





# GIFTS THAT WILL TICKLE HIM!

Call this page a Shopping Guide on Men's Gifts. For here you're sure to find the particular gift that will please the particular man. "Gifts that'll tickle him."—yes!

Moreover, you will be particularly gratified with the big values that are being offered by all merchants whose announcements appear on this page.

## Christmas Gift Suggestions for Him

THE MAN WHO SMOKES WILL APPRECIATE GIFTS OF PIPES, CIGARS, CIGARETTE CASES, SMOKING TRAYS.

We carry all brands of Cigars and Tobaccos and will gladly deliver them in appropriate holiday packages

Special Attention Given To Women Purchasers

XMAS BOXES CIGARS  
CIGARETTES XMAS PACKAGES  
SMOKING SETS  
PIPES  
FOUNTAIN PENS  
WAHL AND THE LIFE  
TIME GUARANTEED  
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MEN'S PURSES  
CIGARETTE CASES  
TOBACCO POUCHES  
EVER SHARP PENCILS  
STANDARD BRAND OF  
TOBACCO IN GLASS  
HUMIDORS

**JOE'S SMOKE HOUSE**



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Horns, Spot Lights, Motor Meters, Parking Light

UNITED STATES OR HENDERSON TIRES

**FRANK AKERS TIRE CO.**

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## A Gift of Everlasting Joy

THE BULOVA WATCH combines exquisite beauty with guaranteed dependability. Here is truly the gift that will last—the gift that will give everlasting joy



## SPECIAL GENUINE DIAMOND RINGS

50 Genuine Diamond Rings, Regular value \$22.50. While they last only \$10.00

OTHER SUGGESTIONS FOR HIM  
CUFF LINKS TIE CLASPS  
MILITARY SETS BELT BUCKLES  
CIGARETTE CASES GOLD KNIVES  
SCARF PINS WATCH CHAINS  
Give a lasting gift. Our guarantee of satisfaction goes on every article that we sell.

OPEN EVENINGS UNTIL CHRISTMAS

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## The Gift Supreme

FOR THE WIFE, FOR THE DAUGHTER  
FOR THE SON, FOR THE FAMILY

## The 1924 Buick

FOURTEEN MODELS TO SELECT FROM

ASK FOR A DEMONSTRATION

## Sanford Buick Co.

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## What A Gift!

The Wonderful



Automobile

DELIVERED BY A REAL SANTA CLAUSE ON XMAS MORNING FOR ONLY \$217.97 CASH PAYMENT. GET YOUR ORDER IN NOW

## The Dixie Motor Company

Only 6 More Days --  
Better Buy Now!

## --Give Him-- Something for the Auto

SPARTON HORNS, AUTO POLISH, RADIATOR CAPS, SPOTLIGHTS

We have a full line of tires, tubes and accessories

## PARK AVENUE GARAGE

L. E. WEAVER, MGR.

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HART SCHAFFNER & MARX SUITS \$37.50 UP



- KNOX HATS ..... \$7.00
- SCHOBLE HATS ..... \$5.00, \$6.00
- MANHATTAN SHIRTS ..... \$2.50, \$5.00
- MANHATTAN PAJAMAS ..... \$2.50 UP
- INTERWOVEN SOCKS ..... 40c, 75c, \$1.00, \$1.50
- THOMPSON SHOES ..... \$8.50 to \$10.00
- NECKWEAR ..... \$1.00, \$1.50, \$2.50
- SUIT CASES ..... \$5.00 to \$25.00
- SPECIAL HANDBAGS, Leather Lined... \$18.00

Full Line of Gents Furnishings, Christmas Boxes and Paper for the Benefit of Our Customers

## McKINNON - MARKWOOD CO.

FURNISHERS TO MEN WHO KNOW

## What to Give?

READ THE ADS  
IN THE HERALD  
AND YOU WILL  
FIND ... ..

## The Gift Acceptable





# Sanford's Social Side

Phone: Office 108; MRS. FRED DAIGER, Society Editor; Residence 217-W

## SOCIAL CALENDAR

**Monday**—Mrs. W. C. Hill will entertain at bridge, honoring Mrs. John Van Duzee, of Cairo, Ga., the guest of Mrs. Walter Wright.

