##  <br> IN THE HEART OF THE WORLD'S GREATEST VEGETABLE SECTION

## VOLUME IL.

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## GROLND BEING BROHEN

TODAY FOR FOUR STORY
Puleston-brumley building
First National And Puleston-Brumley Buildings





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Pacific Slope in the Griy of First Winter Storm and Snows

and




MERGER ATTACK
IN THE SENATE


| Items to close out at Greatly Reduced Prices <br> One lot of Bath Robes, uriginal prices $\$ 12.50$, to close out at $\$ 4.50$ <br> maneleiti night robes and pajamas Original prices $\$ 3.00, \$ 3.50$ and $\$ 3.56$, to close out at $\$ 2.00, \$ 2.25$ and $\$ 2.50$ <br> FLANELETT NIGHT SHIRTA Origimal price, $\$ 2.00$, to close out at $\therefore \quad \$ 1.40$ <br> New Merehandise now urriving at our atore daily, Sce us fer your wants in Men's anil Do's's Furnishings. We are sure you will be pleased with both Quality and Price. $\qquad$ <br> Sanford Shoe \& Clothing Co. <br> J. J. N. CONNER, Manager The gtore of Duality with L.0w l'riecs <br> 115 East First Street $\qquad$ Phone 104 |  |
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## SOCIETY

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| Social calendar |  |
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| $\mathrm{n}^{\text {an Club at }} 8 \mathrm{n}$ |  |
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mang Tuning- phonograph repairs 1. MMUTMMNR MANO CO.

## THE CHURCHWELL CONPANY

## PINK BATISTE

## Finch Wide

TABLE DAMASK
98 c

## BED SPREADS

$\$ 2.98$

## CHILDREN'S BATH ROBES

$\$ 4.00$

## LADIES' BED ROOM SLIPPERS <br> $\$ 1.50$ AND $\$ 1.75$

MEN'S BED ROOM SLIPPERS $\$ 1.75$ T0 \$2.50

## The Churchwell Company

First Streel

SANFORD DALIY AERALD THE HERALD PRINTNG CO.
 Clara Phillips, the hammer "mu
decer, sawed her way out of jail n
escaped to Mexico. Sort of a "sa
and hammer" carpenter as the sayin

field.
safe $y$ yt.
i.
what the Turks nek for now. Why any longer? Is the
afraid of the Turk?

Ah organization was perfected at
Daytona yesterday to fight the mosquitos. And this work should bo tak
en seriously by every city in Eloridn There is no joke nbout the damege of
the mosquito. There were enough people incapacitated for two waic
this summer with dengue to hav
nore than paid for mosquito cradi

The Country club and golf links
becoming finer and moro becoming finer and moro beautiful
every day and everyy man and woman
in the counts should join this prgten in the county should join thin prget:
ization and help to make it the bost
club in the statc. It it a joy just to club in the statc. It is a joy just t
go out thero nad sit on the porche
and look at the.fing grounds and sat rounding country. The Sanford Coun
try Club is Sanford'n- rreatest naset Secretary Mellen in his annual re-
port yesterday said the people should not be subjected to any more tax
tion regardess of the fact that th was a big deficit. And Secretary M
lon is right. Troubles have been cau ed by high taxes beforo and they w
be caused again by the same kind
$\qquad$ There are men talking about rura
credits and farm loans again and ev ered time they talk nbout this a
Washington, the farmers of thia se tion kill themselves laughing. This
rural ciedita is ten tinies as funny as any funny paper in the world
They actunlly wanted to loan Sanfori farmers ns much an tea dcllars a
acre on the irrigated veretable land that are worth si,000 an sce e the the
open market any day in the yenr
And what could a Sanfoad farmer fal Congratulations to the Ft. Pierce Tribune upon their big twelve page
new daily that came out Monday and we hope they keep it itn all the year
round daily papor. And congratulations to the peopie
they have such fin and men with nerv that section zomethine the people of daily newspaper line. The putlic doos
not know and never will know how much nerve and money it


Fordson Often Does More In a Day Than Six Horses

Fordson substitutes motors for muscles The Fordson substitutes tractor wheels for the legs of mathand horsie.
The Fordson takes the burden off fesh and ryovia If allows the farmer's energy to be devoted to management, and not merely to operation. It gives him time. It cuts his producing costs. There's a big story of savings made possible by the Fordson. Let us tell you. Write phone or call

## EDWARD HIGGINS

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New Jewelry Store the diamond Palace Carry Only Hizh Grute Jew
DIAMONDS sils $\$ 118$ ine Diamis
30 points $\$ 55.00$
WATCHES


| JEWELRY <br> uff Links, Scarf Pins. G nd Ladies' Solid Gold Set.R |
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| LAVALLIERES from $\$ 5.00$ to $\$ 55.00$ |
| fold Knives, Belt Buckles, Etc. |
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Bracelet Wrist Watches
Silverware
Sterling, Rogers, Conmunit
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.THE
Diamond Palace
P. Weinberg, Prop.

