

THOUSANDS OF DOLLARS DIVIDED WITH CUSTOMERS

We can recall of no other store in Sanford, who, in so short a time, divided as much of their profits with their customers as has Perkins & Britt. Perhaps the biggest premium that has ever been given by any one concern, was that of the Ford automobile given away last April.

This Ford car was put on display in their store, and every customer was given tickets that entitled them to participate in the drawing that was to decide the winner. These tickets were given at the rate of one for each dollar spent. This unique form of advertising created quite a lot of interest, not only in the City of Sanford, but throughout all parts of the State. There were holders of these tickets as far away as Canada.

On the night of the drawing, traffic was blocked for nearly an hour on First street. Never before in the history of Sanford were there as many people congregated in front of one store, as there were that night.

At the appointed hour all the stubs, bearing the same numbers as the original tickets given out, were placed in the window and thoroughly mixed up in the presence of the thousand people. These stubs were then placed back in the box and a disinterested lady selected from the crowd, who, after being blindfolded, was asked to pick out thirteen numbers. The thirteenth number was the winner.

Mr. A. Bonta, of Osceola, Fla., was the lucky man. It was he, who held the number giving him a Ford absolutely free. Mr. Bonta is the assistant manager of the Osceola Cyness Co.'s store at Osceola.

Unsolicited by the holders of numbers on this car throughout the north, Perkins & Britt notified them who the winner was, and to show just what these out of town people thought of Perkins & Britt, we give herewith copies of some of the letters received from them. The originals of these letters are on file at Perkins & Britt for your inspection if you care to look at them. These letters read as follows:

Newport, Vt., April 7, 1921.
Perkins & Britt, Sanford, Fla.

Dear Sirs:—Your letter at hand and glad that some worthy customer got the car you gave away. I think your store and your goods are fine, and first class. As to prices, I found more reasonable than other places in Florida, and the prices are a lot more reasonable in the South on clothing than they are here in the North.

We are having fine sunshine weather here and hope you are blessed with the same.

Respectfully yours,
(Signed) A. L. WILCOX.

Philadelphia, Pa., 5-5-21.
Perkins & Britt, Sanford, Fla.

Gentlemen:—I received your letter of the 23, regarding the lucky number of the Ford car and while I naturally wanted to win it, at the same time wish to congratulate the winner.

I also take this method of expressing my approval of your up to date

SOMETHING FOR THE KIDDIES

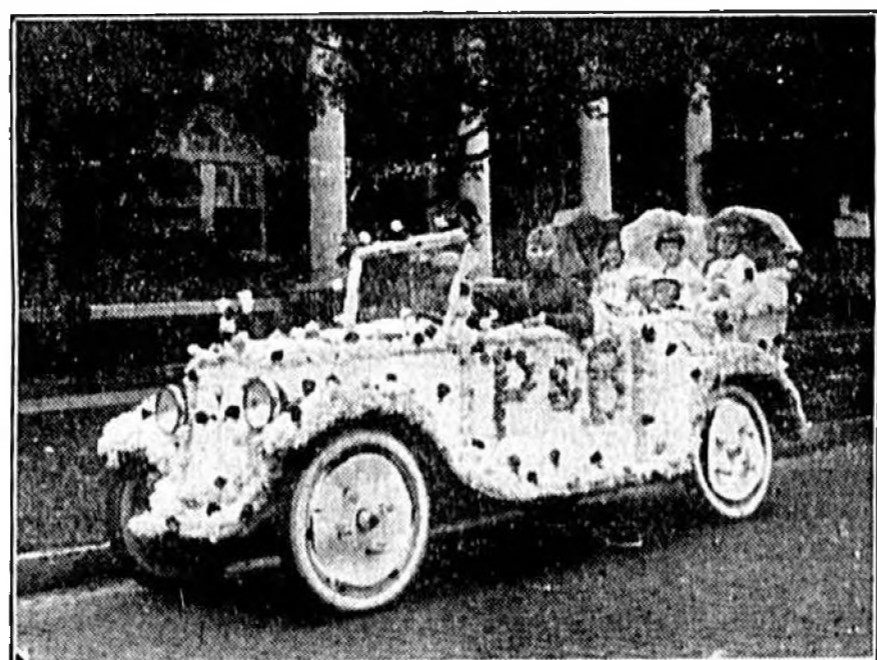
Amongst the very latest of Perkins & Britt's advertising they have introduced something for the little tot. They have just a limited supply of these and the parents should see them at once in order that their child's name will be placed on the mailing list before they are all taken.

Starting the first of this coming month, they will mail to the children direct, a little folder that, besides being a neat piece of work, it carries with it great educational value to the child. Each folder has a neat picture, such as the kind that the Osborne Calendar Co., put out, the calendar for the month in which it is received, and the inside contains twilight tales.

These little stories are made by a man who has made a name for himself as a writer of children stories, and they are without doubt one of the nicest series ever seen in Sanford. These little folders contain such stories as The Song of the Owl, The Lesson Mike Monko Learned by Heart, The Pup Who Had No Common Sense, and others just as interesting.

One of these little stories will come out the first of each month, and on account of the limited supply, will be mailed only to such children who show an interest in them.

It will be well for you to call at Perkins & Britt and have your child's



No, this is not the picture of Perkins & Britt's float in this past Armistice day parade. They planned this space for that picture but their float decorations were lost in transit, showed up the morning of the parade. This picture shows what their float looks like in the last year parade.

NEARLY \$3,000 IN SUITS GIVEN AWAY THIS YEAR THROUGH CLOTHING CLUB

A Christmas Banking Club is a successful feature of a Bank, then why shouldn't a Clothing Club be just as successful to a clothing store? With this thought in mind, Perkins & Britt, after weeks of careful study, at last figured out a plan that would pay the store big, and at the same time prove of untold value to the customer. And at the same time this club has been worked out in such a way that it differs from most Clubs of this nature, as it is not a gambling proposition, because every member receives every cent he paid in.

A person becoming a member of this popular club of theirs does so for the same reason that a person would join the Christmas Banking Club. He pays in his dollar a week and leaves it there only as long as he wishes to. He leaves it there until he is ready for some article or articles in their line at which time he goes to them and they immediately refund what he has in, or any part of it, in merchandise.

To offer some sort of an inducement for a man to become a member they give away absolutely free a suit of clothes valued at \$50 each Saturday night, as a premium. This suit costs neither the winner or any of the members one cent. The rules and regulations of this club are as follows:

First a person must signify his intentions by making a payment of one dollar as his first week's dues. He is given credit for this dollar and he can trade it out, as well as the dollars paid during the weeks following, at any time he sees fit. Each member is allotted a number and his number is

SOME THINGS THEY STAND FOR

This well known store of Perkins & Britt stand for many things that should all the merchants stand for and get behind Sanford will not only continue to grow but will grow faster in the future.

They believe that the Sanford merchants have not used the proper methods for going out of Sanford and encouraging the out-of-town man to come here and trade. They have all seemed content to allow these good customers to go to other towns all around Sanford and have never reached out a hand to steer them this way. They believe that a system, something on the order of the following should be carried out:

First: There should be at least one day of each month set aside by the merchants and let these days be known as bargain or market days. All the merchants should get together and have it thoroughly understood that not one cent of profit should be made on these days, and use a stiff advertising program to acquaint all the people of the surrounding towns of this fact. This campaign should not have as its motive engaging in competition with the merchants of the smaller towns, but should educate the people that if they cannot secure what they want from the merchant in their vicinity, to come to Sanford for it, not to Jacksonville or Tampa or some other cities even closer. Sanford is the home merchant to these people when their merchant can't supply them, and

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PERKINS AND BRITT COMMENCE WINTER SEASON

It is now at this particular time, as we start another winter season in this City Substantial of ours that the remarkable growth and the fine record made by Sanford's "Store that is different" needs a special mention.

Just two and one-half years, that's all. Most of us wonder can it be true that any store can plant themselves in the minds of the people so deeply in this length of time? Yet it has been accomplished.

Perkins & Britt are commencing their third winter season and if you would but stop and think just a minute, how this store has made such a remarkable reputation in so short a time, you would feel sure that there must be a reason.

There is a reason. And there is more than one reason. These young men have built up a fine reputation as merchants, you might say, over night. The way they have worked is the answer, of course. It has been their method and their manner of doing business that has placed them, within so short a time, amongst the leaders of their profession in Sanford. Their store is second to none in our city and this business that keeps getting larger every day, started from a very small beginning.

Space will not permit a complete writeup of the very many reasons that has made them winners. Only a few will be touched upon here.

In the first place, one is always made welcome at their store. It matters not your color or your creed, whether you are rich or poor or what your walk in life might be, that same friendly smile greets you upon your entrance not only by the proprietors but by all the employees. They always express a willingness to show you, whether you buy or not. In fact, you are made to feel at home. Perhaps no other store in the city has created the same desire in the minds of so many, to "just drop in a few minutes" as this store has. Go by when you will and you find them always playing the host to someone.

And then the class of merchandise they handle has had much to do with the upbuilding of this business. They try to cater to every one, but they draw the line when it comes to furnishing the class of trade that always wants "cheap goods." They have made a record for good, clean, square dealings with the public and to make such possible only merchandise of merit could have been handled. They carry nationally advertised lines of everything for the man. They carry lines that have stood the test and are known to the public. Their merchandise is just as classy as will be found in any of the leading shops in either the small town or the largest city.

Their prices and their margin of profit helped too. The very biggest retail stores in the country sell better merchandise for less and yet they make more money. They do it on volume. Not so much profit from one, but a little from them all. Perkins & Britt have in this case patterned off these big merchants and the way they have conducted this particular end of their business has made for them a name far and near.

