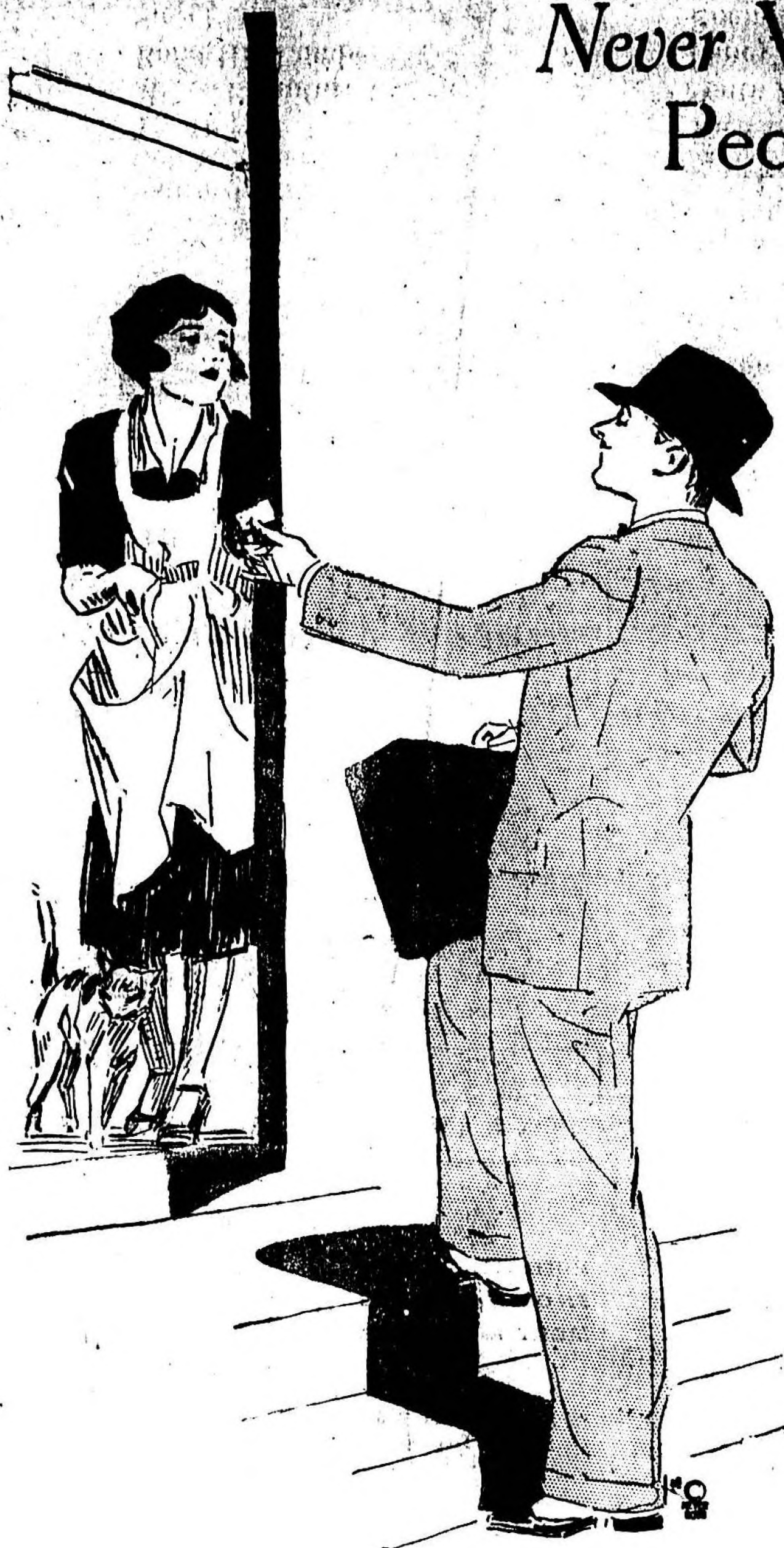




# A Merchant's Responsibility

## Never Was Carried in a Peddler's Pack!



Where could you find today the door to door salesman who sold you something yesterday?