Renjamia's St

Earning Power and Saving Power Of course, a man's earning power ccints, but what is of prime importance is his saving It is not the amount with which you open an interest- bearing account that means most in the end, but the regularity with which you add to it. The Peoples Bank, of Sanford will help you to keep your earning power and saving power well balanced.
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Sanford, Florida

IRY A HERALD WANT AD FOR RESULTS GET YOUR POST CARDS AT THE HÉRALD

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Make your coffee on the table in one of our MANNILG-BOWAN PERCULATORS PCMINSUAR EICCTRIC CO.

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LADHS' WOOL DHESES
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EXTRA DMLL SPECAL

$\$ 1.69$
$25 c, 35 c, 50 c, 75 c$

SEE OUR LINE OF "MADAME HENDRU" MAMMA DOLIL



## REALM OF SPORTS

CHAS. L. BRITT, Editor

## GOLF <br> BOWLING <br> TENNIS

BOXING

LAKELAND STILL CLAIMS THE SOUTH FLORIDA CHAMPIONSHIP

CHASE ROWLS THEIR BEST GAVE
OF SEASON BUT LOSE TO ROTES

| While all the rest of the state keeps saying who is who, Sanford dests content with the knowledge that we had some real classy little team, took care of all opposition, and made a wonderful record. A Lakeland writer, writing for the Tampa Times, states that Miami didn't show up so well at that and intimated that the best team Miami played was Sanford, and that Sanford was "only a fair team" May. be so, but if we were only fair, then there were some mighty cloudy ones. The Tampa Times says: <br> Lakeland, Dec. 6.-Followers of football in Lakeland are rather sarprised at the statements appearing in several of the newapapers relative to the game between Plant City and Miami high sehoolh, and the assertion accompanying the statement that this game will have a bearing on the state championship. <br> Not detracting from the splendid team developed by Hoyt Carleton at Plant City, it. is rather difficult to figure how the Planters are in the running. Having been decisively defeated by Galnesville by a $35-0$ score, playing a $6-6$ tie with Sammerlin, and barely noting out Hillsborough high is not a record upon which to build any aspirations. | Lakeland high schobl has tnélog ical and seal south Florida champion ship eleven. Until the oucome of the Gginesville and Duval game on Sat urday there will be no possible chance of a real comparison between all the teams in the-state. However, on the games as played to date, Lakeland stands way ahead of any of the teams in the state except. Duval and Gainesville. Gainesville barely defeated Lakeland $7-0$ in a game which will alwnys bring up some doubt. Lakeland won all the remaining contesta and hapded Summerlin a' 20.6 defeat. <br> As far as iMami is concorned, they have not played a real team. Sanford has only a fair team, but is not in the class with flant City, Hillaborough, St. Petersburg, Lakeland or Summerlin. If Miami defeats the Planters therermay be some ground for their contention as claimants, but looking at it seriously there is no team in south Florida that has shown the sustained clase that the Lakeland eleven his, and the Polk County aggregation would have been the logical opponents for the Miami eleven. If the Planters defeat Miami; it simply clinches Lakeland's claim for the premier eleven of south Flofida. |
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Winter Park Tomorrow Night and Ocala Satur day Night
\&he next two games on the Sanford High School kirrs basket tall sehed-
vie wiil be played on the Grammar School Court Triday and Santurday nights

 Eames and give the support, boot financially -and otherwise, that is needed
tomake these affairs a sucecss.
 NOTCE TO DRIVERS OF AUTOMOBLLES!

| traffic rejulations | d. |
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| hGhts at Night: No pergon | J. A. KıL |
| - | Chief of |
| cty | - The Daily Herald 15c per week, |



Seene from "The Bat" coming to tha Princess, Moaday, Dec. 1

## Novely Dance wibl fums

FRIDAY NIGHT, DECEMBER STH LAKE MARY CASINO Good Music - Fine Floor A place of clean amusement

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And when you see this piny you so one of his hest and that's going
must keep it n secret just as the me has never starred in a



## 


 Free! Free! SATURDAY ONLY
1 pound senate coffee Will be given with every $\$ 5.00$ purchase Pillsbur'y's Flour, 24-lb. bag $\$ 1.26$ 15-lbs. Irish Potatoes.. 1 peek Sweet Potatoes.: Guaranteed Eggs, dozen. Best Creamery Butter, lb.
Fresh Fruit Cake Ingredients for your
Pancake and Buckwheat Floui Nice Fat Mackere Fancy Fresh Codfish Middles
If you want nice, fresh produce try Woodcock
\& Rigney's Fancy Honegrown Vegetables. Califernia and Florida Fruits always fresh
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it is pure water by drinking ONLY water from Elder
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Buy where you can save the most. That's the way we do. And this very habit of ours is what enables us to save so much for YOU. To give you a practical demonstration of money-saving and the power of small amounts to buy things-we have arranged this GREAT ASSORTMENT OF MERCHANDISE. In it you will find another proof of the tremendous SELLING and SAVING power of this store. Look over every price on this circular. Come and take part in this economy event and let us prove our power to save you money.
"3 Blocks from High Prices" PHONE 550 PHONE 550