And advertising. What store in Sanford is as big advertisers as this "different store?" First they believe

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The above picture is that of one of Kenneth Murroll's pieces of window trimming art. Kenneth is a past master at the game and keeps a pair of the prettiest windows on First Street. He uses the proper lighting effects, too. Just glance at Perkins and Britt's show windows next time you are down town at night.



During the preparations for the Armistice Day celebration in Sanford the Legion boys left their prizes on exhibition in the windows of Perkins & Britt. The above picture was snapped by our photographer the night before Armistice day.

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Copyright 1921 Hart Schaffner & Marx

Buy Hart Schaffner & Marx clothes

Four good reasons: they're very stylish; there's no better quality; they last long--and that saves money

Sanford Shoe & Clothing Co.

OVIEDO

Miss Olive Lezette is spending Thanksgiving and the week-end with her parents, Mr. and Mrs. N. F. Lezette. Miss Lezette is taking a business course at Massoy Business College, at Jacksonville, and this is her first visit home since September.

Messrs. Walter Stubbs, Hoyt Paul, Emmett McCall and H. B. McCall, Jr., of Lakeland, and Edward McCall, of Stetson, are spending Thanksgiving with Mr. and Mrs. H. B. McCall.

On last Friday afternoon a reciprocity meeting of the Woman's Club was held at the club house. The program was in charge of Mrs. W. P. Carter, and was greatly enjoyed by all present. The Sanford and Geneva clubs were well represented, and contributed much to the program which follows: Piano solo, Mrs. Hankinson, Oviedo; Address of welcome, Mrs. R. W. Lawton, president of the Oviedo club; Response to welcome, Mrs. Maxwell, Sanford; Paper, 'The organization and object of the Geneva Club,' Mrs. Wakelield, Geneva; Vocal solo, Mrs. Newberry, Sanford; Paper, 'The Possibilities of Civic Work in Small Towns,' Mrs. Wight, Sanford; Vocal trio, Mesdames Newberry, Hornon, Maine, of Sanford; Reading, Mrs. Doolley, Geneva; Reading, Mrs. Newberry, Sanford; Piano solo, Mrs. Hankinson, Oviedo.

The hostesses of the day were Mesdames T. W. Lawton, R. W. Lawton, W. J. Lawton, A. Leinhardt. Delightful refreshments were served and a very pleasant half hour spent socially. After the departure of the invited guests, a short business session was held at which six new members were elected to membership in the club.

Miss Elizabeth Lawton spent Thanksgiving at home, returning to Rollins Friday morning.

Mrs. Julia Williams, of Weirsdale, is spending Thanksgiving week-end with her daughter, Mrs. Englett.

Rev. and Mrs. L. E. Wright and family, Mrs. O. P. Swope and family, Mr. and Mrs. T. W. Lawton and family, Mr. and Mrs. W. J. Lawton, and family, Mr. and Mrs. W. E. Young and family, and a few invited guests,

spent Thanksgiving day at White's wharf on Lake Jesup.

Messrs. Francis Swope and Woolsey Sturdivant, Mrs. S. W. Swope, Miss Mable Swope and Mrs. Mable Stevens, motored to St. Augustine, Saturday, returning Sunday afternoon.

Mr and Mrs. E. A. Farnell and family, Rev. and Mrs. J. N. Thompson and family, and Miss Lucile Partin, spent Thanksgiving at Lake Harney.

On Friday night, the Bible classes of the Methodist church entertained at the club house in honor of the strangers in our midst and others, who have not been attending Sunday school. About forty guests were present, and the entertainment committee, under the efficient leadership of Mrs. H. B. McCall, kept the guests amused for two hours, after which time, the refreshment committee, composed of Mrs. O. P. Swope, Mrs. S. W. Swope, Mrs. W. B. Williams, kept all entertained with chicken sandwiches, pickles, coffee, cream and cake.

Mrs. R. F. Kinc spent Saturday in Sanford.

T. M. Winters visited Orlando last Wednesday.

Mrs. L. R. Mitchell and Mrs. Frank Norris, spent Friday in Orlando.

A sunrise prayer meeting was held Thanksgiving morning under the auspices of the Christian Endeavor Society.

Mrs. Hyatt and daughters, Ruby and Mattie, and son Jessie, of Birmingham, Ala., are spending the winter in Oviedo.

C. C. Gilliam and wife, of Orlando, have rented rooms at the Cushing house for several weeks. Mr. Gilliam is working with his brother-in-law, L. B. Moore, in the construction of the B. G. Smith residence on Graham avenue.

O. P. Swope and John Robertson left Tuesday for Miami, making the trip by auto.

Mrs. Mary West of Nashville, is visiting her son, C. L. West.

LAST SURVIVOR OF LONGFELLOW FAMILY DIED AT BOSTON

(By The Associated Press) BOSTON, Nov. 25.—Ernest Longfellow, seventy-six, artist and last surviving son of the poet, Longfellow, died here yesterday after a protracted illness.

PUT UP \$300,000 FOR STATE ROAD NO. 4

ALSO WILL COMPLETE THE FAMOUS STATE ROAD NO. 2.

TALLAHASSEE, Nov. 25.—The special meeting of the state road department, called for the purpose of providing relief for Pinellas county in the reconstructing of certain bridges that were lost in the recent storm, came to an end at noon Tuesday after more than twelve hours of deliberation. Many matters of importance came up and much business, touching on all parts of the state, was disposed of.

The department agreed to assist in the construction of state road No. 4 through Brevard county, and to this end \$300,000 will be appropriated out of the first federal or state funds available, provided the county will proceed to expend a like amount and that the work will be under the supervision of the road department. It is understood that the county already has in hand the necessary funds.

State Road No. 4 in Flagler county, between Karonia and the Volusia county line, which is now being graded, came up for discussion. The chairman, Judge Phillips, and Mr. Schilling, together with the state highway engineer, were authorized to proceed to this section and they are empowered to determine the direction of the road and to make other investigations relative to the construction work.

It will be of interest to learn that the department is now contemplating the placing of signposts throughout the entire state highway system. The color marking these signboards will be of an orange background, with black lettering.

The annual meeting of the national convention of state highway engineers which convenes in Omaha December 6-10, will be attended by the chairman of the department, Judge H. B. Phillips; the state highway engineer, Maj. Charles A. Brown, and possibly J. D. Smith, of Marianna. This committee will endeavor to bring the next meeting of the association to Florida. The following resolution relative to state road No. 2, which was today

adopted by the department, will be of wide interest:

"Whereas, there appears to be some doubt in the mind of the public as to the attitude of this department with relation to the completion of the portion of state road No. 2, extending from Lake City north to the Georgia line; and whereas this department desires the public to know that this matter definitely and finally settled and determined, in order that there may be no further doubt or misunderstanding in regard to the same; now therefore be it resolved and declared:

"1. That this department has not at any time entertained the thought of abandoning this portion of road No. 2,

"2. That this department recognizes and will adhere to the original location of such road by the way of White Springs, Genoa, Jasper, Jennings, and thence to the Georgia line.

"3. That this department will as rapidly as possible complete the grade drainage structures and bridges on said road.

"4. That for the present the road will be given a surface of sand clay and top soil or other material sufficient to put it in good condition for travel, and that a maintenance crew will be kept on the road and the same will be maintained in good condition for travel, until such time as the department has funds available to complete the hard surfacing of the same.

"5. That the department realizes that the early completion of an inlet into Florida at some point in the northern part of the state is a matter of very great interest to all that portion of the state which lies south of Road No. 1, and it further realizes and knows that considering the work already done on this road, the completion of the same as now located offers the most practicable and least expensive way of getting such inlet and this department declares that it will harden and complete the building of this road as soon as funds are available for this purpose."

A casual review of those who attend church persuades us that the choir in Heaven will be largely so-frano.

Moving picture makers are discontinuing the practice of holding leg shows because they have so much competition in everyday life.



Adolph Zukor presents "Experience" WITH Richard Barthelmess as "Youth"

AT THE STAR THEATRE TONIGHT AND SATURDAY

A GEORGE FITZMAURICE PRODUCTION A Paramount Picture

JURY DRAWN WITNESS ARE NOW HEARD

(Continued from Page One) of the rotary lock registration, by means of which the money sacks found in the San Juan were shown to be the ones which had contained the \$32,000 stolen from the mails.

The dummy package containing 18 one dollar bills wrapped about paper cut in the size of paper currency, which had arrived in Atlanta, on July 28, and which caused a hasty exodus

of postal inspectors to West Palm Beach, was displayed by the witness.

FT. MYERS WANTS CITY MANAGER

FORT MYERS, Nov. 25.—The city commissioners of Fort Myers are seeking a capable man as city manager to fill the place of J. Gardner Bennett. The latter has left town after having his resignation requested by the commissioners, who said they were not satisfied with results he was obtaining.

SPECIALS

FOR Saturday and Monday

Baumel's Specials have become a by-word to the ladies of Sanford. When we say specials it is an assured fact that money-saving values will be given. For Saturday and Monday ONLY, we offer the following merchandise at such substantial reductions that it will pay you to investigate:

SKIRTS

A rich assortment of Skirts, consisting of Serges, Prunellas and Silks, in Stripes, pleated and plain models. Wonderful values at money-saving reductions.

\$11.95 quality at ...\$9.45

One Lot Silk Skirts Values up to \$12.00, special Saturday and Monday \$6.95

Extra size Prunellas and Serges

Up to 36 Waist \$12.95 values at\$9.45



WAISTS AND OVER-

BLOUSES

Refreshing and original are the pretty Tie Black Blouses. A rich and elaborate assortment to select from: Crepe de Chine, Georgettes and Tru-hu Silks are popular fabrics. In predominant colors of White, Navy, Brown and other delightful combinations.

