a. m.
100 Marcy Lee House Dresses

\$1.00

Dresses you would say cheap at twice the price.

SEE WINDOW
Only one to a customer.

Ladies' Thread Silk Hose

Three-seam backs in all the new and wanted colors. A remarkably good hose; one that will wear and look good while being worn. Must give absolute satisfaction or a new pair free.

PERSON'S PRICE
PAIR—

98c

Ladies' Pure Thread Silk Full Fashioned Hose in the famous Allen A and Queen Charlotte brands. All colors.

\$1.50

New Fall Dresses And Coats

For the little girls. Look over the line of dainty School Dresses and also Little Darling Hats for the Belles of tomorrow.

Where the average merchant doing business in the old way buys a case or a dozen as the case may be, we buy twenty-five or fifty. Is it any wonder that we buy for less—You can certainly profit at our store.

100 LADIES' DRESSES

In Satin Back Crepe, Canton and other popular materials in all the fall colors. Rustic, brown, chariot, jungle green, cocoa, twilight, black navy. Sizes 16 to 32 1-2—

Dresses that are usually sold at \$15.00 and more. Person's price— **\$9.85**

75 Dresses

In extra heavy Crepe, Crepe Romaine and other high grade material. Every dress an exclusive model. Colors: black, chariot, jungle green, cocoa, rusted brown and navy.

Values up to \$35.00
Person's Price **\$18.85**

125 Dresses

Exact duplicates are being shown in all the up to date Fifth Avenue shops of New York. No two alike. All the new fall materials and colors, absolutely the biggest dress values ever offered in Seminole county.

Values up to \$29.75
Person's Price **\$14.85**

Merchandise well bought is half sold. We are good buyers.



Hundred New Fall Coats

In the new straight line effects. Many in the new blouse back and large coning sleeves. All colors and materials that New York and Paris are showing. You will find a model and a price to suit you. Priced \$9.95 to **\$29.75**

Mi-Lady's Department

A Gorgeous Collection of NEW FALL HATS

From The Leading Houses of New York. Everything new and nothing but the newest in styles. Models for all occasions and for everyone from Flapper to Matron at prices that will astound you. Person's service, Person's quality and Person's prices at your service.

\$2.95 to \$6.95



A Pair Of LADIES' HOUSE SLIPPERS

Free with each pair of Shoes at \$3.95 or above Friday and Saturday. Only one pair free to a customer.

FRIDAY EVENING SALE

FLORIDA

FRIDAY

Sept. 17

8:30 A. M.

We began this business thirteen years ago with an idea. That idea was VOLUME. We knew good and well the necessary thing to do to get volume was to give the people more for their dollar than our competitors were giving them. Without a doubt we have done this from the inception of the business. Our big chain of 21 stores today is the outgrowth and stands as a monument to this idea from which we will never depart. The bigger we get the more you are going to get for your money—it is our policy.

Men's All Wool Blue Imported French Serge Suits, Special—

\$26.50

Men's All Wool Worsted Pants in neat stripes, Special

\$4.95

Boys' and students suits in all wool materials. Made in both single and double breasted models, two pairs of long pants; sizes 10 to 18

\$13.50 and \$14.50

We are complete outfitters from head to foot.

We reserve the right to limit quantities purchased on any item advertised.

Men's Canvas and Linen Check Pants **\$1.45**

Boys' 220 weight, High Back Overalls, 6 to 16 **98c**

A shoe for men of taste. The inner and outer soles are of extra heavy oak leather and the upper is of genuine calf skin. They take a beautiful polish and are the equal of shoes sold at a much higher price. All colors and styles and priced at per pair—

\$5.00

An all solid man's dress shoe of good quality. The styles are right and are to be had in all the colors at per pair.

\$3.95

One lot of men's Lyon brand work shoes. This shoe is made of soft pliable chrome tanned stock making for comfort and no shoe at any price will give more service. Priced at per pair—

\$2.95

A genuine Scout hal of good quality, worth more but priced at—

\$1.95



Arch support shoes for the lady that desires comfort and foot ease. We have these in several styles. One that will be particularly satisfying is an oxford of black vic kid of the highest quality with a well balanced military heel. This number is priced at per pair—

\$4.95

The New Rosebeige in a pump of recent and smart design for the very best dressers at per pair—

\$4.95

A chic New Patent Pump that is most pleasing and a fine fitter is in the line up at per pair—

\$3.95

We have by no means overlooked the children. We have them cared for in every department. Bring them along. The prices are right.



Extra Special

Friday Morning At 10 a. m. 100--48x48 dull finish Oil Table or Luncheon Cloths. Beautiful colored border designs. Very nice for the breakfast room. Usually sold at \$1.00 to \$1.50.

Only one to a customer at 10 a. m. Friday morning **25c each**

New Fall Hats

In the new fall Shades you will find a Hat to suit you at a price you will want to pay— \$5.00 to \$6.00 values—

Person's Price

\$3.50



Our size and buying power enables us to buy direct from the manufacturer as cheaply as any wholesaler. The saving is passed along to you.

50 dozen, men's Blue Bell Cheviot Work Shirts; made with two button-down front pockets; continuous faced sleeves; triple-stitched throughout. The equal of any work shirt sold at \$1.00.

Person's Price

50c each

Fifty dozen men's 220 white back, Blue Denim Overalls. Made in high backs style, full cut, triple stitched.

PERSON'S PRICE

\$1.00 pair

We want your good will as well as your patronage. We are in business to stay and we have opened a store in Sanford with no thought of discontinuing it. We know you will appreciate this store and the merchandise offered. Every dollar's worth of goods in the store is brand new and just received from the markets. We hope you will visit us the first day of our opening sale, Friday, September 17th. Don't forget the date.

Men's Furnishing Department

Men's President Brand Pagama Check Union Suits. Full cut and nothing sold anywhere at a better price. Per suit, all sizes 36 to 46 **75c**

Men's Extra Size Union Suits of above 48 to 54 **95c**

Men's 1 1/2 Sox; reinforced toe and heel; all colors, per pair **25c**

Men's Thread 50k Sox All colors **49c**

For a selection of Men's and Boys' New Fall Caps. Adjustable to any size. All the colors; each from 65c to **\$2.50**

Men's Winter Weight Unribbed Union Suits; sizes 36 to 46 **\$1.00**

Fine line Suit Cases and Traveling Bags at prices that will please you.

Men's Mechanic Brand Union Made Work Shirts, in light tan or blue; nothing better at any price, each **\$1.00**

Boys' Pants up from **95c**

Fine line Men's Ties, Gloves, Bath Robes, Belts and Suspenders.

50 dozen genuine English Piping Rock Broadcloth Shirts. Made with two-flap front pockets; collar attached or neck band style.

Don't get these confused with the ordinary Broadcloth Shirts being sold at a price. They are regular \$3.00 values. Sizes 14 to 17, all white. Buy a season's supply.

each \$1.75



BUYING MORE WE

BUY FOR LESS

SELLING MORE

WE SELL FOR LESS