Piece Goods Department
Merchandising for the future,-in anticipation of rising cost, has provided us with many specials, some of which are featured here. Many more $1-$ values that we cannot list:

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## SAVE THS CiRCULAR-ITS WORTH \$IM

In addition to the very low prices we are queting os set you interested in this great MoNESSR if you present it at the store during this sale, on any purchase amounting to $\$ 10.00$ or more. You see, here is another $10 \%$ redection on our already xtremely low prices. Can you beat it? No. You cannot afford to miss this. Come early while our sortments are complete

## Sale Begins Friday, Dec. 8th

 In this BIG SELLING EVENT we have made an extra effort tomake your dellar count-and at a time when every one needs their
dollar stretched to the limit. Visit us early and you will be glad you SALE LASTS TWO WEEKS ONL

## Chinaware and Household Needs

Here are things for the home at prices that will please. Look over this list and come in and see other values through the store-you'l be agreeably sarprised

|  | See our line of Dinner Sets-they are real values |
| :---: | :---: |
| oration, set of 6 _ | Oit Heaters, just Tine for the cool days that are coniwe |
|  | Wood Heaters-You will need one of these <br>  |
| rift. Set of t cups Savecrs |  |
|  | her styles and sizes at $\$ 2.25$ and $\$ 2.75$ |
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|  | Stove |
| 2-piter preakhat or D | We have a biig line of Kitchen and Holsshold supplyes.' We haven't space to list theese hat we will give yau real hargairs |
| cana lig value; |  |
| Big Values Here in Rugs |  |
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|  | Soamluss Vebel Jugs, extra heavy high grade Rugs, lemutiful mattern, fringed; |
| Crex Rusgs sulyerior quil |  |
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| We only have space to list a few of sur Rugs, but we lave a very complete stock of all kinds, zncluding a full line of Gold Seal Congoleum Art Rurs. Buy your Rugs now and save money. |  |

## Shoe Department

Something for you to consider in buying Shoes i he wear you will get from them. Rememberwe guarantee every pair that we sell and this is worth a lot to you:

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|  |  | Women and are now albe to of ofer $y$ gon $\mathbf{a}$ a good as sortment of styles. We havent'space to ist then here.

## WE RRING YOU TO THE STORE

All out-of-iown customers visiting us during this event and spendine: sez.00 or more will be allowed 1 cents per mile for the distance traveled. Here is a chance for you people from a distance to get to Sansord for suur Christmas stlopping, FREE OF COST to yourselves and save a lot of money on your purchases at the same time. It doesn't matter how you come. You gret the allowance just the same. Don't fail to ask for it.

## OOUNTER GOODS

This is a big event. Yourdollar hasnt bought as much merchandise in a long time.
Only some of the many bargains in counter goods are shown here. Our counters are full of values just like these:

|  | Shects, |  | 00 |  |  | $\$ 10.00-819.50$ |  |  |  |  |
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| Lentict Ribled Vest ind Pants |  |  |  |  |  |  |  |  |  |  |
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| B-A-R-G-A-I-N-S |  |  |  |  | B-A-R-G-AY-N-S B-A-R-G-A-I-N-S <br> SAturday <br> We havea good line of La  |  |  |  |  | S |
| friday 10 to 11 |  |  |  |  | - boxs su |  |  |  |  |  |
|  |  | 98c |  | m, 50c |  |  |  |  |  | We have a good line of La-dics' and Misses' Coats. If you want a bargain-in aad look at them |  |  |

## The 5 Bargains above Are for the First Two Days

## CHRISTMAS TOYS

Remember that if you save this circular and bring it to the store with you there will be istill a saving over the prices guoted on these toys. Do your Christmas shopping carly-SAVE MONEY and DISSAPPOIN'TMEN'T:

0

B-A-R-G-A-I-N-S
We have a good line of La-
dics' and Misses' Coats. If
you want a bargain-come

B-A-R-G-A-I-N-S
SATURDAY
$\begin{aligned} & \text { 72x90 SHEETS } \\ & \text { Center Seamed, } \\ & \text { each ............... }\end{aligned} \mathbf{1 . 0 0}$ BOYS' SUIT 3 OVERCOATS OVERCOATS


[^0]:    H. A. PHILLIPS

    Owner
    W. S. SEWELL,

    Manager

