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\$11,548,193



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To Collect Fine Mhet Rail Board Imposé ${ }^{\text {T }}$ T ${ }^{\text {P }}$


## DOLLAR DA IEPECIALS <br> 家:

ALL HONEST VALUES

6 Pairs 25c Sox .................................................. $\$ 1$.
$\$ 1.50$ and $\$ 2.00$ Golf Hose ............................. $\$ 1$.
$\$ 1.50$ and $\$ 2.00$ Silk Sox ................................ \$1.0
Ladies' Silk Hose ......................................... \$1.0
$\$ 1.50$ Neckwear ....................................................... $\$ 1.0$
Men's Full Cut Union Suits .......................... \$1.0
\$2.00 Wash Pants ......................................... \$1.0

## Woodruff \& Watsor

208 E. First St.


## 

## One Dollar Will Open the Door

## To Independence!

Start a savings account tormorrow. Begin to lay away each week a certain part of your salary and be secure against any mistortume that might fall to you or to your family.

The greatest dollar day value in the city is open to every man, woman and child at the Seminole County Bank. The small account is as welcome as that of the largest depositer.

## The Seminole County Bank

## SANFORD GROVE

"Amid Majestic Pines"

## Exclusive

 HomesitesAway from the din of the heavily traveled strects, yet within a few minules, on wide paved boulevards, of the shopping district.

## Study the Growth of Sanford

Then you'll build in Sanford Grove.
SANFORD GROVE, Inc.

M. MLLER, Pre

Phone 24


## 52:

Herin wisent H2,

## Whicinnor nithen <br> 

Saintountive rani

Tuesday and Wednoday are Dollar Days
Whan the atores open towomon, mornlng eager and When the atoras open tothowrow mornlng, eager and thijity shoppers from miles, aroupd will be found waiting to take advantage of the bargains that are offered by San-
ford merchants during the two dollar days of this weak.
With practically every business house of any standing With practically, every business house of any standing
participating and with all of these slashing prices to exparticipating and with all of thene slashing prices to ex-
remaly low levels in order to give the greatest values postremaly low levels in order to give the greatest values pos-
able for a dollar, it is thought that Sanford's community-
wide dollar days will prove to be the grentest merchandiswide dollar clays will prove to be the greatest merchandis-
ng event ever staged in this part of the state.
These dullar days are only the beginning of a series of These dullar daye are only the beginning of a serien of
alea events which the merchants of the city plan to carry out during the summer in an effort to make Sanford a greater
retail trading center. While this week will have its dollar days, opher weeks will bring various kinds of inducements
to shoppars.
Tomorrow nnd Wednesday are to be "Certified Dollar Days." This means that the values offered will be ral
values that have stood the test of close scrutiny on the values that have stood the test of close scrutiny on the
part of the committee in charge. The thought uppermost In the minds of the Htorekeepers is to offer such indluce-
menta for the next two clays as will convince the buying menta for the next two clays as will convince the buying
puibic that the business houses of Sanford are able to sell Letter quality goods at cheaper prices than thase prevail-
ing in other cities.
The eurly shoper tomorrow will have the benefit of
wider selection. Those who put off their shopping tour
until late in the tay may find some of the articles they watil hate in the day may find some of the articles they
unt
wished to buy entirely sold out. The one who is interested

## -d



$\frac{\text { OMbAY, AUGUST 2, } 1926}{}$ cherner
A Great Stay-At-Home-Vacation Plan



$\qquad$
a oad of samd, sume pretty "bearh" umbrellas, bittlo ehovels
and pails, and converted her mack yard into a playbround
that the children dearly love.
$\qquad$
$\qquad$

|  |  | wevell to twolve were taken loy thoir hos |
| :---: | :---: | :---: |
|  |  |  |

$\qquad$

| Sceking in big-word title for theip acheme one of the Virginia women laughingly calls it "co-operative motherhoud" but she says' that her youing son, an only shilh who was greatly ill need of companiunhip, declares this is yuite the dandiest summer ho has aver known. |
| :---: |
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| Elton J. Moughton AbClITEET <br> First National Bank Bhtg |
| :---: |
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W.H. LU


Crestil. THE MAN THAT KNOWS-NOT I The New York Radio Sh

## FOR SALE

## Aaslery Exposure

COLCLOUGH REALTY COMPA 311 First National Bank Blag.
Iteal Estate SANFORD, FLORIDA

## What Dollar Da Means To You

The Sanford Merchants are corating in a gigantic two day sale August 3 and 4.