One special lot, values to \$5.95 at\$3.95

\$6.50 and \$6.95 grades, at\$4.95

\$11.50 to \$12.95 qualities, at\$9.95

HATS

Just received shipment of 100 Sailors at 50% reduction. We offer these at three special prices. Former prices \$11.95, \$8.95 and \$6.95. For Saturday and Monday only \$6.95, \$5.95, \$4.95

Baumel's Specialty Shop

"Where Style Reigns"

East First Street

Opp. Ford Service Station

Ask for the
Celebrated
"PANAMA"
OVERALLS
—AND—
WORK PANTS
Union Made
Manufactured by
KAHN MFG. CO.
MOBILE - ALABAMA

**WHY IT TAKES
GOOD LINES TO
BUILD BUSINESS**

That's an old question but not too old to go over once again. Even the man who pays so little attention to his needs and lets the other fellow tell him what he should wear he knows the difference between a good line and an inferior.

In the first place no store should hope to succeed without buying from the manufacturer who advertises nationally. The man who advertises is the man who has something he is not ashamed of. Just the same, reason as the local merchant has for advertising. The merchant who doesn't advertise as a rule must be ashamed of his merchandise. If he has something good he will tell the world about it. That's why Perkins & Britt are the biggest advertisers, they believe in what they have.

But every advertised line is not good. Great care should be used in making selection. That is why the buyer for a firm has such a responsible position.

Let's take each item one at a time and see just what Perkins & Britt have for their customers. First the clothing. They cater to the young man and for the young man they offer Campus Togs. Campus Togs are manufactured by Chas. Kaufmann & Brothers at Chicago, and we leave it to any of the men who are in a position to know and they will tell you that this is one of the very best lines on the market today. And one of the most pleasing parts of their methods, is their price. They don't ask twice the profit they should as, we are sorry to say, others do. To the conservative man we recommend the famous Michael Sterns line. And for the buyer of summer clothing, try where you will and you can't beat the I. and S. Bing line. With these lines of clothing they are bound to please.

Now let's take the trimming from head to foot. What better hats do you know of, or have ever heard of than the following: Stetson, Schoble, Berg and Old Dominion not to say anything about the famous Rothschild line? These lines cover the best sold in the country today. And all these houses believe in fair prices, together with Perkins & Britt's way of figuring profits, puts a hat on your head at the price even the most conservative can't kick at.

They handle caps made by the Felstein people. And they never have to see a salesman from this house. They just tell them they need caps, and when you learn that they never have any left over from any shipment you must know they are the kind that are in demand.

Earl and Wilson, of Troy, New York, furnishes the collars. The E. & W. collar before the war sold for fifteen cents apiece straight while the rest were selling two for a quarter. Now they sell like all the rest, but the same quality is there. And their line of soft collars are on the same plane as their starch collars. Most all the boys around town wear E. & W. collars, ask any of them.

Men's neckties are manufactured by many good houses, but the Cheney ties lead them all. Altman Neckwear Co., also furnishes this store with a good share of the many ties sold over their counters.

It is shirts that most men are extra particular about. Several lines of shirts are handled by Perkins & Britt but the leading line, the line they feature is the Metric line. Metric ranks with the best, and all we suggest is, ask the man that wears Metric shirts. They are manufactured by the Metric Shirt Co., at Patterson, N. J.

The Notasemo hosiery for ladies as well as the men is the hosiery line featured at this store. They are manufactured by the Notasemo Hosiery Co., of Philadelphia, and they make good any pair that does not give the wearer absolute satisfaction. The Notasemo hose has been handled by this store dating back to the time when Mr. Perkins was in business alone, and there has been none found yet that can take its place. Arrowhead hosiery for boys is also a big seller with them.

The Crossett Shoe for men has not been handled in Sanford since the days of Felix Frank used to fit your feet. And Felix used to handle only the good kind. This in itself is enough recommendation for the shoe, but for the benefit of those that have happened along since Felix's days in the clothing business, you will understand what is meant when we tell you that Perkins & Britt have a hard time keeping enough Crossetts in stock to satisfy the demand for them. Try a Crossett next time, you'll like them, as "they make life's walk easy."

The regular lines of underwear that are usually found in all good stores are on sale here and the Duofold is especially desirable. These garments are made of wool on the outside for warmth and cotton on the inside for comfort. Rockin-Chair is the leading seller in the summer time.

They handle the Great Western and Grinnell work gloves, Sweet-Orr overalls and work trousers, Lees Unionalls and the celebrated Panama line of work clothes.

Their tailoring lines are Ed. V. Price, International and Wash lines. These are known to most of the Sanford people and need no introduction. The Pennsylvania Knit Sweater and the Milbury bathing suits are also leaders and with all the above they carry the very best in Bath Robes, House Slippers, Collar Bags, Men's Jewelry, Night Shirts and Pajamas and many other good things for the men too numerous to mention.

If you will make your next selection from any of the above lines you will have feelings of satisfaction, one that you are sure of your money back if not satisfied and the other, you will never have to ask for your money back.

REAL HELP TO RETAILERS.

"The store manager or buyer who never reads his trade papers has a mighty slim chance of making a success of his job," says Louis Traxler, president of the Traxler Company, Dayton, Ohio, one of the largest retail establishments in this country.

"It is only by making intelligent use of the information in his trade papers that a man can hope to gain a practical knowledge of what is going on. The man who doesn't want to listen and learn, who knows everything in his own mind and imagination, doesn't buy right, doesn't merchandise right, is headed for oblivion."

"The man with a vision, the one with ambition, is well posted, knows what is going on at home by keeping an eye on his competitor's operations, and knows what the most successful merchants in all parts of the country are doing by reading trade papers. He is the man who is beating last year's records, and will not allow any excuse to stand in the way."

If trade papers are helpful to the larger merchants, and Mr. Traxler says they are, they are no less helpful to merchants in smaller towns, away from the big centers of trade.

Perkins & Britt subscribe to all the journals pertaining to their trade. They keep up with the market; they obtain all the advantages of conservative buying. By following the markets, they are in position to pass along to you the fruits of their knowledge. When trading with them you are trading at a Fifth Avenue store in New York.

A CHRISTMAS SUGGESTION.

You would be surprised to know how many men will appreciate a Hicock belt, with the initial buckle, all done up nicely in a Christmas box. A nice line of these will be found at Perkins & Britt, and you cannot go wrong in asking for a Hicock, as they are the most in demand the country over, now. They come in different styles, and the straps are of many different kinds. Don't wait until the day before Christmas, they may be all gone.

"The Store that is Different" will save you money on your purchases.

**THE DIFFERENT
DEPARTMENTS
AND MANAGERS**

Men who know, men who have been at the game for a long time, will tell you that one of the most important reasons for the rapid growth of Perkins & Britt's store is the way in which they divide their business into departments and make some one man responsible for his department. By doing this each man knows his job and sees that it is attended to, and with that they all work together, thereby giving the buying public a store that they will appreciate.

The Display Manager
Mr. Kenneth Murrell has charge of this particular department. Mr. Murrell, a first lieutenant in the late world war and with Perkins & Britt since his discharge from the army, has achieved a name for himself as a display man, card and sign writer, and window trimmer. The nicest pair of windows to be found on First street are the two windows that he has charge of. He keeps them new and up-to-date, and in a pleasing way that comes easy to him, he at all times displays the wares of this store to such an advantage that it makes the public want to stop and admire. He composes and writes his own show cards, both for the inside and the windows. These cards of his have attracted a lot of attention. And his display work on the inside is handled in the same manner as his good work on the window trims. In addition to this artistic work of his, he is one of Sanford's most popular clerks. He has a way of greeting the public that makes himself well liked by all that come in contact with him. In other words, Kenneth is an all-around good man and a valuable asset to the business of Perkins & Britt.

Book-keeping-Accounting Department
This particular department is under the supervision of Mr. Britt, but the chief bookkeeper has been Hertram Shepherd. Mr. Shepherd has been granted a leave of absence to go to college and he is now at school at Spartanburg, S. C. He writes that he expects to remain an employee of Perkins & Britt and he is just away long enough to make himself even more valuable to the firm.

Advertising Department
This department is handled exclusively by Mr. Britt in connection with the bookkeeping and accounting department. He takes care of this department and finds time between times to look after the Clothing Club Department.

Clothing Club Department.
Mr. Andrew Lees is the official collector of this department and it is he that is responsible for the gathering in of the dollars that keeps the many clothing club members in good standing and eligible to participate in the drawing for the free suit each Saturday night. The collection of these dollars is quite a job and takes a real collector to keep it up-to-date. Mr. Lees is known about town as one of Sanford's best collectors and it goes without saying that he is essential to this Clothing Club. Mr. Lees also collects the regular store accounts between times.

Cleaning-Pressing Department
This department is one of vital importance to a clothing store and Mr. C. F. Chapman has full charge of this. Elsewhere in this paper you will read of the fine record he has made with this particular department. He has in fact, built up a business in this particular department, that should cause every man to see that his clothes are sent to him. He knows how to take care of them as they should be taken care of. He has three men working under him that have all been tried and found to be as good as any in their line. He has an A No. 1 tailor, the best of pressers and a delivery boy that is prompt and on the job.

Sales Department
Perhaps the two most essential departments of any store is that of the buying department and selling end. Mr. Perkins has full charge of both these departments and it keeps him on the jump and on the job at all times. He has full charge of the floor, he buys all the merchandise. He is well qualified to fill this position on account of his many years experience in the clothing business and it is he that is mainly responsible for the close of merchandise that goes out to the public over the counters of this store.

And the entire force constitutes the selling force. They are all salesmen that know how to treat the trade as they should be treated. With a force like this they are hard to beat. They concentrate all their efforts in the proper directions making a combination that will some day put this store in a class second to none in the state.

