

CTIY NETVS PARAGRAPHS


 REAI RETATE TRANSERS.

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hin present




Christmas Pies
BAKED TO ORDER
seminole cafe



## Are her summer daýs spent in a sizzzling kitchén?

 It is a needless hardship and a useless expense. You can prove this at a nearby store.
When you put a Florence Oil Range in your kitchen, you take noost of the drudgery out of heat close up under the cooking, The intense heat close up under the cooking. The lient does not go into the netal of the stove or out into
the room. You can cook every dish for tie hig-
 gest dinner, quickly and well.

## A blue gas flame

To start the Florence, you merely tonch at match to the Asbestos kimdler. The flame vapor. It does not burn from a wick. You can regulate the clear blue flame to any de- clear blue flame to any de-
gree of heat. When yourtment, furniture
hardware store.)
re through cooking, just turn out the fire. There are no nshes or soot, no shaking to e done-just clean heat, where you want it nd only when you want it. The Florence Oi Range cuts down your fuel bills.

## Take a look at it

You will find the Florence a beauty, with its sparkling enamel and nickel trimmings. Ex amine it closely and you will appreciate many xclusive features, such as the unbreakable oil reservoir and the portable nd patented heat-spreader o ussure even cooking.
Don't buy just "an oil tove" until you have seen how the Florence works. Try (Department, furniture

cential oll \& gis stove co., Ganner, mase.

## FLORENCE OIL RANGE

## We have hundreds of satisfied users

 of the Florence Oil Ranges in Sanford BALLHARDWARE COMPANY
## STATE EDUCATORS SUPREME COURT OF TO MEET AT WEST FLORIDA HAS VERY PALM BEACH SOON EOMPLLTELBRARY

Tuberculosis Death
Rate Is High In U. S.



MY LIFE WITH MAGGIE
$\qquad$


## GIFTS $\%$ HOME

XMAS
May it be Merry..
IN A SUBSTANTIAL WAY MAKE YOUR CHRISTMAS PRESENTS OF SUCH THAT THEY WILL GIVE SERVICE, COMFORT and remembrance
Our line of furmiture is suitable for the gift that lasts.

Ladies' Sewing Baskets, Wood Baskets, Smoking Stands and many articles of a useful nature for the home.

FOR THE CHILDREN WE CAN OFFER
Wheel Goods of every kind. Always headquarters for Doll Carts and wagons

We have a limited quantity of box and caid. games that are very low in price.

GIVE US A CALL DURING YOUR CHRISTMAS SHOPPING

## Theo. J. Miller \& Son

Magnolia and Second
.May it be Happy..
XMAS -

XMAS


## Select Your Gift



## Now

Here you will find just the thing that will please her and
the same time will be useful.
suggestions
Overnight Hass, Vaa-
hy Caces, Mirrort,
Spanish Comils, Over-

| night Bag3, Hosiery, |
| :--- |
| Uingerie, Noveltien |

MIM
MILADIES AND MENS READY-TO-WEARY: OPPOSTE POSTOFFICE


## Select Her Xmas Gitt Here

Here you will find a dazzling array of the things any girl Cases, car drops, mesh bags, silverware, etc. TWO SPECIAIS
DINNER RINGS BAR PINS All Platinum Dianond Diiner All Platinum Diamond Bar Pins $\$ 75.00$ to $\$ 350.00 \quad \$ 25.00$ to $\$ 350.00$ The above specials are exceptional values. We invite your open evenings until christmas

## THE DIAMOND PALAGE

P. WEINBERG, Prop. - 307 E. First Street

## When You Make Up Your

## 1924 Ad Schedule

## -Bear in Mind These Facts:

The Sanford Herald reaches a huge majority of the buy ers of Sanford. It is the home paper.

The Sanford Herald has earned the confidence of this community through its high ideals of service, its fearless and full presentation of the news, its devotion to everything looking toward a bigger and better Sanford.

The Sanford Herald deserves the continued support of advertisers because it has always stood for the square deal. Its readers know and respect
the integrity of the Herald's advertising columns.

The Herald is proving itself the most effective medium for the advertiser who insists on getting Resulis.

## SANFORD HERALD

## COLEMAN'S

Vorth's duction Bridge of 193, Post's Etituctte, Riley's Books for whildren, Eugar A. Gusat's peetms, Rand JeNally's Bible Story Book

## Banford Daily Herald

UESDAY, DECEMDER 18, 1923 BIBLE THOUGHT FOR TODAY truth nand without iniguity Just and
Hight in ha.-Deuteronomy $32: 4$.
THE RIGBT OF Protest.