**Monday**—Pipe Organ Club meets with Mrs. J. E. Estridge on Beardall Avenue, with Mrs. Estridge and Mrs. Leslie Bryan as hostesses.

**Monday**—St. Agnes Guild meets at the home of Mrs. W. S. Leake on Sanford Heights, at 3:30.

**Tuesday**—Daughters of Wesley will hold Christmas Social at 8 p. m., at the home of Mrs. Mahlon Wright, on Celery Avenue.

**Tuesday**—G. F. S. meets with Mrs. John Leonard, at 4 p. m. with Mrs. Leonard and Miss Carol Stone as hostesses.

**Wednesday**—Welfare Department of Woman's Club meets at 3 p. m.

**Thursday**—Duplicate Bridge Club meet with Mrs. A. P. Connelly at Comfort Cottage.

### THE LOST DAY.

I lost a day because I grieved  
When there was naught to make me fretful;  
A dismal world that I believed  
Had caused me to become forgetful  
Because another man had lied  
I thought the whole world cold and gloomy;  
Dejection lingered at my side  
And whispered grim forebodings to me.

I lost a splendid, precious day,  
And sat alone in sullen sadness.  
Because a fool had paused to say  
A word that robbed my heart of gladness,  
The sunlight failed to give me cheer,  
I lacked the courage to act boldly;  
And those whose friendship had been dear  
Avoided me or passed me coldly.

Because a fool had told a lie  
I let myself be plunged in sorrow  
Forgetting to be straightened by  
The prospects of a fair tomorrow.  
I lost a day because I let  
A fool who paused to whisper to me  
Induced me weakly to forget  
The fairer days that still were due to me.  
—S. E. Kiser in Chicago Record-Herald.

The many friends of Mrs. J. B. Starling will be sorry to learn that she is ill at her home on Magnolia Avenue.

Dr. and Mrs. L. C. Riddle and Mr. and Mrs. Ed Jordan of St. Cloud were guests of Mr. and Mrs. Wm. H. Tunnicliffe, Sunday.

Alice Elder, who recently underwent an operation for appendicitis at Terminal-Laughton Hospital, has recovered sufficiently to be removed to her home on Oak Avenue.

Col. and Mrs. C. M. McKenzie and Mrs. B. T. Hyman and baby of Cordele, Ga., are spending the holidays with Mr. and Mrs. J. N. Tolar at their home on 10th Street.

Miss Isabelle Tate of High Point, N. C. returned to Stetson University Sunday, after spending the week-end here as the guest of Mrs. Chas. H. Campbell, at the Montezuma.

Mr. John Register is in Sanford for a brief sojourn, having gone down to attend the Wilder-Smith wedding, which was an event of Saturday noon.—Jacksonville Times-Union.

Miss Zachary and Mrs. Claire Zachary returned last night from Bristol, Virginia to spend the holidays at home. Miss Zachary is the chairman for Sullins College and Miss Claire Zachary is completing her second year as a student in domestic science.

## Reports of Red Cross Officers

At its recent meeting the Seminole county chapter of the American Red Cross elected the following officers to serve for the coming year: chairman, H. C. Dulose; vice-chairman, Miss Allie Trafford; treasurer, W. M. Haynes; chairman-volunteer service, Mrs. E. M. Galloway; county representative, Fred Williams; home service chairman, H. C. Dulose; home service secretary, Miss Virginia Smith.

The officers wish to express their appreciation to Mr. Lloyd and his co-workers for the splendid way in which he managed the annual roll call.

The resignation of Mrs. Endor Curlett as chairman of Seminole county is very much regretted. Appreciation of her efforts was manifested by a rising vote of thanks of those present at the meeting.

The following reports were made on the various branches of work:

**Report of the Home Service Secretary**  
The home service secretary served 51 people, 21 of whom were soldiers. Total amount expended by the secretary was \$284.18 besides many gifts of clothing, bedding and household articles. The Geneva branch reports contributions of sufficient clothing to care for a family of eight.