And after all the above had had their chance then "Babe" gets his. "Babe" Schaaf is known at this store as "Superintendent of Transportation." He sees that the packages are delivered to the customer's home on

time and in the proper manner. And he is an all-around "handy man" and some day hopes to be in charge of some of the important departments.

**GIFT SECRETARY AT
PERKINS & BRITT.**

Did you ever hear of a gift secretary? Well, there is such a thing, and he will be at Perkins & Britt's from now on until after the holidays. A gift secretary, is one that finds out things for you; things you want to know, but don't want the other fellow to know it. It's too much a secret to explain it here, but the good ladies of Sanford should ask them about it; list their name with them, and get this free service he plans for you.

Chances are, you will hear from him by mail in a few days, but if you don't, call and ask about him.

**FALL SEASON
ANNOUNCEMENT**

The salesmen at Perkins & Britt's are now showing their new lines for this 1921 fall season and would like to have you call at an early date. Careful study of style tendencies and a trip to the primary clothing markets in order to take advantage of the most favorable buying opportunities, has enabled their buyers to assemble new lines for the coming season, which will command the interest and admiration of the best posted buyers.

Their fall lines fully sustain the reputation their progressive policies have established for superiority in values and styles and general excellence of their offerings.

Their fall orders on Clothing, Hats, Shoes, Hosiery and Shirts and other lines were placed on the lowest levels the market touched; they have priced them on the same low basis, giving their customers the benefit of their favorable purchases, although market quotations have advanced some since their orders were placed.

The beautiful neckwear line they are showing for the holidays are especially comprehensive—all neckwear that will be in demand this Christmas being well represented.

They will appreciate your reserving your orders until you have inspected their different lines, feeling confident that you will be enthusiastic as they are about these fall goods and that you will find it to your interest to see their's first.

They also take this occasion to express their appreciation of your valued patronage and trust to be favored with your fall business, which will receive their very best attention.

Every tub stands on it's own bottom. That's why we never worry about competition. We have no competition, even though there are merchants in our own line in Sanford who have.—P. & B.

**THE WHYS AND
WHEREFORES
FOR SALES**

To others than close students of "sales" the reason for offering of merchandise at prices below the ordinary market is often misunderstood and often disbelieved. Many times you hear it expressed that a sale is the "marking up" and then the "marking down" of articles to fool the public. Such efforts are of no benefit to the merchant and one who practices such methods does not remain long in business. He soon loses the confidence of the buying public.

The secret of all success, whether it be on the farm, in the factory or in the mercantile field, is quantity production on the farm and in the factory and quantity of output in the mercantile field. The merchant who can turn over three times the volume of the other fellow on the same overhead will be returned the winner. Therefore every dollar's worth of business gained through advertising that would not come to the merchant through the ordinary channels of business increases his earnings at the end of the year. That is the reason he can afford to advertise and that is the reason he can afford to put on special sales and sell his merchandise for less than the ordinary market price. It makes the transaction profitable to the customer as well as the merchant. Close buyers are very keen to keep close tab on those who follow this plan and they are the ones who pick off the real bargains.

Finance problems affect the merchants just as they do the farmer. And just as the farmer is often compelled to sell his products below the normal market prices to obtain funds, the retailer is often compelled to offer his merchandise at such prices as will bring him funds, regardless of profits.

We know of no one store in Sanford that has attempted and put over such a series of successful sales as those pulled off by Perkins & Britt at the time the market began to break last fall. No sales were talked about so much and so far away from home as these. And to those people who never have understood how a store could sell their merchandise at such ridiculously low prices and get by as they did, we offer the above explanation.

They are believers of quick action. They purchase their goods, put them on the shelves and intend that they shall come off in a reasonable length of time or they will slap a price to it that is bound to move it. And they make in the long run.

Perkins & Britt have it right. Patronize your home merchant first. Give him the first opportunity and then if he hasn't it, come to central Florida's logical trading point,—Sanford.

A MAN
Wants something besides style when he buys a collar. He wants the kind that stands the rigid test of the roughest laundry. He gets both in
E. & W. COLLARS

**THE UNITED TEXTILE
STORES COMPANY.**

We believe that it was a known fact that this store was in the charge of Perkins & Britt. And we know that while they were operating this business, they saved many a dollar for the ladies of Sanford. There have been ever so many asked us where this store has gone since they closed up and quit business, and for their benefit, we wish to state that all the merchandise that was left over, is now at the store of Perkins & Britt, and you can get what you want from this stock at your own price.

There is a nice line of white goods, gingham, silks, towels, etc., left, and if you need anything in this line, at about half the market price call and have them show you. You will be surprised at the many real bargains.

**DAYS WHEN EVERYTHING
IS GROWING SO FINELY.**

The rich soil the right seed, plenty of fertilizer, and the kind helpful hands, brings splendid growth.

But something else is growing, too, these days.

Not the least of all great necessities—

The Expanding Dollar!
This year, dollars are giants, compared with those of last year, and the years before. So much bigger is buying power, that one can scarcely believe it until the actual proof is seen.

But you have to go to the right place, the store who is working for you and not all for self, if you will see the true comparison.
Go to Perkins & Britt and measure the bigness of the dollars this season.

"The Store that is Different" will save you money on your purchases.



Main Offices and Factory of

FRANK SCHOBLE & CO.

Manufacturers of Men's Fine Fur-Felt Hats
Philadelphia, Pa.

Our showing of the new Fall Styles of Schoble Hats has a prominent place in our display of "THINGS FOR MEN"

Only those who have worn Schoble Hats can fully appreciate the dependable quality, but all admire the rich colorings and snappy lines of the new models.

LET US FIT YOU WITH A "SCHOBLE"

PERKINS & BRITT



APPAREL OF DISTINCTION

Always Expressing Exclusive Craftmanship
And Greatest Values

We Select the Livest Wires to Represent Us
to Distribute Our Clothing--and

PERKINS & BRITT

The Store that is Different in Your City

Handle These Nobby Bing Suits in Sanford
And Are Always Ready to Show You

I. & S. BING COMPANY

Cincinnati

Ohio

Notice to Our Readers

We will give three prizes to the first three persons bringing to us the correct number of times the name "PERKINS & BRITT" appear in this (second) section.

- First prize.....Pair of Ladies' \$5.00 Silk Hose
- Second prize..Choice of any Neck Tie in Store
- Third prize.....Best pair Silk Socks in Store

All you have to do is to take this section of the Herald. Don't count the names in the First Section—but count every time you see the name "PERKINS & BRITT" in the Second Section and then come to us and get your prize.

Remember—the first one telling us the correct number of times it appears will get first prize and so on until the three prizes are Claimed

GET BUSY—COUNT THEM—IT'S NOT MUCH OF A JOB

GET BUSY AND COUNT THE NAMES

Perkins & Britt will give away three prizes to the first three people who call and tell them the correct number of times the name "PERKINS & BRITT" appear in the second section of today's paper. All you have to do is to start at page one of section two and count until you have found the correct number and call and get your prize.

Understand, however, you will have to be one of the first three persons to call with the correct number as there will be only three prizes given away.

To the first person bringing in the correct number they will give them a pair of ladies silk hose, regular value \$5.00. These hose are the lace kind, the very best they carry in stock. If the winner of this prize would rather have two cheaper pairs they will be allowed to do that.

To the second person bringing in the correct number will be given their choice of the best necktie in the house. They can select any tie they see fit and they have ties at this store that run as high as \$3.50 in price on the very lowest market.

Then the third person with the correct number will receive a pair of silk socks for men, their choice of color, regular \$1.50 kind.

It's easy. Won't take you long to go over this section and count the times you see the name of PERKINS & BRITT. Get busy—count 'em.

The Herald force won't take their salary in advertising space. They would if it was good to eat. Send in the advertising that is necessary to see that there are enough checks to go around to 'em all every Saturday night. They'll bring it back to you, they TRADE AT HOME.

The Man Can't Go Wrong if He Will Just Say

"DUOFOLD"

When Buying His Winter Underwear

—or—

"ROCKEN-CHAIR"

For His Needs in the Knee Length Kind—Manufactured by

Duofold Health Underwear Co.

ED. HIGGINS FURNISHED THE FORD

You will notice elsewhere in this issue an ad calling to your attention the fact that it was Ed. Higgins that furnished Perkins & Britt with the biggest premium that they gave away since they first started the practice. Ed. Higgins is the official Ford dealer and he has in stock at all times parts and accessories. Mr. Higgins has been the official handler of the Lizzie for years now and has sold more cars than any other dealer in town. We don't know whether that has been Ed.'s fault or because Henry Ford makes the best car, but it stands nevertheless that he leads in selling cars. He suggested that you place your order now for anything you may want in the Ford line, whether it be a roadster, touring car, Sedan, Coupe, truck or tractor. It is not always easy to get either of these the day you want them, so place your order now so that he will have it for you when you need it.

C. A. ANDERSON WINS THE SUIT

Since writing the article that appears elsewhere in this issue about the Clothing Club another suit has been given away and it went to Mr. C. A. Anderson. Mr. Anderson is the proprietor of the Merchants Grocery Co. He is a pleased man today and glad that he joined this club. He has only been a member about four weeks and now, in addition to getting his suit free he will be allowed to trade out the \$4.00 he paid in if he is ready to close it up. However, Mr. Anderson says he will stay in right along because there's no telling, he might get another free suit.

Every man in Sanford should belong to this Popular Club. It is not a gambling proposition, it is not like the old time suit raffling club, it is strictly a business proposition, one where you pay your dollar a week, trade it out any time you see fit, and Perkins & Britt give away absolutely free a suit every Saturday night out of their own profits. You can't lose, join today.

