

IMPORTANT to business men

YOU'RE interested in efficiency; getting bigger and better results in the shortest time.

Apply this principal to clothes buying; you can come here any day, choose one of the finest American or foreign weaves; be fitted perfectly in a Hart Schaffner & Marx Suit, and wear it away with you—all in a few minutes, and you save money.

That's efficiency.

You can get the same "quick action" in high quality furnishings, hats, shirts; try it.



Copyright Hart Schaffner & Marx

Sanford Shoe & Clothing Company

The home of Hart Schaffner & Marx clothes

CLASSIFIED ADVERTISING

All Local Advertisements Under This Heading THREE CENTS a Line For Each Insertion. Minimum Charge 25 Cents.

In answering an advertisement where no name is mentioned in the ad, please do not ask The Herald for information as to the identity of the advertiser. Usually we do not know who the advertiser is and if we do we are not allowed to give out this information. Simply write a letter and address it as per instructions in the ad.

FOR SALE

For Sale—25000 Charleston Wakefield cabbage plants. W. H. Byers, Beardall Ave. 31-2tc

For Sale—Onion plants. S. J. Biggers. 31-4f

For Sale—One large gas range. May be seen at Rest Room. 31-3tp

For Sale—Dodge automobile, practically new. A real bargain. N. H. Garner. 30-4tc

For Sale—A bargain in wire covered hose. See L. G. Stringfellow. 30-3tp

For Sale—Winchester pump shot gun. Perfect condition. Price \$15. Geo. G. Herring. 30-2tc

For Sale—My office furniture, all new and best quality, new L. C. Smith, No. 8 Typewriter, and will sell or lease my new library. See me at, once if interested. I am at home only for a short time. George G. Herring, Sanford, Fla. 30-3tc

For Sale—To wind up an estate I offer for sale Lot 12, Block 3, Tier 1, fronting 30 feet on Palmetto avenue and adjoining county jail. Make me an offer for it. T. P. Grady, Independent Life Building, Nashville, Tenn. 29-6tc

For Sale—White Bermuda Onions, grown from the seed, \$2.00 thousand. 25c per hundred. See C. H. Lefler. 28-4f

For Sale—Fine lot of Registered Quore Jersey pigs. Mrs. Endor Cuplett, Geneva, Florida. 25-4tc

For Sale—Very desirable celery and truck land, well drained, at Summerfield, Marion County, Fla., 1/2 mile from railroad station, 1/4 mile from good school and church, also hard surface road. This land can be bought cheap for cash. Apply to Chas. White, Adams Park, Ga. 26-12tp

For Sale—International Harvester truck, one half ton. 1914 model, water cooled. S. Runge, Sanford Ave. and Fourth St. 25-4f

FOR RENT

For Rent—One bedroom, hot and cold water. 801 Park avenue. 30-2tp

For Rent—Rooms, conveniently located. Hot and cold water. Apply 701 Magnolia avenue. 19-4f

Board, rooms and rooms for light housekeeping. Mrs. C. G. Adams, 519 Oak. 28-4tf

For Rent—Five room house. Conveniences. Large garden plot. Situated close in. See C. H. Lefler. 28-4f

Rooms for Rent—919 Oak Ave. 22-4f

For Rent—Furnished rooms for light housekeeping, 117 Laurel avenue. 19-4f

Rooms for light housekeeping and furnished rooms. Mrs. Lilja, 615 Park avenue. 23-4tc

Furnished Rooms by Day, Week or Month—Park avenue Flat, 105 North Park avenue, over L. R. Phillips & Co. drug store. Mrs. C. C. Hart, manager. 30-4f

For Rent—Three office rooms fronting on First street. Most desirable offices in city. Several other good office rooms in same building. Yowell & Speer. 23-4tc

WANTED

Wanted—Second hand wood cook stove on range in good condition. Price must be right. Address, stating price, A. Courtney, City, R. 1. 30-2tc

We buy honey. Send samples Jacksonville Cracker Works, Jax, Fla. 29-5tc

Bricklayer and plasterer wanted work by day or job in or out the city. Apply J. H. S., R. F. D. No. 30-2tp

Saturday Dec. 8th *Attend* Monday Dec. 10th

Yowell - Speer Company Saturday and Monday Sales

Shirtwaist Specials



Several dozen of these justly famed "Wirthmor" Waists— Fresh and Crisp in our Saturday and Monday Sale Special 98c each

"Welworth" Blouses



The Waists that are Distinctive, Refined, Appealing—entirely unlike the ordinary blouse.

There's only a limited number in this new allotment.

As a Christmas Gift, they are most suitable, as they come in Individual Boxes

\$1.89c each

Great Special

500 yds. of 36-in. Silk Poplins in all colors, especially suitable for Coat Suits, Skirts and One Piece Dresses, on sale Saturday and Monday only, at

98c YD.

Yowell-Speer Co.

East First Street Sanford, Fla.