**Report of Chairman of Volunteer Service of Seminole County Chapter American Red Cross.**  
Your chairman of Volunteer Service begs to report the following work accomplished, as by request of Mrs. Victor Cluis, chairman of Volunteer Service of the Southern Division:

There were 12 sweaters and six pair of socks knitted by members of the Gleasons Sunday School class, interested women in Sanford, and members of the Geneva chapter and Community Club, for the boys in the Tubercular Hospitals.

There were 10 comfort bags, made and presented by the Junior Department of the Woman's Club, for the Marines in Haiti.

There is a quantity of wool, both for sweaters and socks in the hands of the chairman, for which she would like volunteers to knit some into sleeping caps, and sweaters. The demand is greater than the supply. Headquarters authorities writes that all garments coming in have been sent to the hospitals. Are there not women in Sanford, Oviedo, Geneva, and other towns, who will do their

## Child Welfare Committee of Woman's Club Makes Interesting Reprt

By Mrs. John Leonard, Chairman.

Madam president, state officers and co-workers: Your chairman of child welfare begs to submit the following report:

When we began our work as chairman of child welfare, we had for our objective four accomplishments:

1. A weighing and measuring campaign.
2. Health crusade.
3. Milk campaign.
4. That the state legislature would appropriate sufficient funds to match the federal appropriation for the Shepherd-Towner bill.

We have succeeded in having our state wide weighing and measuring campaigns as well as state wide milk campaigns. These were valuable as educational measures. Practically every county in the state put on the milk campaign fully or in a modified form. And from the reports that we have gathered nearly 90 per cent of the school children in the state were weighed and measured. We feel that the educational work in regard to the Shepherd-Towner bill, aided largely in its passage. Your chairman gave data to all county chairmen on that important measure and spoke when ever called upon.

For our second year's work we had the following program:

1. The passage of a bill creating a Children's Code Commission.
2. Introducing Mothercraft in the home economies courses.
3. Get each club in the state to plan and make one definite survey regarding conditions surrounding the children in their communities.
4. To organize, if possible their child welfare work in county units.
5. To provide a card index of all the clubs and the appointment of child welfare chairmen in every club in the state.

Your chairman drew the bill providing for the Children's Code Commission and with some slight changes, this was accepted by the state board in March. The bill provides for the appointment of a commission of at least five by the governor of the state of Florida, this commission has a two fold duty. First to codify the

## PARENT-TEACHERS MEETING

The West Side Parent-Teachers' Association held its first meeting, Friday at the West Side Primary School with the chairman, Mrs. Joe Meisch, in the chair. The officers of this new organization are: chairman, Mrs. Joe Meisch and secretary, Mrs. Powell.

The object of this new organization is to bring the mothers and teachers into closer touch and harmony with one another and to beautify the school grounds.

The new chairman has not as yet appointed her committees but the committees adopted are planning playground and child welfare.

Miss Abbie Doudney, the county nurse was then introduced and asked the mothers how many had seen and carefully examined the child health report card. She spoke on the value of preventative measures and the curing of defects while the child was still young. She told of the tooth brush drills that were being given in the schools and asked the co-operation of the mothers in seeing that they were carried out at home. She said children must be educated through play and how helpful the lessons of Cho-Cho were.

All parents of children in the West Side Primary School are urged to attend these meetings.

Respectfully submitted,  
(Mrs. E. M.)  
LAURA F. GALLOWAY,  
Chairman Volunteer Service, Seminole County Chapter A. R. C.  
Report of Treasurer Seminole County Chapter American Red Cross.  
July 1, 1922 to Nov. 1, 1923.

**Cash Received—**  
Balance on hand July 1, 1923 \$ 238.45  
Contributions ..... 50.70  
553 Memberships ..... 653.00  
Japanese Relief Contributions 131.00  
Interest on Bank Balances..... 4.50  
\$1,083.65

**Cash Paid Out—**  
Secretary's Salary ..... \$ 162.00  
Expense of Secretary's office, donations, loan relief, etc. 72.20  
Remitted to Headquarters for Memberships ..... 326.50  
Public Health Nurse ..... 285.49  
Remitted for Japanese Relief ..... 131.00  
\$ 982.19  
Balance on hand Nov. 1, 1923 \$ 101.46  
Report of Red Cross Roll Call Drive To December 15, 1923.  
489 Memberships ..... \$ 489.00  
Contributions ..... 49.00  
\$ 538.00  
Deposited in First National Bank, to account of W. M. Haynes, Treasurer.