Consider, if you please, how easy it is for him to transact his business without fear of future complications.

He never need worry about the inferiority of the quality of his commodity he sells. Whether it lasts a day or year is of no consequence to him. His sole aim in business is to convert his stock into dollars and cents.

Your home-town merchant is definitely and permanently established in your community. He strives for your satisfaction today because he wants your patronage tomorrow—and he intends to deserve it by offering only dependable quality, reliable branded merchandise and substantial values.

His responsibility is not to be questioned—it's as steadfast as the foundation of the store he occupies.

*In Your Own Interest*  
**BUY AT HOME**

## The Retail Merchants OF SANFORD

This Advertisement Paid For by the Following Merchants and Business Houses:

The Yowell Co.  
Woodruff and Watson  
Lloyd Shoe Co. Inc.  
McKinnon-Markwood Co.  
Gonzalez Grocery Co.  
Sanford Drug Co.  
Geo. A. Speer and Son  
The Outlet  
Miller Furniture Co. Inc.  
Bond-Hill Lumber Co.  
Sie's Place  
Hill Hardware Co.

Edgewood Grocery  
Celery City Lumber & Supply Co.  
McCuller Grocery Co.  
Sanford Feed and Supply Co.  
Churchwell's  
B. L. Perkins.  
Thrasher and Woodruff  
Smith Bros. Inc.  
Laney's Drug Store  
Roumillat and Anderson  
The Sanford Bank and Trust Co.

Mi-Lady's Shoppe.  
Wight Bros. Co.  
Piggly Wiggly  
Sanford Paint & Wall Paper Co.  
Security Lumber Co.  
Ed. Higgins, Inc. Ford Dealer  
Seminole Pressery  
Seminole Awning Shop  
The Sanford Herald  
The Ball Hardware Co.  
The Seminole County Bank  
The First National Bank

# SOCIAL AND PERSONAL ACTIVITY

MRS. FRED S. DAIGER, SOCIETY EDITOR

## Special Calendar

**Olds TO YOUR OLD**  
 30x3 1/2 Fabric \$ 7.25  
 30x3 1/2 Cord 8.50  
 30x3 1/2 Full Over size C'd 9.50  
 29x4.40 cord 12.75  
 31x8.25 cord 19.85  
 29x4.95 cord 12.75  
 32x5.77 cord 25.50  
 30x5.77 cord 23.90  
 30x3 1/2 tubes 1.90

**All Guaranteed Rines Filling Station**  
 1118 Sanford Ave. Phone 411

**GET THE BEST**  
 Flower Urns, Concrete blocks of all kinds, Roofing Tile, Cement Coloring, Etc. from  
**SANFORD CEMENT PRODUCTS CO.**  
 6th and Maple Phone 112-W

**Safe! See Your Neighbors**  
 Plan 8 per year dividends  
**SANFORD BUILDING AND LOAN ASSOCIATION**

## ST. AGNES GUILD HAS ENJOYABLE MEETING WITH MRS. R. B. BROWN

An exceptionally interesting meeting of the St. Agnes Guild was held Monday afternoon at the home of Mrs. R. B. Brown on Highway 26, when the members of the guild were entertained by the hostess.

The devotional exercises were led by Mrs. John Leonard, which were followed by a collection for the St. Agnes Guild. The musical program was rendered by Mrs. R. B. Brown and Mrs. John Leonard.

The Guild members were entertained by Mrs. R. B. Brown on Highway 26, when the members of the guild were entertained by the hostess.

## PIPE ORGAN MEMBERS GUESTS OF MRS. ROLZ MONDAY AFTERNOON

The Pipe Organ Club of the First Baptist Church held its weekly meeting Monday afternoon at the home of Mrs. Roland on Highway 26, when the members of the club were entertained by the hostess.

The members of the club were entertained by Mrs. Roland on Highway 26, when the members of the club were entertained by the hostess.

