ers Seek Rule DEHOCRATS IN Chapman To Be Released ending Shoals SERATEATLACK to ConferenceP. O. PAY BIL
 an Copital PAVMENTS LEGAL ${ }^{2}+{ }^{2}+$ Offer $^{2}$
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## An Ideal Suburb For Homes

## AS SANFORD GROWS IT GROWS EASTW ARD



A Glimpse of the Future
The Fort Mellon Development Company Guarantees to Purchasers of Fort Mellon Property the Immediate Inauguration of the Beautitication Program as outlined in Wednesday's Herald, and the Construction of Residences in the near future at a minimum cost of thirty five hundred dollars. It you are looking for Homesites you can find none in this section of the State which offers a more beautiful setting or finer investment possibilities.

## On Monday, January 26 the Price of Fort Mellon Property

 Will be Increased Ten PercentFort Mellon Development Company

"Promoters of Sanford's Finest Subdivision"



## the World of Sport

RILLS

Derby ${ }^{\text {Imto }}$, $\$ 250,000$ Value Is


## ComeBuy! SUITS

FINE ALL WOOL FABRICS





## $\$ 9.45$

tilis is an occasion that merits your sincerest ANND MOST PROFOUND INTEREST.

MEN'S ALL LEATHER

## SHOES

It is not often that men have an opportunity to partici-
pate in values like these. There are black, brown and pate in values like these. There are black, brown and tan Oxfords and Shoes in blutcher and balmoral styles.
All have rubber heels. Goodyear welt All have rubber heels. Goodyear welt oak soles. Kid or
calf uppers. Wide or box toes. Leather insoles and calf uppers. Wide or box toes. Leather insoles and
counters. Sizes run from 6 to 11 and all widths. We can fit your feet and pocketbook perfectly. Here a
downtrodden dollar will be reinstated downtrodden dollar will be reinstated and its owner
handsomely reimbursed for his time and effort to save. handsomely reimbursed for his time and effort to save.
$\$ 4.50, \$ 5.00$ and $\$ 6.00$ values, Now-

## $\$ 3.29$


 EXTRA SALESPEOPLE WANTED! We must have at least 15 extra salespople-thase with ex
perience peeterred - to help uis mass out these anmaxing bar



Yes, It's a Clearance Sale, - but with reduction

# THE 

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## ADVE

Never-To-Be-Forgotten Values That Will Set New Money-Saving Records
Here is an exceptional opportunity to fill your
mmer needs at a ridiculously small expenditure. Those summer needs at a reiticilulusly small expendititure. Those
of you who are familiar with our standard of value of you who are familiar with our standard of value
will make every effort to be here while the assortments will make eve
are complete.
Our old customers know that it pays to shop where full rur ourns case amsurgerd and thru the says to shins that where
buyers will experience in this sale we kniow that we are going to make humdreds of new customers for this store, whose patronage we will enjoy during the coming year
of 1925 , and we hope for years to come. Enthusisum will win hish Enthusiasm will run high in favor of our
store
for for the remmerkable values and the remarkably low prices prevailing with every sum saved, comes the surety
of no sacrifice of quality or style, so that the of no sacrifice of quality or style, so that the economies
which are made possible by this sale are of the which are made possible by this sale are of the only sort
worth while-unusual values at prices permitting decided economy.

PRICES AND VALUE-GIVING THAT WILL PACK EVER Thru the unusually large business this store will enjoy beginning so every day. The assortments are vast in magnitude, unrivalled in qua merchandise with prices in keeping with our promise of genuine Every economical, careful thinking man and woman for a hundred m We are not going to tell you that every sale is final, that there will be event of your being dissatisfied with any purchase made in this stone (a) Starts With a RAIN OR sing

## At the stroke

## Men's Fine Suits



LADIES FOOTWEAR
"queen quallty" and others

 $\$ 5.85$


that our purpose will be speedily accomplished ! ! !

## SED" SALE

OF OUR STORE With Eager and Enthusiastic BUYERS!!
ntinuing for seven days, this sale is bound to score a positive triumph offerings are real bargains of the highest standard of fall and winter
$t$ as one long looked for.
making the statement
sale, we will cheerfully


NINE A.M. CONTINUES THROUGH SEVEN SELLING DAYS

PUMPS-0XFORDS-STRAPS! for the ladies who know value. A sale that means savings! "The-man-in-charge" has gathered
together all odd lots of pums-straps and oxfords together all odd lots of pumps-strans and oxtords for minsses
and women. Values of better foot wear-patents, satins, kids and women. Values of better foot wear-patents, satins, kids
and all. Your choice of these fine values, now$\$ 4.35$
sale starts!

## es

Is and medium .00 and $\$ 12.00$

MEN'S SILK HOSE
Wilson Bros, Pury Silk Hose. Here is a qualty value hat woulat selif or
a great deal more in most tores.
One hundred dozen ko into this the at 65c Pair
SPRING AND SUMMER SUITS



BOY'S BLOUSES
The well hnown, satisfactory make of
Boyse
Hlousese Boy's Howses. (Tomun Sawyer) neat
patterns in better unulity materials, paterns in heter quality materials.
Some values up to 1.25 krades, Now Now


## B0Y'S SH0ES $\$ 1.95$

In Justice to Your Family - Your Home-
and Your Pocket Book-DONT FAIL TO and Your
COME! Bestonian and other makes-one lot fine
leather shoes. All sizes, all kinds. Your leather sho
choice$\$ 1.95$

## BOY'S SUITS

 We are quitting the Boy's Suit Business andhave a few Bly hive a few Blue Serre: also novelty patterns
in Hi-grade Suite LOW". Values were $\$ 15.00$ and $\$ 18.00$ and reasonably so at that, while about a dozen reasonaby so at that, while al
suits last your choice for$\$ 7.75$

Infant's
SUPER VALUE - LEvery


 Yuir surest $\$ 3.85$

## WATSON <br> Sale" FLORIDA



## LADIES FNE FOOTWEAR

In our Shoe Department we offer some outstanding values in fine footwear. Shoes of Style-Shoe of QualityShoes of North -at Record Low Prices. All new stock,
and every pair on sale without reserce. This sale will and every pair on sale without reserce. This sale will
be remembered for many a day by the thousnds take advantage of this unusual opportunity. Folks: It's for you. For you to profit by-
here's one special table of ladies' footwear At a price that is barely in speaking distance of their forme prices. Now-out they go at-

## \$2.85

specials that invite comparison and
challenge competition