MR. T. W. LAWTON

The Superintendent of Public Instruction has examined the little twilight tales that Perkins & Britt are going to give away to the children and he has passed on them as being nice little stories that will be appreciated. There is going to be a big demand for these, more than they will be able to supply and by all means if you want your child to have one each month, be sure and enroll their name so that it will be placed on the mailing list in time.

Don't enroll more than one name to a family. Each child of a family should read the same one as the supply is limited. It is one of the nicest series of Fairy Tales ever seen in Sanford.

"The Store that is Different" will save you money on your purchases.

SANFORD FURNITURE CO. FURNISH PREMIUMS

Last fall at the time Perkins & Britt brought low prices to Sanford they did it with some of the most record breaking sales ever held in Sanford. During these sales they kept the selling interest at a high pitch at all times and one of their ways for doing this was with the giving away of valuable premiums.

Every article of merchandise passed out over their counters was of the very best that money could buy and when it came to selecting premiums they were sure that that same good quality should also be found in them. Stores that give away premiums as a rule are stores that purchase those articles from some mail order house or some manufacturer that makes their business manufacturing premiums. And these premiums as a rule are premiums that look good and wear good for the time being.

Perkins & Britt did not do this, however, they purchased the articles of furniture from the store you are in the habit of buying from. They purchased the very best from the Sanford Furniture Co., of this city, and if you will ask any of the winners of these premiums you will find that these articles are as good today as they were at the time the purchase was made.

The very fact that these articles came from the Sanford Furniture Co., is enough to assure you of their value, as they have made their business grow with their motto "Money back if not satisfied."

The Sanford Furniture Co., has an ad in this issue calling your attention to the Columbia Grafophone Club, beginning now and lasting through the holidays. You can secure most any make of these machines at a small payment down and so much a week. Every one is eligible to join this club and if you are the least bit interested in a music box, see them now. They own the large store at the corner of First street and Palmetto avenue.

CLOTHING THAT WEARS LONGEST AT LEAST COST

During these days it is hard to judge a fabric by the cost, it is hard to judge a suit of clothes by its price. Many men, in fact the majority of men will leave it to the merchant to tell him which is the best buy. And there are so many merchants that will tell you "this is the best, because it costs the most." But after all do they always know this to be a fact.

Perkins & Britt have handled several different lines of clothing since they first entered into business for themselves and have had experience in the high priced kind and that of a more moderate price. And we believe they know what they say when they tell you not to pay the big price for the name.

They are the exclusive agents in Sanford for the celebrated I. and S. Bing line. This line has no equals whatever in the south and when it comes to summer clothing. These good clothes are made in Cincinnati, by manufacturers that have been at the game for many a long year and they have learned to place their goods on the market without making you pay for their big advertising costs, and without making you pay for the name these suits bear.

Their summer clothing, however, is not all they make. They feature this particular end of the clothing industry, but their woollens, for both spring and fall are as good, if not a little better than most of those on the market today for the money.

Mr. Perkins handled this line while in business by himself and after the partnership was formed between himself and Mr. Britt they continued to handle this line down to the present time. They sell these clothes for the satisfaction they give. They know that once a suit of Bing's Clothes are put on your back they have made you satisfied, and they know that should something go wrong with that suit, that is the fault of the manufacturer, they have I. and S. Bing Co. to back them up and will make good in every respect.

These clothes are recommended to the man who appreciates good clothes at a moderate price. They are just a little cheaper all the time than the others, but their quality is always as good as the best.

Ask to be shown this nice line the next time you need a suit of clothes. Perkins & Britt are the only ones allowed the privilege of selling them in Sanford.

There was a mail order man wrote out a check to help the Sanford Chamber of Commerce. But the alarm clock went off just before he mailed it.

YOUR HOLIDAY PROBLEMS SOLVED PERKINS & BRITT

It is well for you to begin looking for Santa Claus just as soon as Thanksgiving is past as it is not long between those two days. Each year the ladies of the house have the same old difficulty to overcome, that is, buying something for HIM. It seems that as each year goes on it becomes harder to select something that you know he will want. You can always get something that he will appreciate because most of them will appreciate anything you give, just because it is you that gives it, but something that he really wants is something else.

During the holidays for the past several years Perkins & Britt have been of a lot of assistance in the way of helping solve this problem. And during these holidays they will continue to offer what ever service possible to help you select gifts for him that will please, gifts that are essential as well as gifts that will last.

In making a purchase for a man, at least twenty-four out of every twenty-five will appreciate some article of wearing apparel, especially if it is something that he has been wanting a long time but just never got round to buying it.

For instance, a bath robe. Every man wants a bath robe, but very few ever think of a bath robe only when its time they should wear one. It never occurs to them while in a clothing store. A bath robe makes an ideal Christmas gift and one that will last years. To the lady that decides upon a bath robe as a gift for him, let us suggest that she visit Perkins & Britt and inspect the nice stock of bath robes they have this season. Every one new, nothing carried over from last season, all of them purchased on the very latest and lowest market. Never before has there been displayed in Sanford a more nater array of bath robes, of all kinds, than those at Perkins & Britt's now. And they will put aside yours and hold it until you are ready for it.

And bed room slippers. How many men ever go down town to buy them? How many ever think of them while down town? Yet every man

MILBURY ATLANTIC MFG. COMPANY

Manufacturers of
BATHING SUITS - BATHING CAPS
SWEATERS - JERSEYS - BATH ROBES
OF THE BETTER SORT

And it is Only Merchants that Handle the Better Line That Represent Us

ASK TO BE SHOWN THE NEW FALL GOODS

will wear them. At this same store, "the store that is different" you can get anything in the slipper line, felt or leather, and you can be sure that these slippers, the same as the bath robes are all new stock, nothing carried over from last year.

Pajamas, night robes, shirts, either silk, madras, percale, or cotton, neckwear in Christmas boxes, socks, silk or lisle in Christmas boxes, men's jewelry and umbrellas all make ideal Christmas gifts, gifts that he is bound to appreciate. We know of men that wait for Christmas to have their wardrobe stocked with these things and you can't go wrong in presenting him with any of these. Ladies of Sanford hunted the town over for collar boxes but none could be found. This won't happen this year because Perkins & Britt have a stock of them that will supply the wants of all who desire these. They have only the one kind, the best. Look them over.

The above articles mentioned are only a few of the many Christmas suggestions to be found at this store and if every lady in Sanford will pay

them a visit before doing their Christmas shopping they will find that their biggest problem has been solved.

ENGINEER PARKER AND S. S. BAUMEL GET 2 SUITS EACH

Mr. W. S. Parker is one of the Charter members of the Clothing Club at Perkins & Britt's and so far he has been fortunate enough to get two suits of clothes given him free.

Mr. S. S. Baumel, the live-wire ladies ready-to-wear merchant of Sanford has also been given two. You can rest assured that should you ask either one of these two men about the Club they will tell you that they are doubly well pleased. Their advice will be—JOIN TODAY.

It seems possible now that President Harding will have to let his whiskers grow if he puts anything over on Hughes.



Style? Certainly. But we make sure you get your style—becoming, befitting, bespeaking YOU. That's the only kind of style worth while. You always get it in—

Clothes Individually Tailored By

PERKINS & BRITT

"THE STORE THAT IS DIFFERENT"

NOTASEME

HOSIERY
For Men, Women and Children in Lisle, Mer-
cerized and Silk, for sale by
Perkins & Britt
And ALL Leading Stores of the United States
Manufactured by
NOTASEME Hosiery Co., Philadelphia

MAKE THEM PROVE IT

When you enter a store and are told by the smiling and obliging clerks that they "have just what you want, at the right price," make them prove it. If they can't prove it, move on, visit the next man and so on till HE PROVES IT. Don't be satisfied with just what they tell you, because they can tell you anything.

That's why so many people trade at Perkins & Britt's and never move on. They get the proof at their face. They are so willing and ready to back up what they say at all times that it looks almost as if you are wrong to see the other fellow. If they can't fix you up in proper shape at their good store, it is hard for any one to do it.

No matter how particular the man, he is made satisfied at their store. They lose money some times in making him satisfied but they would rather have ten satisfied customers than ten times that many customers money in the cash register who are not satisfied.

Be sure to make them prove it. Perkins & Britt will PROVE BEYOND A SHADOW OF A DOUBT that they have Sanford's leading clothing store for man or boy. They are located on First street IN THE HIGH RENT DISTRICT, but they DON'T make you pay the rent.

NEARLY \$3,000.00 IN SUITS GIVEN AWAY

(Continued from Page One)
then you are sure to become a member. And while investigating it ask any one of the following men, they have all won a suit without a penny cost to them. The winners so far are as follows:

- Paul Pezold, farmer.
- E. C. Harper, electrician for Gillon & Fry.
- Frank Lossing, Contractor.
- W. S. Parker, engineer, A. C. L.
- S. S. Baume, Merchant.
- John Pezold, Farmer.
- B. F. VanMeter, Engineer A. C. L.
- A. B. Graham, Osceola Cypress Co., Osceola.
- P. E. Pitts, Garage.
- Alfred Berner, employee Kent Vulcanizing Works.
- J. M. Neeley, Insurance Agent.
- R. J. King, bookkeeper Southern Utilities Co.
- Jim Stone, student.
- Fay Lossing, Transfer business.
- Robert A. Greene, Agent.
- A. C. Kendal, mechanic, Ford Garage.
- Robert Robinson, carpenter.
- C. A. Matthews, Real Estate agent.
- S. M. Lloyd, Shoe Merchant.
- Clarence Fields, Garage.
- Carl Eaton, taxi driver.
- W. C. Hill, lumber dealer.
- R. C. Maxwell, agent Wilson & Toomer.
- Roy Tillis, Meat Market.
- W. S. Parker, engineer A. C. L.
- V. A. Spier, Merchant.
- J. P. Hall, Manager Western Union.
- C. C. Wilson, Vulcanizing Works.
- A. S. Perry, Manager Southern Bell Telephone Co.
- J. W. Pennington, Mechanic, A. C. L.
- N. W. Tyson, Druggist, Union Pharmacy.
- E. C. Bigler, clerk Joe's Smoke House.
- M. S. Wiggins, Government Agent.
- Curtis Barber, student.
- W. D. Hoolehan, plumber Mahoney-Walker.
- Jodier Cameron, farmer.
- H. C. Haskins, ass't postmaster.
- C. R. Peabody, Turner's Grocery.
- A. L. Betts, ass't cashier First National Bank.
- C. D. Forrester, farmer.
- S. S. Baume, merchant.
- Vic McLaulin, student.
- Artie Smith, farmer.
- Dlek Hoolehan, plumber Mahoney-Walker Co.