Among The Theatres

At the Lyric
A woman who Falls in love with her husband Is confronted with a big problem As the result of A former lover's

Crazy deed. She dare not Tell her husband. How does she find the way out? This question is answered in "The Bondage of Fear," the splendid new World Picture Brady Made which comes to the Lyric Theatre today with Miss Ethel Clayton in the leading role supported by a splendid cast including Rockliffe Fellowes, Arthur Ashley and John Bowers.

"The Bondage of Fear" will be the Attraction at the Lyric Theatre today, with Miss Ethel Clayton in the leading role supported by an excellent cast including Rockliffe Fellowes and Arthur Ashley. This sensational and intensely dramatic offering tells a big story in a big way and it is certain to grip your attention and entertain you through every foot of the five reels.

World Pictures Brady Made in their latest feature "The Bondage of Fear," have filmed a big theme in a

big way. This great attraction with Miss Ethel Clayton in the leading role supported by a splendid cast including Rockliffe Fellowes, Arthur Ashley and John Bowers will be the feature at the Lyric Theatre today.

Each person's big problem in life must be solved by himself alone. This fact is demonstrated by a sensational and thrilling manner in the latest World Picture Brady Made "The Bondage of Fear" which is coming to the Lyric Theatre today. Miss Ethel Clayton, the justly popular World star, is the particular person who is faced with a startling problem. For a time the problem seems impossible of solution and then she takes matters into her own hands and finds a solution in a way to make spectators forget to breathe while they are watching to see how she does it. Miss Clayton is supported by a more than excellent company which includes Rockliffe Fellowes, Arthur Ashley and John Bowers.

No Chance. Bilton—"Aren't you spending too much?" Mrs. Bilton—"No, dear; you don't make enough for me to do that."—Life.

LYRIC THEATRE

The House That Pleases

TODAY
ETHEL CLAYTON

IN
"The Bondage of Fear"

SATURDAY

"The End of The Run"

"Who Did It"

MOLLY KING in

"SEVEN PEARLS"

MONDAY

ROSCOE ARBUCKLE
in 'Fatty At Coney Island'

SUNDAY

:-: AT THE :-:

BAPTIST TEMPLE

Morning Hour: 11 O'clock

Evening Hour: 7 O'clock

DR. HULLEY

Speaks on the Subject

"A DRAMA OF INTENSE HUMAN INTEREST"

Mr. A. W. Honeycut, One of Florida's Best Tenors, Will Sing

Mr. Tony Bates, Famed Pianist, Will Render Special Selections on the Piano

The Temple Choir and Chorus Have Arranged Special Numbers

DR. HULLEY

Speaks on the

"GERMAN STEAM ROLLER"

Miss Mary Moss, A Violonist of Rare Charm and Ability, Will Give Two Violin Numbers

Miss Mary Hulley, The Elocutionist, of Stetson Will Recite "OLD GLORY"

Mr. Tony Bates, The Pianist Will Play Anthems By The Temple Choir

Dr. Hulley's Addresses Are War Sermons

These People from Stetson have Kindly Consented to Come Over and Give Sanford a Rare Treat On This Day—You Cannot Afford to Miss It

:-: The Temple Auditorium Will Be Made Comfortable :-:
Extra Seats Have Been Provided Every One Cordially Invited