## It Is True

Buy Christmas seals.
Speak up for the right th
Are you having a tree?
Don't be a jelly-fish citize
Show your interest
Herald advertisements
he best places to trade.
This man. Pinchot, we understan

Send your contrinution
dochny.
tome
Soricty at


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## The Sensible

Christmas Gift
Cor familly or friends, is one of Our Certigeates of Depasit A gift of this kind is of real value, besides the leason in Cerllicates are Thirit it teaches.
arrange for yours today Resourecs $\$ 1,700,000$

First National Bank

## QUICK SERVICE TRANSFER

Gcods, Pin Sars and Ragrat

Transferred Anywhere Any Time Storage

Calling Your Attention to the
NewFeedStore Seminole Feed Co .

whohesale and metail fred

x $\pm=5$
attention dairymen
Just received a can of High Grade Beet Pulp. Our Prices Are Very Altractive
Old beck Sweet Feed For Quality"

## Seminole Feed Co.

TOM SIMS SAYS


## FREE MillkScale

Cates Crate Co., Phone 181



## SAVE For CHRISTMAS--Save A Little Every Week

The Pennies, Nickels and Dimes that go into our Christmas Club Come out full grown Dollars. The first deposit-makes you a member. Start now-get back every cent you pay in Plus Interest, (JUST BE FORE CHRISTMAS) Call, write or phone for full particulars 1923 Members please call for your checks

## Market News

SEND A BOX OF FRUIT HOME


Give One For Christmas
 ily will hazre It addato make if sylish in in appar--
 Che yerr.
Ttian new Ford type is of
Detroit
Therich.permanentluster




EDWARD HIGGINS

## CARSHECKSPractors




THE PAINT WE SELL

## SUNPROOF

T DOES NOT CRACK, PEEL
F
SOLD ONLY
SANFORD PAINT
STORE

## Batteries

## EXIDE

c-charge and repair
makes of Batteries
RAY BROTHERS


| Sanford Novelty |
| :---: |
| Works |
| v. c. coller, Prop. |
| General shop and Mili Work: |
| Contractor and Builder |
| 517 Commercial street |


| A. P. Connelly \& Sons |
| :---: |
| Established 1908 |
| Real Estate, Loans and |
| Insuranec |
| Phone 48 104-8 Magnolia Avc |

## STEWART the Florist



## Sanford Machine Co.

 General Machine and Boller$$
\begin{aligned}
& \text { Cylinder Grinding } \\
& \text { Phone } 62 \text { Sanford, }
\end{aligned}
$$

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\hline \text { Cyinder } \\
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## S. O. Shinholser Contràctor and Builder

Sanford,
George A. DeCottes
Altorney-at-Law Over Seminole County Bank


Fred R. Wilson ATTORNETYATLLAW Firt Natizol Bat Balilus

## Elton J. Moughton

 Firat Natlonal Bank BuildiagGanford
Sanford, ——Mberide
W. J. Thigpen Real Estate FIRE, LIFE, AUTO Inaurance
R.C. MAXWELIL
Real Eatate
and
Insurance
SANFORD, ILORIDA

MILDREDSIMMONS Teacher of Pianoforte Studio: Room 225, Meisch Room 225
Buifling

SEMINOLE
ABSTRACT CO.
E. A. Douglass, Pres,
W. A. HOBBS, M. D.

Genito Urinary Diseases and
gynecology-chronic sking anild blood diseases
Female Diseases and Rheumatiam
30f FIRST NATI
BANK BUILDING

## A Far-Sighted Banker's Idea of Advertising

Presillent, Mercantile Trust Company of St. Louis

Do I believe that a banker considers reputation, as developed by advertising in extending credit? There probably are bankers who will give a negative answer to this question and believe they are giving the right answer.
But let those bankers be apBroat let those bankers be ap-
proached by a credit-seeking national advertiser, who has established his name, therefore a market for his goods, and see what happens. In nine cases out of ten the fact that those goods have become a household "buyword" will be the greatest factor in granting the credit.
The banker himself will have become subconsciously sold on the firm, through its consistent ad vertising. He will say, "Oh, yes,
that's a big house-well known
good reputation," etc., not realiz ing that it was advertising that did the work.
The next minute he may be ap proached by a new company, try ing to make its name, and turn down the loan because too much of it is to be spent for the purpose of advertising. In the first applisation he has helped the big advertiser to cash in on his reputation and in the second was depriving the newcomer of the right to build a reputation. This is only a hypo thetical case, and I am glad to say I don't believe it happens as often as it did in the past. Just as we learn something new every day, learn something new every day, wakes up to the underlying pow er and pull of advertising.

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## HERALD WANT ADS ARE WILLING WORKERS <br> They will find a new home, locate lost articles, and perform many important tasks for you