All of these men are men right amongst you, live here the year round and you can secure from any one of them information in regards to this club. Ask any of them and if they don't all tell you that this club is one of the best stunts started by any merchant in Sanford we will miss our guess.

Call at Perkins & Britt's store and go into this with them and bring along your first week's dues, one dollar. You will never regret it.

Perhaps you will wonder how this store can afford to give away so many suits and not cost the customer

a penny. They have 350 members in the club. This \$50.00 suit costs them a little less than \$40.00. Each week they take in through this club over \$350 and the \$40 they give away figures just a little better than ten percent not to say anything of the advertising value to them. It gives them an opportunity to show a prospective customer how they conduct their business, shows him their business methods that eventually mean a customer for life, as there are very few customers ever start with Perkins & Britt that don't stay with them.

And while they make a nice thing out of this club, just look what it will mean to you. It is your best bet, join the club now.

THE BEST GIFT FOR THE BOY

If you would like to make some boy an ideal Christmas gift, one that is absolutely new and different from any that he has ever received, why not enroll his name in the Clothing Club at Perkins & Britt, pay a couple of weeks in advance for him and then let him keep it up. It will be as good as any three or four dollar gift you can give him.

It educates the young man to save, too. He will save his dimes each week to pay his club dues and then when he needs anything in the way of boys clothing he can call and get it at any time. It is even more attractive than a bank book to him because bank books are old, he has heard of them all his life but he hasn't heard about the Clothing Clubs.

And then, too, he may be presented with a \$50 suit free that he can either present to his dad or he can get two or three suits for himself. You will be surprised to see how the boy takes to this method of saving as there are already quite a few boys that belong to this club.

Call at their store now and start a card for him. Then by the time Santa Claus shows up you will have four or five dollars paid in for him and a good start. He is bound to follow it up and continue the payments. And at the same time it will not mean an outlay of over a dollar a week for you while you keep it up for him between now and Christmas—buying his gift on the installment plan, as it were.

Perkins & Britt will welcome any new boy members and will give them the same fair treatment that they give the man. Enroll their names today.

THE NEW ROAD TO OSCEOLA

A new road has been promised the people of Osceola, a road that will make it easier for these people to get to Sanford. Osceola boasts of one of the finest little towns in Seminole county and all these people are doubly anxious to trade in Sanford. As it is now, it is much easier for them to go to New Smyrna, even though it is further away.

The commissioners have promised this new road and we hope they will get it soon. These people are entitled to this road even more than some of the places that roads have been made recently.

Perkins & Britt furnish Osceola with most of their wants in the Gent's Clothing line and have had to make the trip there and back often, and after each trip they feel as if they have been on a three hundred mile trip instead of the few miles it is.

We hope this condition will not be for long, however, and that things will be made possible for all these good people of this fast growing little town to get to Sanford. It looks like if they want to come we certainly should do something quick to help them get here.

There has been a fund raised by the merchants to add to what the county has, that this road will be fixed at once, but there is still a little more needed. All merchants that haven't given their little share should do so at once, it will all come back to you a dozen times over.

This special edition of Perkins & Britt will go into enough homes to reach nearly 15,000 readers. Some paper the Herald. If you have something to tell the public about, open up a little, buy some space in the Herald and then they will all know about it.

REAL STORES MAKE THE TOWN

It takes real stores to make a real town. Sanford is growing and growing fast and much of the credit goes to the stores who think of Sanford and its people just as much as they think of themselves and their profits. Profits don't mean everything. Of course profits must be considered in order to continue to do business, but not all profit from a few. Divided up amongst all, the profits expected from each one are small. Stores that work with this in mind are the stores that are building Sanford.

We know of one store that works this way. It's that different store, the store known to more people in surrounding towns than any other one store of Sanford—Perkins & Britt. They have a following that number in the hundreds, because they play fair with all. They cater to the right thinking man that wants to see something for the future Sanford.

Perhaps more people from towns like Orlando, Eustis, DeLand, Leesburg, Tavares, Oviedo, Longwood and many others too numerous to mention know of this live store. They advertise. They spend more money for advertising than any other two stores in Sanford together. If they did not have the right kind of merchandise and the right kind of service to back up this advertising their efforts would be wasted. And you can bet their efforts are not wasted because they have what it takes to conduct a real store.

More stores like their store will make Sanford. Patronize this store that is working for YOU.

PERKINS AND BRITT COMMENCE WINTER SEASON

(Continued from Page One)
in fair treatment, they believe in handling merchandise that they are proud to see on their customer's back and they believe in only asking that customer to pay his share of the profits and then they believe in letting the public know all that they believe.

They advertise and they advertise in every known way that they figure good for their business. And these are the reasons, or at least, a part of them, that have put them on the map in big letters, and have put them on the map to stay.

And they have a way of being the first to do things. They have tackled and accomplished things that the average merchant is afraid to attempt. And they get away with it in fine shape, too.

It was Perkins & Britt that were the first to use the airplane for advertising purposes in Sanford. Remember back a year or so and perhaps you can recall the day they caused business to stop on First street for at least one-half hour. A flying machine, driven by a dare-devil, flew low enough over the business portion of Sanford as to almost touch the roofs, distributing tickets that were good for a prize at their store. Traffic was stopped for a few minutes to allow the people, old and young, to gather up those tickets.

They were first to give an automobile away absolutely free. They were the first to organize a Clothing Club that has proven more popular than most of their advertising projects, giving away nearly \$3,000 worth of suits each year. It was they that put on the first real cut price sale in Sanford announcing the fact that low prices were to be restored after the war. They were the only ones that never missed one day advertising in the Sanford Herald since it became a daily and they were the first ones to ever have eight pages devoted exclusively to them and the people they represent.

Both Mr. Perkins and Mr. Britt are members of every organization in Sanford that is for the betterment of themselves, for men in general and above all for the betterment of Sanford. They are members of the Chamber of Commerce, Rotary Club, Kiwanis and other civic organizations and they at all times take prominent parts when it comes time to ask for some work to be done.

A store of this kind is only one store of the many that Sanford hopes to have some day. More of these stores mean more satisfied customers and a better place to trade. More stores of this kind will eventually cure

some of Sanford people from trading out of town.

If you are not one of their many customers, it is now that you should call on them and see what you have been missing. You needn't buy every time you call on them, they are always glad to see you.

ATTENTION! SANFORD LADIES!!

Remember the many good bargains that you used to find at The United Textile Stores? Remember how much cheaper they were in prices than most stores? Well this store is no more, due mostly to the fact that it was a little too much for Perkins & Britt to look after two stores and they have closed the Textile stores up for good. At the time of closing, however, there were nearly \$2,000 worth of good seasonable merchandise left. Gingham, White Goods, Linens, Table Clothes, Towels, Bed Spreads, Thread, Buttons, Bleachings, Silks, Shirtings, Crepe de Chene and many other items. These go at your price. They are now at the store of Perkins & Britt and if you will call in at the store you can get anything you want in that line at at least one-half of the WHOLESALE price today. This stock being limited, better call at once. Even if you are not ready to buy now—they will save yours for you.

Keep your money at home. Spend it with your home merchants, they pay for the building of your town, not the mail order house. Dollars sent to mail order houses never come back.

The Herald force worked all day Thanksgiving setting up this special section. They don't give a rap about Thanksgiving dinners, don't believe they even eat. All they think about is Sanford and a real newspaper.

We Take Pleasure in Recommending

HICKOK

BELTS BUCKLES VESTOGRAMS etc

Good the entire year—but especially desirable as Christmas Gifts

Manufactured by

HICKOK MFG. CO., Rochester, N. Y.

—For—

PERKINS & BRITT

THE WABASH TAILORING COMPANY

Chicago, U. S. A.

CLOTHES OF MERIT

Made to Individual Measure

Better Made-to-Measure Clothes for Less Money

Perkins & Britt

Are our Sole Resident Dealers and will be Glad to Show You the Line



Pennsylvania Knit Coat

Workers in shop or factory, in shipping room or office, in stores or lofts, indoors as well as out—each has his or her particular need for a Pennsylvania Knit Coat. Its warmth and comfortable, cozy fit forestall colds and chills and rob the winter of its discontent.

Unbreakable patented exclusive Notair buttonholes are the strongest, most enduring part of Pennsylvania Knit Coats and a refreshing relief from the perishable nature of the ordinary sweater. Not even this most dependable of garments can outwear its Notair buttonhole.

These universally useful Pennsylvania Knit Coats can be had at a reasonable price. Numerous styles are shown to please each individual taste and purse.

Sometime, somewhere, on every job, in any sport, man, woman or child—everybody needs a Pennsylvania Knit Coat.

Our assortment of models is most complete. Our personal service is untiring.

