





## e Social Side of Sanford <br> Social pindar <br> Hodeydy ink <br> Hay of the died at the <br>  <br> d Families Are <br> in Kissimmee <br>  <br> ANNUAL WOMAN'S CLUB BALL GIVEN AT CLUBHOUSE TUESDAY NIGHT IS BRILLIANT EVENT <br> LITTLE MISS KATHLEEN ADAMS CELEBRATES SEVENTH BIRTHDAY     InHonorOfMissGreen Miss Dorothy Stokes was tho gracious hostess Tuesday evening  In an informal dinner party honor-   Italy decorated with rdifrece bee.       The, Mining Green of tucker, Minis,   LoveiyLuncheonGiven For Miss Button        Miss Mande Junk has ne her purest Miss liowalind Wiluyen of Must Miss Cailuesvill. <br> won the prise. When culling the cakes the favors were drawn by  the rick the button, Leon Loosing: Ire cream nat cake were serves nd 40 lIttle friends Nos attended. <br> the Seminole Cafe first opened its doors for business. From this beginning the growth has been steady and substantial. <br> The management takes this means of extending to our "home folks" as well as the traveling public sincere thanks for their loyal support, which has been the basis of making the- <br> SEMINOLE CAFE <br> "One of Florida's Better Restaurants" <br> We extend to our many friends our best wishes for a Happy and Prosperous Year. <br> EsTELLA MELSON, Owner <br> ```Whufidyy mom,on``` <br>  <br>  <br>  <br>   <br> <br> \title{ Three Years Ago Today! 

} <br> <br> \title{Three Years Ago Today!
}}

# Seminole Cafe <br> "ONE OF FLORIDA'S BETTER RESTAURANTS" <br> Qu SANFORD, FLA. 

## New Year's Dinner \$1.50

mORS D'OEUVRES
Olives Hearts of Celery Grapefruit Salted Almond COCKTAILS
Shrimp or Oyster
SOUPS
Cream of Chicken Beef Bullion ENTREE
Calf's Sweet Breads en Patties ROASTS
Roast Long Island Duckling, Apple Sauce
Roast Prime Ribs of Beef, Au Jus
ablial Roast Prime Ribs Lamb, Brown Sauce
Roast Young Turkey, Filling, Cranberry Sauce VEGETABLES
(7) every Mashed Potatoes Candied Sweets Golden Wax Beans
SALAD
Salade de Saison DESSERTS
Plum Pudding with Hard Sauce
Strawberry Short Cake with Whipped Cream
Vanilla Ice Cream and Cake
Assorted Home-Made Pies
Fruit Cake Cheese and Crackers Raisins BEVERAGES Tea Coffee
dinner served from noon till eight
Seminole Cafe Menu, Thursday, Jan. 1, 1925
$\qquad$


DISTINGUISHED BY A NOTE of SMARTNESS and SIMPLICITY REFLECTING A COMPLETE UNDERSTAND. ING of THE REQUIREMENTS of DISCERNING WOMEN.


We wish to take this opportunity of wishing all our many friends A HAPPY NEW YEAR-and thank you for the many favors we have received in the past-and trust that our friendship will be continued for many years to com

We hope that the coming year will be the happiest and most prosperous you have ever known -and that you will enjoy all the good things that are bestowed upon you.
(Wi) ilson's
THE HOME OF GOOD SHOES Orlando,

Florida.
 The many big crops of the fruit and fancy veget grown with Armour's BIG CROP fertilizers ath their superior crop-making ability. Only high materials of known value enter into their composity The plant-food is balanced to suit the needs of the $\%$ ? pended upon to grow big crops ifisig crops are po FOR CITRUS AND VNGNADIE The Armour BIG CROP line is complete It Inclu soil. Among the four types of BIG CROP ctrup
tures there is one tures there is one especially adapted to ther
of your grove. And there's a BIG CROP vim fertilizer to satisfy every need of your soil and Descriptive booklet free on request.