## Sanford Cement Co.

Only Two Cents Per Bag  
 And It's the Only One  
 That's So Good

**SANFORD 4th Monday, Oct. 4th**

**SPARKS CIRCUS**  
 NOW THE WORLD'S LARGEST  
 FREE STREET CIRCUS  
**800 PERFORMERS**  
 SARK, CHIMNEY CLIMBER,  
 STRENGTH TESTER, ETC.  
**STREET PARADE DAILY AT 11 A.M.**

**REAL WILD WEST**  
**TRIBE SIOUX INDIANS**  
 Add: CHILDREN 50c  
 Adults 75c  
 Seats at 6th Street, Sanford, Fla.

## They Have "The Means" All Right

There are Sanford people who plaintively express their regret at not being able to do big things for their city. "If I had the means, I should dearly love to contribute some big thing to Sanford"—or, "If I had the means I would put Sanford on the map as the most beautiful town in Florida."

People who say things like these are sincere. They actually believe that if they had the money they would do wonders toward the improvement of their city. They would go about, they think, buying up unsightly places and transforming them into beautiful buildings or beautiful gardens.

But, speaking of dooryards, how does it happen that very people who talk so earnestly about what they would do for Sanford if they had the "means" are the very ones who do not improve their own property with such means as are in their reach?

## CONSTRUCTIVE CRITICISM LESBURG COMMERCIAL

Almost continually we have questions and requests concerning our attitude towards the municipal and county situations that are in the hands of the Commercial and Lake county officials.

We have sometimes thought that the Commercial and Lake county officials were doing a good job, but when we see the results of their actions, we are often disappointed.

What a pity it is for anyone not to have any money to do with! Decide on what you are best qualified to do and then do it with all your might. Save a portion of each dollar earned and deposit it promptly with this bank where it will grow to a strong reserve fund.

**4 Per Cent Paid on Savings Accounts**

**Seminole County Bank**  
 Sanford, Fla.  
 STRENGTH - SERVICE - PROGRESS

## Justifiable Confidence TAMPA TRIBUNE

"This disaster, however, in no way detracts from our conviction as to the great future of Florida and its rapid progress and development."

It is a common saying that "God helps those who help themselves." In the case of Florida, it is a fact that the state is helping itself by the efforts of its people.

The Chamber of Commerce is a body that is organized to help the people of Florida in their business and industrial activities.

## A CHAMBER OF COMMERCE HICKORY, N. C., RECORD

Whatever is good for a community will stand. The existence of a Chamber of Commerce depends on the good it does for the community, but its failure or disappearance from a community does not mean that the spirit of the thing has gone.

The Chamber of Commerce is a body that is organized to help the people of Florida in their business and industrial activities.

## NO MALICE TOWARD FLORIDA WORCETTER, MABS, GAZETTE

Our admiration of the mathematical genius of the man who built the Panama Canal is not diminished by our knowledge of the fact that he was a native of Florida.

The man who built the Panama Canal is a native of Florida, and his achievements are a source of pride to the people of this state.



## Busy People Are Happier

What a pity it is for anyone not to have any money to do with! Decide on what you are best qualified to do and then do it with all your might. Save a portion of each dollar earned and deposit it promptly with this bank where it will grow to a strong reserve fund.

**4 Per Cent Paid on Savings Accounts**

**Seminole County Bank**  
 Sanford, Fla.  
 STRENGTH - SERVICE - PROGRESS

## Herod Subscribers!

Special Messenger Service is maintained daily until 8 o'clock in the evening to deliver papers to any subscriber who is missed by regular boy.

**Phone 148**  
 CIRCULATION DEPARTMENT

**The Sanford Herald**

## The Sanford School of Music

The Sanford School of Music offers facilities for the study of all branches of musical art under the finest teachers in the profession. Regulates now for the fall term in violin, piano, voice and theory.

**Sanford School of Music**  
 Meach Building

## Pay Household Bill By Check

The busy housewife finds a check-in account a great time and labor saving device. A few strokes of the pen in paying personal and household bills, save precious time and energy required for more important activities.

**FIRST NATIONAL BANK**  
 SANFORD, FLA.

**Rel & Sons**  
 115 Magnolia Ave.  
**24c**  
**121c**  
**9c**  
**49c**  
**43c**

**MEATS**  
 Breakfast Steer

**WOODRUFF & WATSON**

## Blues

Styleplus York Blues  
 Silk Lined  
**\$40.00**

**WOODRUFF & WATSON**

## Sale of Lingerie

Big factory shipment of silk and cotton underwear for this special sale.