—ON SALE AT—

Perkins & Britt

"THE STORE THAT IS DIFFERENT"

SANFORD, FLORIDA

TAKE YOUR TROUBLES TO C. F. CHAPMAN

In connection with Perkins & Britt's store, there has been a cleaning and pressing business ever since the first year of their business. During the early history of this department, there were various obstacles to overcome, and complaints to straighten out. But it is different now, as this department has been put on such a smooth running basis, that it is only once in a great while that a complaint is turned in, and the promptness with which this complaint is adjusted leaves the customer absolutely satisfied.

Mr. C. F. Chapman is responsible for the big change that has taken place in this department. Mr. Chapman is one of the young men that originally came to Sanford to play ball, fell in love with the town and decided to cast his lot with us.

It was at the time that this department needed a man like him that he decided to quite baseball, at least temporarily and prove that he had what it took to strengthen this particular department out.

And the increase in the volume of business that he is now handling goes to show that he has almost accomplished the impossible. He has about doubled the business over what it was before his time.

The many friends of Mr. Chapman will remember that while he was playing ball he was noted for that bull dog way of his, that "hang on" expression he always wore on his face, and the way that he actually held on. It was that spirit that he displayed when he first entered into the business for himself and it was just that that has made him one of the best in his line in Sanford today.

If you have been experiencing the least trouble with your cleaning and pressing, send your work to him. He stays right on the job at all times and gives it his personal attention. He is not only willing to give his best efforts to see that you are satisfied but he is also willing to use those same best efforts to adjust any little "squawk" that might come up.

Mr. Chapman has been in Sanford since 1919, long enough to make many friends and one of Mr. Chapman's peculiarities is that once he makes a friend he can't lose him as a friend.

Mr. Chapman's phone number is 357-J. Just call this number the next time you need work in his line and watch how quick the boy shows up for it. And then examine the job after it comes back on time, (ahead of time, considering how long it takes some of the others) and then we can readily state that you are Mr. Chapman's customer from now on.

THEY WANT YOU

They want you for their customer. They are prepared to give you the fullest co-operation to make this buying of clothing extremely profitable. The clothing they sell really fit, and are styled far in advance of ordinary tailoring. The workmanship in their clothing is faultless, and is rigidly inspected by the manufacturer to make certain that all details have been accurately observed.

"The Store that is Different," the leading gent's furnishing store of Sanford, the one store that is better known throughout this part of the state, make it a practice at all times to see that you are treated "just a little better" than customers expect. No mistake is made by any man to get tied up with this live store. Elsewhere in this issue their methods are explained, and indicates the esteem in which this store is held by hundreds of customers. Read it through carefully, particularly if you have not been getting all that is coming to you from the other fellow.

Trade at Perkins & Britt's. It pays.

"The Store that is Different" will save you money on your purchases.

Perkins & Britt, Will surely make a hit, When you want a perfect fit, We'll slip them the mitt.

INTERESTING POETRY BY A SANFORD BOY

The following lines of poetry were written by T. J. Eagan, one of Sanford's young men that is now away on a visit with his home folks. We believe, however, that he writes "The Raftling of a Ford" with apologies to the man who wrote the "Shooting of Dan McGraw."

THE RAFTLING OF A FORD

1
A bunch of people were whoping'er up in front of Perkins & Britt's, And a man in the window was shaking a can, that was full of paper chitts. Behind the counter in Palm Beach Suits, were the heroes of it all, Our famous Perkins stood, beside Britt, bragging about his line of clothing for fall.

2
When out of the crowd that was swaying with heat, and into the light of the store, There stumbled a man in a business suit, the crowd greeted him with a roar, 'Twas Judge Maines, from our town here, right here in Dixie Land, He came for that one evening to help out Britt, to lend a helping hand,

Most every man could place that fat man's face, he's well known for miles around, He spoke a few clever words about men that live in and out of our town.

3
He looked like a man that knew the game, that had spoken to many a crowd, With his fat little face well puffed with smiles he looked like he felt mighty proud; The crowd hushed their noise for a minute it seemed, and he smiled in a knowing way,

Then he started his speech in a formal way about the Ford Perkins & Britt were giving away. Now how many tickets were in the crowd, no man on earth could very well say, But only one ticket was needed we knew, to take that little Flivver away.

4
Then his eyes went wondering over the crowd in a most peculiar way, In his business clothes and silken hose, he stood, and I saw him sway, The lights were low and the air was close as he stood in the door way glare,

As he raised his face to the light of a lamp, he spoke in a voice loud and fair, He laughed a bit as he told of Britt, and that little one-horse store, That knew how to suit the people each day, while the crowd hollered, "Give us more."

5
Were you ever out on Sanford Heights, when the moon was bright and clear, When only the hoot of a timber owl was all that you could hear, And the night seemed so long as you awaited the dawn, and you felt like you'd never reach home,

While the stars over head, had long gone to bed, and your heart was as heavy as a stone; Then you have a hunch what that waiting meant, with the thro'ts of winning a car, It was hard on us all, both the big and the small, though the Judge didn't go far.

6
Yet it was lonesome, yes, but not of the wilderness kind, that is easily driven away, But that knowing loneliness that you have but once chance, and it seems to be slipping away. That some man or woman, or maybe a child is bound to win it you are sure,

And that you may just as well quit and go back to the plow, it seemed like the only cure, Yet you hold on a while to make sure of your chance, for the drawing is yet to come; And you are not so sure that the other will win, 'till they tell you the Ford is won.

7
Then all of a sudden his voice is changed, so low he scarce can hear,

Yet you feel that your chances are mighty slim, yet you still hold them mighty dear, And it seems like the bunch of tickets you hold are small and far between,

When you look at the bunch in the next man's hand, you know that your chances are lean, But you are game to the last and you hold each chance, you have but a minute more, And you think to yourself, if I don't win the thing I know I won't get sore.

8
The noise of the crowd all but dies away, but it bursts like a pent-up flood, And again they holler "Hooray, Hooray" then my heart lost a drop of blood,

The thought came back of an ancient game, it woke me up like a flash, The Judge was speaking again it seemed and the noise of the crowd stopped with a crash.

9
Then the Judge turned his eyes, they burned in a most peculiar way, In his business clothes and silken hose, he stood and I saw him sway, Then his lips went in and he seemed to grin, he spoke louder though his voice was slow,

"Folks," says he "you all know me, I want you to have a fair show, I want to state, my words are straight, I'll bet \$1.00 they are true, That one of you folks will win the Ford, it cannot be won by two.

10
"I'll ask this young lady here by my side, to place her hand in here, In this can by my side, and draw each card, I hope you all can hear, We will draw thirteen numbers from out of this can, the last one wins the prize;

And there is nothing crooked about this deal, we'll blind the ladies' eyes, With care she drew each number forth, and held them one by one, And at last she drew the thirteenth out and the Ford was duly won.

11
These are the simple facts of the case, I think I ought to know, And Perkins & Britt, the one good store, where you always get a show, I am not as wise as these lawyer guys, but strictly between us two, "The Store that is different" is the place to buy, they'll treat you straight and true. —T. J. Eagan.

HELL!
You sometimes hear, "It's hot as hell," 'Tis often said "It's cold as hell," When rain pours down, "It's Hell" they cry, It is also hell, when it is dry.

We hate like hell to see it snow, It is a hell of a wind when it starts to blow, Now what in the hell can a person tell, Just what is meant by this word Hell?

That married life is hell they say, When you come home late there's hell to pay, Hell yes, and hell no, and oh hell, too, And the hell you don't and the hell you do.

And what in the hell, and the hell it is, The hell with that and the hell with this, And who in the hell, and oh hell where And what in the hell do you think I care.

And the hell of it is, and it sure is hell, And still we don't know what in hell is hell, But if you want a chance to stop using hell, Trade at Perkins & Britt, they use you well. —T. J. E.

ALL THE TIME

You will always find at Perkins & Britt's the personal service that has made it a genuine pleasure for discriminating men and young men to patronize this store—service that means vastly more than prompt and sincerely courteous attention. A cordial welcome awaits you here all the time.

TO SERVE YOUR INTERESTS BEST

One of the fundamental principals of Perkins & Britt is to serve the public in a manner that will meet their approval. It has always been their policy to offer their patrons the choicest merchandise to be had in the foremost markets. In pursuance of that policy it is gratifying for them to announce the completion of arrangements whereby they secure the exclusive rights in this city to sell Pennsylvania Knit Sweaters.

These sweaters are manufactured by a sweater making institution universally known for its strict adherence to the highest code of quality. No better sweaters are made. The Pennsylvania Knit Coats are the outgrowth of patience, skill and intensive brain power. The materials employed, while superfine, are neither rare or new. The only new thing in the case is the insistence of the makers upon perfection in every detail of patterning and construction.

These fine sweaters are to be seen to be appreciated and we can truthfully state that once you wear a sweater of this make you will want no other.

Perkins & Britt have a nice line now in stock, and although the weather has not been such that would require a sweater recently, it is bound to be cold sooner or later and you would do well to select yours before the rush for them start. Go to their store and see them today. There has not been such that would shr

STYLE

Especially noteworthy is the style in Perkins & Britt's clothing. Perkins and Britt style has long since represented all that good taste and good tailoring could accomplish. In Perkins and Britt's clothes it is not only a matter of design, cutting, material and trim—it is the artistry with which all these various units are fabricated into style. If you are looking for a suit without STYLE, DON'T trade at Perkins and Britt's.



They're here—

Rothschild Star Hats

"All The New Ones All The Time"

The Season's Smartest Styles for Men and Young Men are Shown in These HATS OF CHARACTER

The most wanted colors are included in our exhibition of Winter models and you will obtain real service and satisfaction in this quality headwear

Excellent Values at

\$5.00 \$6.00 \$7.50

—AT—

Perkins & Britt

It was our pleasure to furnish

PERKINS & BRITT

With their biggest premium of the year when they GAVE away the



And we are sure that this car afforded the winner as much pleasure and satisfaction, as the interest in this contest afforded Perkins & Britt as well as ourselves.