THE SANFORD HERALD CHRISTMAS EDITION

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Number 33

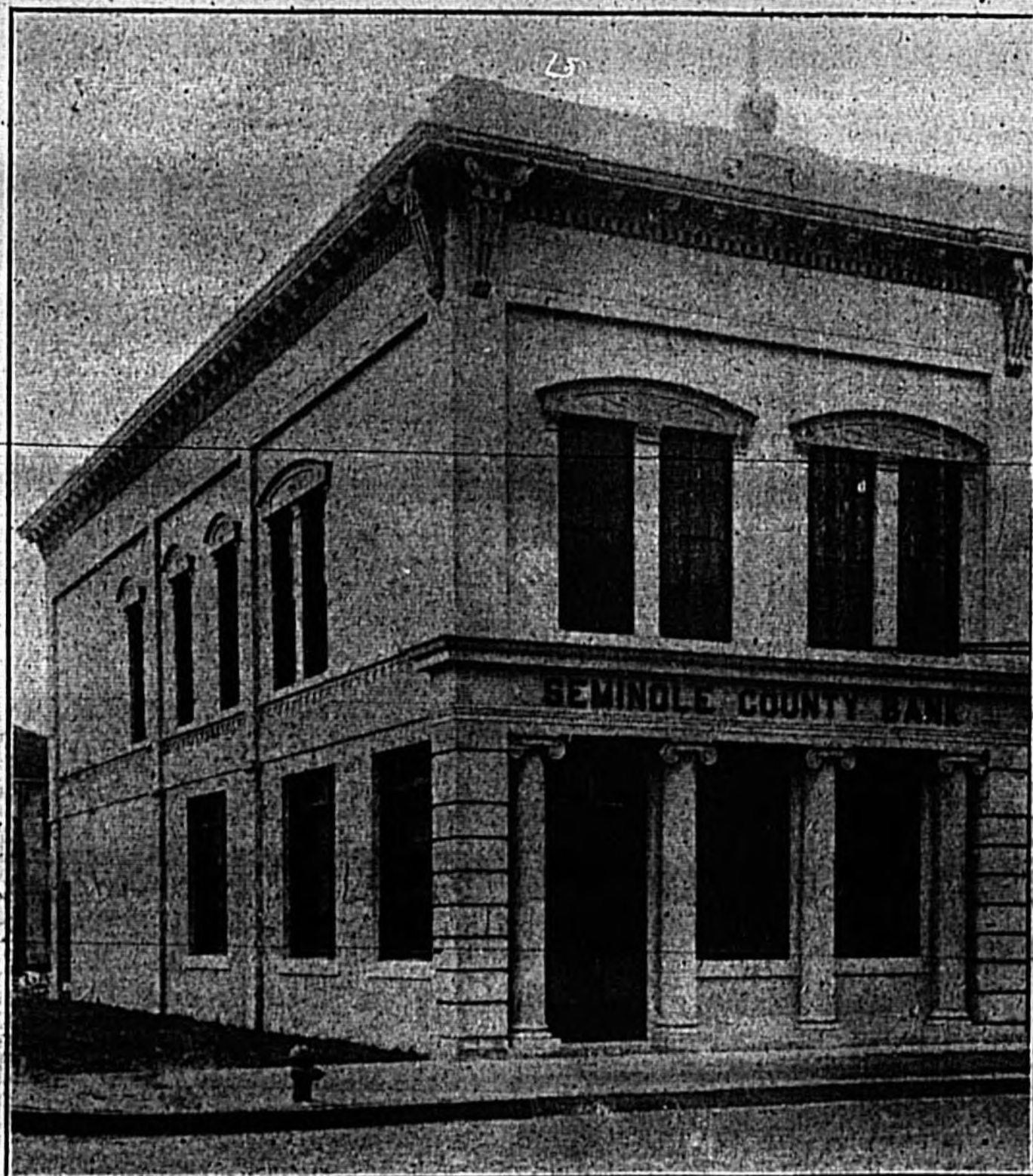
SANTA CLAUS *to* ALL *the* WORLD



Edwin King
Copyright, 1917,
Western Newspaper Union

May All Our Citizens Enjoy A Real Old Fashioned Christmas

Christmas Bells will soon be Pealing Forth their Glad Message and we Hope that all will
Enjoy a Most Happy Christmas



“HOME FOLKS” have never had greater occasion to be thankful than at present. With the war raging across the sea, homes and farms being devastated, we are moving steadily on. Our crops are abundant and homes protected, and the sound of the cannon far from our doors.

We however have a serious duty to perform, with our boys at the front, many giving their lives that the world may be safe for us, we therefore must do our part in assisting our Government to furnish guns and ammunition to successfully carry on the war and bring it to a speedy close.

In giving presents at this Christmas time, we can help to protect our boys, by purchasing Government War Savings Certificates, and using them as gifts. Every loyal American will be glad and proud to receive such a gift. Every one given, aids your Government to save some American Soldier's life.

May we not have the honor and privilege of selling you one of these Certificates. Denominations being \$5.00, including 4 per cent interest--costing \$4.12 if purchased in December.

We are representing our Government in the handling of these Certificates without Compensation.

Our Sincere Wishes for A Merry Christmas and A Prosperous New Year
May we all co-operate wisely for the interests of our community and our Country

Seminole County Bank

FORREST LAKE, Pres. A. R. KEY, V-Pres. and Cashier G. W. SPENCER, V-Pres.

THE SANFORD NEWS

1917—1918

G R E E T I N G S

WITH the Passing of One Year and the Opening of Another, the Officers and Employees of this Institution Would Convey to all Patrons and Friends, the Old, Yet Ever New Wish: "A Merry Christmas and a Happy New Year." This Christmas is Full of Unusual Significance for the American People. We are in the Midst of a Great War—a War of Service to Humanity—a War Which We Have Entered to Uphold the Brotherhood of Man and to Bring About a Righteous Peace.

THIS Yuletide There Will be Loved Ones Away From Many Firesides—Silent Evidences that the Ideal of Service Which Gave to the World its First Christmas Still Prevails. Shall We Not, in Justice to Our Absent Ones, Cooperate Heartily, One With Another? Shall We Not, With the Dawn of a New Year, Look Forward and Upward With a Determination Stronger Than Ever Before to Exemplify, Both Individual and as a Nation, the Broadest of Service to Others?

AS the Years Pass, We Would Have this Institution Known for its 'Spirit of Service.' We Wish You to Realize that in Every Banking Transaction, Small or Large, it is Our Intent to be Constructive and Helpful. We are United in Our Determination to Cause the Ensuing Year to Become More Fruitful and to More Closely Approach the Ideals to Which We Have Pledged Our Name, Our Time and Our Cause. Again We Wish You Christmas Cheer and New Year Opportunity.

First National Bank
Sanford, Florida