**Wednesday and Thursday**

**Silk Gowns and Teds**

Made of fine unfinished worsted, tailored and styled, and with special silk linings. In addition to this the Styleplus label warrants the quality, fit and wear of this suit to you. Now that blues are so popular, we advise you that you can not do better than make a YORK BLUE your next purchase.

We urge you to come in and see them.

## WOODRUFF & WATSON

WOODRUFF & WATSON  
 115 Magnolia Ave.  
**24c**  
**121c**  
**9c**  
**49c**  
**43c**

**MEATS**  
 Breakfast Steer

**WOODRUFF & WATSON**

## Baptist Circle Holds Regular Session At Home of Mrs. Biggers

Among the many church organizations holding meetings Monday afternoon was the Baptist Circle of the First Baptist Church. The meeting was held at the home of Mrs. Biggers.

The members of the circle were entertained by Mrs. Biggers on Monday afternoon, when the members of the circle were entertained by the hostess.

## Truth Seekers' Class Has Annual Election Of Officers Monday

The Wesleyan Truth Seekers Class of the Methodist Church held its annual election of officers Monday afternoon at the home of Mrs. Biggers.

The members of the class were entertained by Mrs. Biggers on Monday afternoon, when the members of the class were entertained by the hostess.

## Organ Club Will Meet At Home of Mrs. Biggers

The Organ Club of the First Baptist Church will meet Monday afternoon at the home of Mrs. Biggers.

The members of the club were entertained by Mrs. Biggers on Monday afternoon, when the members of the club were entertained by the hostess.

## Circle Members Present at Meeting

The members of the Circle were present at the meeting Monday afternoon at the home of Mrs. Biggers.

The members of the circle were entertained by Mrs. Biggers on Monday afternoon, when the members of the circle were entertained by the hostess.

## Sanford Cement Co.

Only Two Cents Per Bag  
 And It's the Only One  
 That's So Good

**SANFORD 4th Monday, Oct. 4th**

**SPARKS CIRCUS**  
 NOW THE WORLD'S LARGEST  
 FREE STREET CIRCUS  
**800 PERFORMERS**  
 SARK, CHIMNEY CLIMBER,  
 STRENGTH TESTER, ETC.  
**STREET PARADE DAILY AT 11 A.M.**

**REAL WILD WEST**  
**TRIBE SIOUX INDIANS**  
 Add: CHILDREN 50c  
 Adults 75c  
 Seats at 6th Street, Sanford, Fla.

## Blues

Styleplus York Blues  
 Silk Lined  
**\$40.00**

**WOODRUFF & WATSON**

## Sale of Lingerie

Big factory shipment of silk and cotton underwear for this special sale.

**Wednesday and Thursday**

**Silk Gowns and Teds**

Made of fine unfinished worsted, tailored and styled, and with special silk linings. In addition to this the Styleplus label warrants the quality, fit and wear of this suit to you. Now that blues are so popular, we advise you that you can not do better than make a YORK BLUE your next purchase.

We urge you to come in and see them.

## WOODRUFF & WATSON

WOODRUFF & WATSON  
 115 Magnolia Ave.  
**24c**  
**121c**  
**9c**  
**49c**  
**43c**

**MEATS**  
 Breakfast Steer

**WOODRUFF & WATSON**

# And Palm Beach Meet in 2nd Game Of Series

### YANKS OUTFIELD STRONGER THAN THAT OF CARDS

Bambino Makes Outer Garden Stronger Than Opponent; Hitting Strength Is 318

NEW YORK, Sept. 28.—(AP)—The New York Yankees, menarches in favor of the Yankees as the strength of the outfield to play in the world series weighed in. St. Louis has no Ruth. The Yankees slinger with 47 home runs and 100 RBIs, and the Cardinals slinger with 47 home runs and 100 RBIs.