Place Your Order Now

for your wants in the FORD Line, whether it be a Roadster, Touring Car, Sedan, Coupe, Truck, Tractor or parts, you will find us willing to demonstrate.

COMPLETE LINE OF PARTS AND ACCESSORIES IN STOCK ALL THE TIME

EDWARD HIGGINS

DEALER

BE SURE

To Read About What We Have In Store For The Kiddies Perkins & Britt

Beginning Dec. 1

**SPECIAL EDITION
NEW FEATURE OF
PERKINS & BRITT**

**USE THIS METHOD TO INVITE
VISITORS TO COME INTO STORE
AND GET ACQUAINTED—
LATCH STRING IS OUT**

Although the latch string of Sanford is always out to the neighbors of Sanford, Perkins & Britt especially want to get acquainted with them, and they are even willing to offer special inducement to convince the buying public of this great section of Central Florida that Sanford and especially its leading Gents' Store, Perkins & Britt, is the logical trading center for this part of the state.

To accomplish this they want you to visit their store—not for the purpose of trading only—but to become acquainted with them as individuals. They feel that when you become acquainted with their place of business and realize the merchandising opportunities that this store offers you you will come often, and they are confident that an inspection by you of their goods, with the varied range of styles and patterns to select from, offered at attractive prices, will convince you that your future trading point will be Perkins & Britt.

They want to get acquainted with you personally, to meet you, shake hands with you, and you will find that they are regular fellows like yourselves. If you like their style and desire to favor them with your future patronage you will find them ever on the alert to serve you in every capacity known to modern merchandising.

They are going to shoot square with you and tell you just why they are willing to offer you special inducements from time to time. They believe that Sanford is the real trade center of Central Florida, both in wholesale and retail lines, for the supplying of those articles not usually carried by your home merchants, and thoroughly thus—they believe in patronizing your home merchant, and they feel that they are your home merchant when your wants cannot be supplied in your own locality.

To get down to the meat of this idea, they want to prove to you that you do not have to go into any larger trade center to secure the best of

modern merchandise, sold by modern merchants and at modern prices.

Perkins & Britt conduct the liveliest Gents' stores in Sanford. They not only make this appeal to out of town people to come and see what they are offering but they are especially anxious that our home folks shall spend their dollars in Sanford. Too many dollars leave Sanford annually and for no reason whatever.

The out-of-town customer, when your local merchant can't supply you, remember Perkins & Britt—the home folks, remember to spend all your dollars at home and when you need anything in Perkins & Britt's line, if they haven't it let them get it for you. Don't pay the mail order house anything—you get it in the neck in the long run.

ED. V. PRICE AND INTERNATIONAL TAILORING CO.

We are proud to proclaim that we are the authorized representatives of the Ed. V. Price Tailoring Co. of Chicago and the International Tailoring Co., of New York, and we find that the clothes they make are universally recognized. Their customers are "satisfied customers" and we are anticipating a rapidly increasing business because of this fact.

AWAY AHEAD

Perkins & Britt are away ahead. They keep up with the times all the time and most of the time they are just a little bit ahead. They study conditions and markets to give the customer the same that he would get if he were living in any of the larger cities. They are catering all the time to the better dressed man, they keep him well dressed.

NO SUBSTITUTE

There is no substitute for quality; no business expedient that will take the place of simple sincerity; and nothing that insures the permanent success of the retail business like merely making up your mind at the outset to always give those who buy your goods and those who use them—**THEIR FULL MONEY'S WORTH.** This is what Perkins & Britt bear in mind always. The customer comes first, last and always. The good treatment accorded their customers is there for you, get your share.

Trade at Perkins & Britt's. It pays.

**THEY WILL DO
THEIR SHARE**

Of course the prices for fall have all been settled upon and there is hardly any likelihood of a change now but every one is interested in this coming spring season as that is the next time possible for a change in the clothing prices.

So far advices tend to show that there will be no further reduction for spring, and should there be, Perkins & Britt will undoubtedly be amongst the very first to pass along any savings there might be to the customer. Perkins & Britt are continuously scanning the market reports to keep posted upon what the future holds in store for the clothing merchant and one article they have noticed in regards to the clothing prices for spring is as follows:

"Further reductions in the prices of woolen goods for the 1922 Spring season cannot be hoped for, according to Thomas L. Foulkes, of the American Association of Woolen and Worsted manufacturers. Mr. Foulkes says:

"Fabric prices for the spring of 1922 are based on as low if not lower wool prices than those of 1914, and you know that wool in 1914 was at any export price; indeed, the woolen industry was prostrated in the total depression of business generally. Labor has been reduced 22 1/2% since the war and cannot go further. These facts are beyond contradiction as establishing the stability of present prices."

"Mr. Foulkes declared that 'closely woven, properly constructed twill cassimere made of the right quality wool and right quality shoddy will outwear and out tailor a loose open weave, or poorly constructed fabric of pure wool. The fabrics that gave the most trouble during the war were the plain open weaves, whether made of wool and shoddy or pure wool. The twill, solid weaves of wool and shoddy gave no trouble.'"

Of course this may not be, it may be that prices will take a big drop and again we wouldn't be surprised should they take a little step upward, but regardless of what the prices will be we can depend upon this live store to give the customer the benefit of the market.

It will not be necessary for the customer to be keeping up with the prices. Just let Perkins & Britt do it for you, they will post you right. Tie up

You will Know it is One of the Leading Stores of the South if they Tell You They Handle

STOKES—JEFFERSON—OLD DOMINION—MADISON and WEST-MORELAND

HATS FOR PARTICULAR MEN

Best Values—Least Cost

Manufactured for

PERKINS & BRITT

—By—

T. D. STOKES & CO., Richmond, Virginia

with a live store like theirs and you stand no chance of going wrong. They have proven that they are friends of the public.

**FALL CLOTHES
NOW READY**

This is one season when everything is held back and it is due mostly to the continued hot weather. This does not apply to Sanford and vicinity only but to the entire country. Buying of fall clothes has been delayed everywhere. And while this makes the season later in getting the right start, it helps the manufacturer, retail merchant as well as the customer. It gives the manufacturer a chance to catch up with the production and it gives the retailer a chance to get all his fall goods in the house in plenty of time. And it helps the customer because when he calls to inspect these lines he has them all before him, not a promise that more are coming.

And the line is complete at Perkins & Britt's now. Never before was

the opening of the Perkins & Britt line awaited with greater interest by the customer. Two conspicuous factors have caused them to look forward to this event as giving promise of an impetus to the consumer. First the increased excellence of workmanship and designs shown in the fall models. Second, Perkins & Britt's never wavering policy of the greatest possible values at prices which defy competition and enable the customer to receive real bargains and real quality clothing.

These new models and fabrics for fall are being shown now by their salesmen at their up-to-date store on First street with many additions being made to their regular lines. This firm is showing very handsome woolen suits and those who have seen them pronounce them as a fine, desirable acquisition for the fall market.

The general line of clothing is a triumph of workmanship and designing. It consists of an extensive and varied assortment of styles and fabrics, including serges, tweeds, home-spuns, worsteds, unfinished worsteds and flannels. There are plain, check, hair line, pencil stripes and other up-

to-date patterns. We believe the models are the best they have ever collected for one season. The young men's are clever, snappy, irresistible garments. There is a wonderful lot of sport models, the style of clothing which fashion decrees and are destined to have a tremendous sale. The men's are of the well fitting, standard value-first types so widely known that description is unnecessary.

Trade at Perkins & Britt's. It pays.

Give Perkins & Britt your patronage, they deserve it, they give you dollar for dollar at their place. Make them dollars of yours go all the way round, they'll help you do it.

Now, honestly, weren't you surprised at the smart becomingness of that bit of neckwear Mr. Harris had on the other day? And it might have been picked from this special collection of neckties, especially priced for the holiday trade at Perkins & Britt.

"The Store that is Different" will save you money on your purchases.

PERKINS & BRITT

Gave Away Many Valuable Premiums and the Most of Them Were Articles of

FURNITURE

And to be certain that they were of the very best they purchased from us, recognizing the value of purchasing from a reliable house whose motto has built up a large business—

"SATISFACTION AND SERVICE—OR MONEY BACK"

Join Our Xmas Phonograph Club

GET A XMAS PRESENT EVERY MEMBER of the Family WILL ENJOY..A COLUMBIA \$1 A Member.

Imagine the comfort you'll take listening to your favorite selection these winter evenings that are coming—and the pride and satisfaction you'll get from entertaining your friends with a Columbia Grafonola. No matter what mood you are in—whether you feel like hearing some grand old hymn, the stirring measures of a Sousa march, or the twang of Hawaiian guitars, the Columbia will please you. It brings the music of the world to your home.

***PLAY AS YOU PAY—NEVER MISS THE MONEY**

You—yes you, can have a Grafonola this Christmas. It only takes one single dollar now, then a dollar each week until Christmas. On Christmas eve your machine will be delivered, and you can finish paying for it while enjoying it, in small weekly sums you'll never miss. Don't envy your neighbor's Columbia—join our Christmas Club and have one of your own.

MEMBERSHIP LIMITED—JOIN THE CLUB TODAY—ALL YOU NEED IS

You've got a dollar—
join now

\$1.00

Then a Little
Each Week



The recent big reduction in prices has so far oversold the Columbia factories that we can only secure certain limited allotment of machines. Of course this limits the number of members who can join our Christmas Club. Don't put it off until they are all gone, but join today.

SANFORD FURNITURE CO.

J. D. DAVIDSON, Proprietor