Warehouse at Sanford
Armour Fertilizer, Works
Armour Fertilizer Works.
West Commerclal and R. R. Ave
armour fertilizer wo
Jacksonville, Fla.
"Make Every Acre Do Its Bestrit
Batev?
Trouble
Phone 17

## A New Year's Greeting To You

# WE WILL SELL <br> 39 CHOICE BUILDING LOTS 39 Buena Vista Estates <br> IN THE CITY OF SANFORD, FLA. <br> AT ABSOLUTE AUCTION NEW YEAR'S DAY <br> <br> AT 1:30 SHARP 

 <br> <br> AT 1:30 SHARP}

Buena Vista is growing fast... New houses going up. City improvements promised at once.
Remember Buena Vista is in the city limits. It faces Celery Ave., a brick road, and Mellonville Ave. which is also paved. <br> \title{
LOTS GOING FAST IN BUENA VISTA <br> \title{
LOTS GOING FAST IN BUENA VISTA <br> Sanford is talked about all over Florida. Its growth is solid and substantial. Values are steadily increasing all over the city. Start in the New Year right by investing where you can see your dollars grow every month. Attend this sale. Be our guest. You may get a free lot or some of our prizes. We are glad to greet our friends whether you care to buy or watch others buy. No dull moments. <br> Free also cash and other valuable gifts to those who are on the grounds. There are no strings to our gifts excepting you must be grounds when your Free <br> also cash and other valuable gifts to those who are on the grounds There are no strings to our gifts excepting you must be
name
BAND CONCERT BY OUR OWN BAND <br> 
}

# ead Every Classified Advertisement On This Page 

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

## Our New Year Wish

Is that each day in 1925 will hold some unfound joy and prosperity

To'show our appreciation for past patronage we shall mil endeavor throughout the year to come to ibe better able to meet your needs.

# Florida Cash Salvage Co. 

311 E. First S.

## Good With Greetings

May the Old Year give way to a New Year filled with greater happiness and prosperity is the wish that yee ex tend to both freends and patrons whose business we deeply appre iate and may we continue to serve you throughout 1825.

## McLaulin

212 E. First St.
JEWELER
OPTOMETRIST

## New Year <br> Greetings

What This Store<br>Is Trying to Do in 1925

First of all, to be of service to you; to exercise our best taste and judgment in getting for you the things you need to wear and putting into practice our best business principles to keep costs down.

## McKinnonMarkwood

'FURNISHERS TO MEN WHO KNOW"

## MAY THE NEW YEAR

Hold untold joy for you and may each day sur-
pass the one just past in bringing you health, wealth and happiness.
May we be able to meet your needs and continue to be your friend.

## COLEMANS

Gifts and Stationery Shop

## To Our <br> Friends

This being our second Amniversary in business in Sanford may we say a word of thanks for the business you have so kindly sent us. This business has been, and is sincerely appreciated-and we earnestly hope to number you as a Friend and Customer throughout the years to come.

So with a feeling of gratitude we wish and hope that 1925, in its entirety, may be full of Happiness and Prosperity for you.

Sincerely yours,
Sanford Feed \& Supply Co.
JNO, W. SNEED

## Hurrah For the New Year.....!

It will give us the pleasure of seeving you.
We shall endeavor to so please that we will number you both as a friend and customer.

May this year be only one of the happy ones that are to follow.

## T. W. Russell Furniture Co.

East First St.

## Our Wish for 1925

THAT INTO THE LIVES OF EACH SOME ADDED JOY AND PROSPERITY MA Y ENTER, MARKING THE NEW YEAR AS THE BEGINNING OF A BRIGHT AND HAPPY ROAD WHERE "OTHERS" ARE GIVEN THE HELPING HAND.

## 1925

We extend Greetings and Best Wishes for the New Year

Our organization for the distribution and sale of Sanford Celery is better than even. You can get full value for your crop if slipped through Chase under "Sunniland Brand."

## Chase \& Co.

SANFORD, FLORIDA

It is my wish that 1925--

Will see Sanford and its Citizqng.opjoying greater prpsperity and happiness.

May the New Year mark Sanford's entrance into an unparalleled period of growth that will make Sanford a Bigger and Better City.
E. F. Lane
real estate

MAY THE NEW YEAR 1925
Bring happiness and properity to each friend and patron is the Now Year Wish of the
LOSSING PAINT CO. (INC.)
113 Magnolia Avenue

## TO OUR PRIENDS:

With the coming of another year, we want to pause long enough to extend to you a Happy New Year.

And, too, may we say a word of thanks for the business you have 'so kindly sent our way during the year now drawing to a close? The business has been, and is, sincerely appreciated -and we sincevely hope to number you as a Friend and Customer throughout the years to come.

So with a feeling of gratitude, we wish you a most joyous New Year, and hope that 1925 , in its entirety, may be full of Happiness and prosperity for you.
Seminiole Fuiniture C 0 .
Phone 180-W.
313 E. First Street