Fach of the two days will be kno "Dollar Day." Merchandise of best, at prices that are more than $f$ ? sto be offered to the pecple of $t$ county and the surrounding trade t

Watch For the Advertisements in

> Sanford Herald
> AHEAD ON ITS MERITS


## Day Brings New Opportumities to Peeple Who Make a Habit of Scanning the Wait At



## nitn

 exire states

## Dollar Day Specials

\$1.50 Suit Cases, Black or Brown - - - - .-. - - $\$ 1.00$
$\$ 1.50$ Grade Ladies' Silk Hose, All Colors
$\$ 1.50$ Hand Bags $\$ 1.00$ $\$ 1.00$ Yard Wide, $\$ 1.50$ Grade Baronette Satin, per yard - - - \$1.00 Men's 2 Piece Bathing Suits - $\$ 1.00$ 32-inch Ginghams, 8 Yards for $\$ 1.00$ Yard Wide, Dotted Voiles, 75c Grade, 2 1-2 Yards for - - $\$ 1.00$ $\$ 1.50$ Men's Dress Shirts with Collars
$\$ 1.00$
Silk Pongee, $\$ 1.00$ Grade, 2
Yards for - - - - - - - $\$ 1.00$
50c Grade Silk Striped Shirt-
ing, 3 Yards for - -- - - $\$ 1.00$
3 Yards Oil Cloth - . . . . - $\$ 1.00$
A. OROVITZ
\$1
Will open a Savings Account at this bank

Not only on Tuesday and Wednesday, but on each week day throughout the year.

You'll be better able to enjoy the bargains offered by Sinford Merchants if you regularly save a portion of your income.
Slationery - Books - Talties - Gifits
TUESDAY - WEDNESDAY
And nther articles too numerous to mention. Articles that wifi prove desirable as gifls and useful for your individual needs. Values up o $\$ 2$ and $\$ 3$.

## COLEMAN'S

OFFICE EQUIPMENT COMPANY
magnolia avenue
Advertising Means Business

## All Aboard the <br> Dollar Day Specia Tuesday and Wednesda

| 3 Pair of Men's <br> High Grade <br> Silk Socks <br> $\$ 1.00$ |
| :---: |
| Boy's High Grade <br> Overalls <br> $\mathbf{\$ 1 . 0 0}$ |

EXTRA SPECIAL $81 \times 90$ Seamless shects. Orangeland Brand
$\$ 1.00$

Ladies' Summer Hats
$\$ 1.00$

1 1-2 Yds. Silk Pongee, 36 inches Wide
$\$ 1.00$
$31-2$ Yard Devonshire Cloth $\$ 1.00$

Men's Pin Check Pants for $\$ 1.00$

13 Men's 10 c
Handkerchiefs for $\$ 1.00$

11 Yards Bordered Curtain Scrim $\$ 1.00$

3 Suits Men's Dimity Check Union Suits $\$ 1.00$

10 Yds. Unbleached Sheeting, 36-inches Wide $\$ 1.00$

6 Yards, 32 -inches Dress Gingham
$\$ 1.00$


Men's Good Quat: Overalls
$\$ 1.00$

10 Yards of Bleaching
$\$ 1.00$

## 4 Pairs Infant's

 White Socks $\$ 1.00$Yard Best Grad Baronet Satin $\$ 1.00$

5 Bath Towels, $35 \times 161-2$
$\$ 1.00$


## Dollar Day Values!

I Being offered by the merchants of Sanford are of such honest proportions that many hundreds of out-of-town shoppers will visit Sanford on Tuesday and Wednesday. II Merchants and citizens alike will do all in their power to sell these visitors on Sanford as a trade center.

In our business and social life let'smake the visitor

# The City of Sanford 

FORREST LAKE, Mayor
S. O. CHASE,
E. F. HOUSHOLDER, Commissioners

## Tuesday and Wednesday

 $\$ 1.00$ SPECIALS
5) Pair Sox - - - \$1.00
\$Pair Silk Sox - - \$1.00
4 Pr. Interwoven Sox \$1.00
2 Pair Interwoven
Silk Sox - . - - $\$ 1.00$
I Lot Golf Sox - - $\$ 1.00$
2 Work Shirts - - $\$ 1.00$
B.V.D. Union Suits - $\$ 1.00$

Mansco Union Suits $\$ 1.00$

## MCKINNON-MARKWOOD CO.

"Furnishers to Men Who Know",

## 104 CENTS FOR EVERY DOLLAR!

T HATS what ygu get when you open : savings account at this bank. With a tidy sum of money laid by each year there will be many opportunities for you to take advantage of the various bargains offered by the Sanford merchants-on a cash basis.

Start dollar day right-open an account now and watch it grow. Youl will feel better for it and your family will feel secure.

