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## 25 Lots Sold on Opening Day of Campaign

This Remarkable Record is Adequate Testimony of the Real Merit of Fort Mellon Property. More Than One Fourth of Entire Subdivision Was Disposed of Within Twelve Hours of the Opening of the Sale. What Better Proof Could Be Offered That Demand for Fort Mellon Lots is Actually in Excess of the Supply? You Can't Go Wrong By linvesting Now and Taking Advantage of the Special Inducement of a Ten Per cent Reduction for Ten Days

## Exceptional Investment Opportunities

## Fort Mellon Development Company <br> "Promoters of Sanford's Finest Subdivision"

## The Public is Cordially Invited to the Opening of the New Office of the Bodwell Realty Company

AND TO INSPECT THE
Painting of New and Greater Santord

# Monday, January 19 <br> TROM 10 UNTIL 5 O'CLOCK 

The Ladies are Especially Invited

HARRY T. BODWELL, President

Pity And Sentiment Bible Lecturer To Are Silent Factors Appear at Milane In life Of Animals


Wi

MeCormick's Niece Spurns Debut To
Manage Cafeterias In California


By MR. GEO S. KENDALL

## Sunday Night, Jan. 18, 192

AT 7:30 O'clock



## Social Side of Sanford <br> MISS KATHRYN WIL KEY, Society Editnr. PHONE:-Res. 128-J

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 FIRST METHODIST CHURCH FIRST BAPTIST CHURCH
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Miss Olga Ruth Spurling was the
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sister Mrs. I. E. Stringer on Flo
Heights.
Mr. and Mrs. Samuel Baumel wivl
Ieave Tuessay for New York where
they
 sister, Mrs. S. Baumel, returns to to
her home in Brunswick, Ga., Tues-
day. Miss Tcague Simmons of Mount-
ville, S. C., arrived Friday to to be
the guest of Dr and Mrs. W. T.
Langles at their home on Park Mrs. T. W. Cetsen and son, Jack,
of Lakeland were the guest of Irs.
H. B. Connelly, Friday and Satur. Mrs. W. B. $\overline{\text { Stark and Miss Eliz. }}$ abeth Stark of Orlando were the
 Mrs. Forrest Lake returns Sun-
day from Jacksonville where she
has been the guest of her sister,
Mrs, Julus c Hear the free Bible Lecture by
Mr. Geo.S. Kendall of the New
York Lecture Bureau, Milane, Sun. day night, free. Mrs, W. B. Ballard and Mrs. J.
Henry Menick of Longood and
Mrs. B. Li. Malte of Altamonte
Springs attended the D. A. R.
 Orlando Friday evening to attend
Footloose at the Beacham. Mrs. A. B. Connelly is leaving
Saturday for New York where she
will be for two weks doing the
spring shopping for the "Quality spring shopping for the "Quality
Shop. siss Martha Fox will be
Iin charge during her absance.


SALLIE HARRISON
CHAPTER OF D.A.R. CHAPTER OF D.A.R.
GIVES CARD PARTY
A. Rafield wiss the genial host of
a dinner party Friday evening at
the Seminole Cafe, honoring Mr.
$\qquad$ and

## SOLD

Having sold the Mathews Press, all accounts prior to January 15th will be taken care of by me. The player to their tables.
Preceding the bridge party tha
regent Mrs. DeForest gave a most Preceding the bridge party tho
regent Mrs. DeForest gave a most
interesting talk explaining the ob-

Stove and Fire Place
P. ©. Box 1335

New Spring Trousers Solid color, grey, tan and blue flannel, 17 and 20 inch bottoms.
$\$ 8.50$ to $\$ 15.00$
Men's Underwear Small pajama check, extra good quality Every garment cut full and well made. 36 to 46
\$1.00 Each
Golf Knickers All wool fancy flannels in grey, tan and brown, white and $\tan$ linen.
$\$ 4.00$ to $\$ 9.00$
"BellFiuoses andShirts for boys in solid blue, tan, white and fancy checks and stripe mad ras. Guaranteed fast color. All sizes.
$\$ 1.00, \$ 2.50$

Fine Blue White Diamond 1-3 CARAT Platinum Setting McLAULIN
the jeweler

A Delicious Home Cooked
SUNDAY DINNER
Is Prepared For You

## Hotel Montezuma

Liberal Table.
REASONABLE PRICE

# Money to Loan 

## ImPROVED RESDEENTAL AND BUSNISS PROPERTY OR CONSTRUCTION LOANS

write

Giving Details as to Location, Improvements, Size of Lots, etc.
applications given promit attention

## Baldwin Mortgage Co. <br> G. L. BRYSON, Mgr.

Orlando, Fla.