W. M. HAYNES,  
Treasurer Roll Call.

**Home Hygiene Report.**  
The classes in Home Hygiene and nursing held in July and August were a splendid success. There were 118 granted certificates. Seven members were dropped from the roll because of non-attendance.

The negro classes are forming a review work and are also making plans to establish a loan closet which is the real follow-up work of this branch of activities. I must say as chairman of this branch of the service, that I feel that this branch was of great value to all who took the course of 15 lessons. Because of a shortage of funds there was only about \$30 collected in Sanford for this work and this was turned over to Mr. Dulose.

## SHOPPING



Mrs. Harry S. New, wife of the postmaster general, catches the Christmas spirit in the air, and does her shopping early. Snapped on a Washington street.

**METHODIST BAZAAR.**  
The different circles of the Methodist Church held their annual bazaar in the Welaka Building, Saturday afternoon and evening.

Mrs. W. S. Thornton is the capable superintendent of the circles and the decorations, arrangements of the booths and articles offered for sale showed careful thought and planning.

The Epworth League booth was under the management of Mrs. Caroline Spencer. The Daughters of Wesley's booth was in charge of Mesdames, G. W. Spencer, J. W. Rutledge, R. P. Torrence, and John Parker.

These circles specialized on pillow cases and fancy work. One booth was devoted to practical articles and another to candy.

The Methodist women are famous for their chicken suppers and this supper surpassed all others. Chicken served in every style, and all the accessories. The supper alone netted the society over \$96.00.

## CHRISTMAS SEAL SALE.

The younger society set of Sanford will take charge this year of the sale of Christmas Seals, helping the Florida Public Health Association in its tubercular work in the state of Florida and to keep the health crusade in the Seminole county schools.

The booths will be in front of the First National Bank and Bowers Pharmacy.

Monday afternoon—Miss Claire Zachary and Miss Lena Belle Hagan, Booth No. 1.

Miss Mary Elizabeth Moye and Miss Emily Griffin, Booth No. 2.

Tuesday Afternoon—Meses Clifford Spindler and Margaret Cook, Booth No. 1.

Miss Flowers and Cathryn Simms, Booth No. 2.

Wednesday—Meses Mary Cook and Mary Cook, Booth No. 1.

Misses Thelma Goffey and Bonnie Mae Kinlaw, Booth No. 2.

Thursday—Meses Carol Stone and Florence Nero, Booth No. 1.

Misses Dorothy Nero and Jean Maxwell, Booth No. 2.

Friday—Meses Kitty Dulose and Chris Jones, Booth No. 1.

Misses Mary Elizabeth Puleston and Sarah Evelyn Williams, Booth No. 2.

## BAPTIST BAZAAR.

In the Welaka Building Friday and Saturday, the Pipe Organ Club of the First Baptist Church held its annual bazaar.

The room was arranged to represent one of the oriental bazaars, with feathery bamboo transforming the walls into open spaces and pinsettias adding the necessary note of color.

At the end of each walk one found tables of linens, candy and cooked food.

The Pipe Organ Club under the efficient leadership of their president, Mrs. W. M. Scott has been working all year toward this bazaar. Each of the 23 members contributed fancy work and the display was unusually lovely, especially the hand-made handkerchiefs, linen towels and sheets.

In charge of the cooked food table was Mrs. Forrest Gatchel, with a tempting array of cakes, pies, baked beans, etc.

Miss Martha Fox sold candies of all colors and kinds.

The linen counter was in charge of Mrs. Craig Harris, chairman of the bazaar committee with her committee as follows: Mrs. J. R. Hall, Mrs. A. M. Phillips, Mrs. J. L. Miller, Mrs. W. D. Gardiner.

The lamps of different fancy shapes and of oriental color were donated by Mrs. W. E. Watson.