VALUL

## The First National Bank




## The Dawn of Tomorrow

Closely upon the heels of the pioneer follows the merchant, as undeniably linked with the footsteps of progress through history as the explorer himself.
The pioneering of business is now history itself. Today, the merchant is an integral pari of every community in the civilized world. He is a leader in every forward movement. He continually advocates that which is deslined to better you and to better his fellow man. Actual hardship oftimes makes his path a difficult one. In service to his public, the merchant finds his reward only through the patronage of a satisfied public.

The merchant of Sanford is of you, is with you, and he is for you, in every sense of the word. Tomorrow, his store will be a better storehis offerings will be far more inviting. His service will have been doubled. He, like you and like your city, is growing.
The Sanford of tomorrow holds brilliant promise. To every citizen there is to be reward for service-for honesty, for progressiveness. In his dealings with the public, the merchant only asks that he be accorded the consideration he deserves. The horn of plenty has been good to Sanford today. It promises more to-morrow.

## The Retail Merchant OF SANFORD

This Advertisement Paid For by the Following Merchants and Business Houses:

The Yowell Co. Woodruff and Watson Lloyd Shoe Co. Inc. MeKinnon-Markwood Co. Gonzalez Grocery Co. Sanford Drug Co. Geo. A. Speer and Son The Outlet Miller Furniture Co. Inc. Bond-Hill Lumber Co. Sie's Place Hill Hardware Co.

## Mi-Lady's Shoppe.

Wight Bros. Co.
Piggly Wiggly
Sanford Paint \& Wall Paper Co.
Security Lumber Co.
Ed. Higgins, Inc. Ford Dealer
Seminole Pressery
Seminole Awning Shop
The Sanford Herald
The Ball Hardware Co.
The Seminole County Bank
The First National Bank
nages ToSmith's niture Stock Is Of Huge Sale

## 550,000 Stock Will Allow Rubber

 need On SaleAt Exportation Now eed Prices For:-
 carly $\$ 20,000$
 Wednesday Bun 10 Days


## URRICANE LEVELS FURNITURE PRICES


at reverberating sound that shook our entire building like a thunder-clap. It's no olt from the blue for you. It's the knock of opportunity that they say only "come in a life-time," "and "it's here now in no uncertain measure," "the vibratio has caused furniture prices to totter."

## ednesday <br> August 4th

# OUR ENTIRE SIOCK of SUITES Will Be Sacrificed！ 

## High Grade Bed Room Suites <br> 

A WIDE AND VARIED RANGE of euperb period bed－rwam suites in many differen！
finishen．All are of the finusi work manship and mai－


## $\$ 79^{00}$

## Beautiful Cane Living Room Suites <br> All lomese Sifrimg suat Consitruction



## HANDSOME

 Walnut Dining Room Suites

YOU MUST SEE
some of thene wonderful dining－room suites to fully
realize what rreat values they uree．Mally of them
 great matrintue．Youl eall luy high－krade dining－ruom suiles for unly：
$\$ 8750$

Comfortable Overstuffed Suites
Covered With Jacequard nad baker Cut Velours


Luxurious Hand－Tailored Stite＇s
un land－made frames with hard wood dunwis $\$ \square 00$
 collistruction．Loose spring seal cushions and kpring
edger，nietly Laitored．You may choose any two pieces at prices as low ase －

Kaltex Fibre Tables


Kaltex Fibre Suites


Davenport Tables


Many of these heautiful Davenport tables are in the Drpular Thudor Design．They will all be sacrificed． Think of it－as low as

## Few of the Many Great Values

## REFR. R.G.E.R.A. T. R.

 Less Than 1-2 The Regular Price

## ROLL EDCE MATTRESS



## AY BEDS

These Day lleds are extra rowmy and have a heavy boxed edxe fell mallress covered with cretonne. A plate for bedding when closed.

$\$ 24^{90}$

## LARCE PLATE GLASS MIRRORS




Many different designs fur over the buffe or mantel, and console styles in a mumher
polychrome and wood finishes for only

## METAL BEDS



THNK OF IT' FULA
$\begin{aligned} & \text { MIZ METAL } \\ & \text { FOR ONLY }\end{aligned}$
BEDS

ROOM SIZE RUGS


Sturdy Luggage


Hat Boxes - - . $\$ 3.50$ Bags - - - 6.25 Wardrobe Trunks 39.75

WINDSORCHARSAandROCKERS



啌 $\$ 1.85$

## (20)

 $\$ 1.35$Chiffoniers
Dressers
 $\$ 10^{50}$

Breakfast Suites


Bropt Leaf Table and Fent phtre In Plain nounatimh.
$\$ 1775$

## Chifforobes



## \$2940