## "CURLE'S" 6121 VELVET FINISH SERGE SUITS

Guaranted 100 per cent pure wool. $\$ 35.00$. Slims, Regulars and Stouts. These suits are guaranteed


Golf Sock-White with fancy top. Grey, tans and brown, with fancy stripe. top. Gre y, tans and
All Wool $\$ 2.50$ to $\$ 5.00$

Tenth Floor State Bank Building
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# In the World of Sport 

 NURMI AGAIN Is VICTOROUSSWN.
W.COITEST


Main Bout Ends In Sanford Basketball Knockout In Friday Girls Play Orlando Night Boxing Bill On Saturday Night


A HOME ISA
SARE INVESTME
That Will Bring the 0 Lasting Joy Euilding a comfortable and altract great achievement. We ask that yo contractor that operates a nored able to do the work
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COLLE
The Builder
North French Ave.

## Studebak Touring

Newly Painted-In GoodCon WILL TRADE FOR DESIRABLE BUILDIN
J. H. Jachis

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Carier lumber Ca

# d Every Classified Advertisement On This Page 

PROFIT : Herald Want Ads Will Keep You Posted on All Sanford Business Activities of Importance:- FOR RESULTS


# HAVE YOU HEARD? Oak Hill Lots Will Be Placed On Sale Monday Morning at 8:00 o'Clock. 

Oak Hill is Sanford's newest subdivision, situated on the south side of Geneva Avenue extending from the Oviedo branch of the railroad to Mellonville Avenue. It is all high ground famous for the productiveness of its soil, for its magnificient oaks and stately palms.
Mellonville and Geneva Avenues are soon to be paved; electric lights already have been conducted to this subdivision; water, gas and sewer are to be laid in the near future. These vast improvements cannot fail to add materially to property values in this section. It is conservatively estimated that lots in Oak Hill will double, perhaps triple, in value, within the next six months.

If you are looking for investment possibilities you could find no gusher from any oil well which would provide a more lucrative flow of revenue. Opportunities of this kind seldom come to the man of small meaus and perhaps but once in a life time, does the salaried man have so unfailing an opportunity to become rich. This is your chance. Make the most of it, or you will have only yourself to blame.

# Remember the Date--- Monday at Eight 

# OAK HILL <br> "The Suburb of Opportunity" 

Natural Development of Children Because they Mimick artling Declaration of Child Welfare Student

Florida Motor Bus Winner Increased In Atlanta Fight opulation With Rail Service

## Jan, $17-$ Crime atlanta, Gan, Jan, $17,-$ Inter <br> $\qquad$

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GARDEN HOSE $121 / 2$ cent per foot For Few Days
Ball Hardware Co.


## For Sale

Mudern six rown humse and garage, on Oak Avenue
feetween $12 t h$, and $1: 3 \mathrm{~h}$ Strects. Strect paving and
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## H. B. Lewis

FREE
RADIO SET
a POSIITIVE ASSURANCE
While we belieye in a progressive policy in the conduct of our busines it is our undeviating practice to ad here to the stric
all transactions.
Safety, Strength and service unite
here in what we beleve you will con-
First National Bank

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AUDITORIUM, DAYTONA BEACH, FLA. NEW YORK SYMPHONY ORCHESTRA

Wednesday Afternoon 3:00, January 28th.