A handsome sum was raised by this organization for this year's work.

Among the attractive visitors from Georgia is Miss Julia Franklin of Tennille, who is stopping at the Valdez for a few days.

## Florida Christian Endeavor Activities

Following the regular plan of a definite objective for each month, the Florida Christian Endeavor Union is observing December as "Sunshine Month" and as an objective has the raising of a special fund of \$2,000 to be used for hospital treatment and education of two little crippled girls under the Florida Children's Home Society. Little Essie, crippled from infantile paralysis, is the little girl for whom a crippled newsboy in Jacksonville raised \$80 to buy clothes before entering the hospital. Though her case seemed hopeless when she entered the James Lawrence Kernan Hospital near Baltimore, the prospects now are that in another year she will have the use of her limbs. The Jacksonville Rotary Club and other clubs and kind friends in the state gave the money last year to pay for hospital expenses. Endeavor members of the state aim to continue the treatment the coming year, and also have another little girl, who is crippled from the hips down, receive the treatment that is proving almost miraculous for little Essie.

Somewhat as a return of "Bread upon the waters" \$300 of the amount being raised by the state Christian Endeavor Union is being provided as a result of a former gift to the Children's Home Society. In 1918 the union presented a recreation pavilion to what was then the Boarding Home of the Children's Society. When the war closed and workers who had been obliged to move away from home were again able to care for their children in their own homes, the Boarding Home was discontinued, and it looked for a time as though the recreation building had served all its purposes. But being so splendidly arranged it has been possible for the Home Society to keep it rented for a kindergarten, and it is again proving a worth while investment by contributing so largely toward the Christian Endeavor Sunshine Fund. The Endeavorers are being asked to hasten their contributions to this fund that Mr. Figg may have it in full for the little girl's special Christmas gift.

All the districts have held their conventions and every society in the state has had opportunity of receiving inspiration and instruction through the conventions and rallies held during the past three weeks. C. C. Hamilton, Boston, field secretary for the United Society of Christian Endeavor, Mrs. P. Evans, Chattanooga, southern states secretary, and Bert G. Jones, Green Cove Springs, field secretary for the Florida Union, proved as popular and inspiring in their field work in Florida as they are reported to be wherever they have worked.

State president, Karl Lehmann has called a meeting of the state executive committee for January 1, at Orlando. Members of the 1924 convention committee will meet with the state committee and arrangements will be completed for the state convention to be held June 13-16, in Tampa. The triumphant Tampa delegation began publicity work for their convention before the convention at Miami had closed. Stationery and cards have begun the advertising, and though registration has not yet formally opened, a large number of registrations has already been sent in. Chairman O. T. Weesner and his loyal committee are making extensive plans for entertaining the 1924 convention.

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IT DOES NOT CRACK, PEEL, NOR BLISTER, OR CHALK OFF

A Full Line of Kalsomine, Varnishes and Stains

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**SEND A BOX OF FRUIT HOME**  
For Christmas. We pack and ship. All fruit from our own groves.

LARGE BOX ..... \$3.00  
1-2 BOX ..... \$1.75  
FAMILY SIZE ..... \$1.00

### GONZALES GROCERY

108 E. First Street

**You can reach Fort Myers by automobile NOW**

**To the Tourists:**  
Fort Myers, the "City of Palms," can be reached by automobile from most sections north of our city. Fort Myers loves visitors. We want the tourists to come down and see us, be with us, and enjoy our enchanting environment. We have splendid hotels, modern and fireproof, excellent boarding houses, apartments and furnished rooms at reasonable prices. A bus line provides good daily service to and from Fort Myers via Arcadia, on a three hour schedule. Come and enjoy yourselves—you will feel the thrill of unattained geniality.

**Chamber of Commerce**  
Fort Myers, Fla.

**SAVING IS A FUNDAMENTAL INSTINCT**

The Squirrel and other animals put aside in times of plenty, food for non-production future. Man should follow their example.

**WHAT ARE YOU COMING TO?** Join our Christmas Saving Club now and let that Savings Instinct grow.

Books Are Now Open For Enrollment

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