## SAFE, CONSERVATIVE, MODERN

The Seminole County Bank per forms every function of a strong, well regulated Bank. With every up-to-the-minute facility and with the
proper conservatism for absolute proper conservatism for absolute
safety, you will find this a desirable banking connection
Seminole County Bank

FIVE ACRE CELERY FARM
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Forsale
PRICE $\$ 3500.00$
E. F. LANE

REALTOR
Rooms 501-001. Phune 95
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# Remember the Date--- Monday at Eight 

# 0AK HILL <br> "The Suburb of Opportunity" 

## ERICAS MENACE? T'S JACKIE COOGAN:

${ }^{3}$ Natural Development of Children Because they Mimick tartling Declaration o fChild Welfare Student.

n Florida Motor Bus Winner Increased In Atlanta Fight Population With Rail Service

MeCormick Desires His Grand Daughter

Florida Is Driving Signs From Roads In Many Counties

| Opera Wucic Made Availabte |
| :--- | :--- |
| To Radio Audiences Throughs And Maggie |
| Now Live In Fine | Star Broadcasting Experiment Persian Silk Rug



Press Association Auto Association Will Hear Address To Hold Meeting Missouri Teacher In Orlando Soon


## For Sale

Modern six romm henuse and garage, on Oak Avenue between 12 ith, and 1 ith streets. Strect paving and

## H. B. Lewis

free
RADIO SET
A POSITIVE ASSURANCE
While we belieye in a progressive policy in the conduct of our business, it is our undeviating practice to ad-
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Safety, Strength and service unite here in what we believe you will con-

First National Bank

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Year Was Ushered In With
Plenty of Sound Money UpPlenty of Sound Money Up-
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During The Year Is Based BERLIN, Jan. 17-German, English and American capital has
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 AUdITORIUM, DAYTONA BEACH, FLA. NEW YORK SYMPHONY ORCHESTRA

Wednesday Afternoon 3:00, January 28th.

SAFE, CONSERVATIVE MODERN

The Seminole County Bank per forms every function of a strong well regulated Bank. With every up-to-the-minute facility and with the proper conservatism for absolut safety, you will find this a desirable banking connection

Seminole County Bank

FIVE ACRE CELERY FARM
.rex and Tiles
mall house

FORSALE
PRICE \$3500.00
E. F. LANE

REALTOR
irst National llank Bullding

## Batteries\&Tires



## To Buy Stock in Sanford's

## SALES CAMPAIGN ENDS

## Don't Wait for Someone to Call on You Realty Company and Sign for

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Appreciation to the Citizens of Sanford
I can not adequately express my appreciation of the splendid support given this civic movement during the past few days. The aim of the men associated with me has been to bring to Sanford that which it has long re-quired-namely a real, tourist hotel. The support which the many citizens have given this project has indeed been wonderful and with the closing of the campaign tonight we will undoubtedly have accomplished the most important undertaking to date for the building of our city. Your continued co-operation in this civic movement is earnestly solicited and' I hereby return the hearty thanks of my associates and myself for everything which you, one and all, have contributed in moral and financial support to date.


Subscribe Today- P
SHARES $\$ 100$ EACH

## Sanford I

B. F. Whitner, Secretary $\begin{aligned} & \text { Cashier First National Bank }\end{aligned}$

## ( <br> H <br> N <br> 

Development Project O'CLOCK TONICHT e to the Office of the Bodwell Can Afford to Buy INVESTMENT

ame on the Honor Roll
MONTHLY FOR 1 YEAR

## Realty Co.

[^0]A. R. KEY, Treasurer Cashier Seminole County Bank
${ }^{17}$ R. H. Berg $\qquad$
 Harry T. Bodwell
Edward Higgins

## Our Next Move

First: With the co-operation of the city authorities the bulkhead east the boulevard, the actual asphalt construction and the building of First Street extended its full present width to Mellonville Avenue will be carried to completion.

Second: The insurance of early breaking of ground on construction, through actual signing of contract for the erection of the new tourist hotel, which hotel will be owned and operated by other interests and not by this company.

Third: An early announcement will be made of a state-wide advertising campaign covering Miami, St. Petersburg, Orlando, Daytona and Jacksonville for the purpose of marketing the entire area of business and residential property owned by this company.

HARRY T. BODWELL,



[^0]:    Herald HARRY T. BODWELL, General Manager
    President and Treasurer Bodwell Realty Co