### Victory Over Mackmen Gives Tribe Hold On Position; Uhl Wins His 27th Game; And Burns Hits Double

CLEVELAND, Sept. 28.—(AP)—Cleveland won second place in the American League by defeating Philadelphia in a game that was a triumph for the Indians.

### RICE TRIPLES IN SECOND PLACE IN YOUNGER CIRCUIT

PHILADELPHIA, Sept. 28.—(AP)—Philadelphia defeated Boston today, 5 to 4, in a game played amid chilly breezes. Rice's triple in the fourth scored two runs and decided the game.

### Sanford Grove

"Amid Majestic Pines"

The Direct Path

### Weather Map Shows Erratic Condition In Many States of U. S.

WASHINGTON, Sept. 28.—(AP)—The weather bureau today showed the eastern and southeastern states awash in mid-summer weather, while winter spread over parts of the west and north-west.

### Fonck Plans Another Cross-Atlantic Flight

NEW YORK, Sept. 28.—(AP)—Captain Rene Fonck who has been credited with any airplane in the world, is planning to attempt a cross-Atlantic flight in a biplane.

### Miss Collett Faces Strong Competition

FAIRFORD, Penna., Sept. 28.—(AP)—Chicago girls are offering formidable competition for the woman's national golf champion, Miss Glenna Collett, of Providence, R. I.

### Landis Gives List Of Eligible Players

CHICAGO, Sept. 28.—(AP)—Baseball Commissioner K. M. Landis announced today that the list of eligible players for the 1937 season will be announced in New York on Oct. 2.

### NORRIS MAY NOT BECOME HEAD OF JUDICIARY GROUP

WASHINGTON, Sept. 28.—(AP)—Senator Norris of Nebraska, who has been named as a possible head of the Senate Judiciary Committee, is expected to be replaced by Senator Clegg.

### Legal Records

Warrant Deeds  
William M. ...  
George F. Hubert to F. A. ...  
...

# PIANO BECOMES LOCAL GRIDDERS CLOSED SECRET BEGIN WORK FOR LEESBURG GAME

Monday's Practice Devoted To Perfection of Aerial Game; Ends and Back In Good Form Says Coach

By Bill DeLoach  
Senior High School's gridiron football team began their preliminary practice Monday afternoon at the local athletic field. The practice was devoted to the perfection of aerial game, which is the one of the team's specialties.

### Club Standing

Club	W	L	T
American League	47	69	11
Philadelphia	81	69	10
Washington	81	69	10
Chicago	81	69	10
St. Louis	81	69	10
Boston	81	69	10
Philadelphia	81	69	10

### Sanford Grove

"Amid Majestic Pines"

The Direct Path

### Weather Map Shows Erratic Condition In Many States of U. S.

WASHINGTON, Sept. 28.—(AP)—The weather bureau today showed the eastern and southeastern states awash in mid-summer weather, while winter spread over parts of the west and north-west.

### Fonck Plans Another Cross-Atlantic Flight

NEW YORK, Sept. 28.—(AP)—Captain Rene Fonck who has been credited with any airplane in the world, is planning to attempt a cross-Atlantic flight in a biplane.

### Miss Collett Faces Strong Competition

FAIRFORD, Penna., Sept. 28.—(AP)—Chicago girls are offering formidable competition for the woman's national golf champion, Miss Glenna Collett, of Providence, R. I.

### Landis Gives List Of Eligible Players

CHICAGO, Sept. 28.—(AP)—Baseball Commissioner K. M. Landis announced today that the list of eligible players for the 1937 season will be announced in New York on Oct. 2.

### NORRIS MAY NOT BECOME HEAD OF JUDICIARY GROUP

WASHINGTON, Sept. 28.—(AP)—Senator Norris of Nebraska, who has been named as a possible head of the Senate Judiciary Committee, is expected to be replaced by Senator Clegg.

### Legal Records

Warrant Deeds  
William M. ...  
George F. Hubert to F. A. ...  
...

# SANFORD GROVE, Inc

312 National Bank Bldg. Phone 248

### AD. RATES

For classified advertising, contact the advertising department. Rates are based on space and length of time.

### Business services offered

FOR SALE—Spacious home in the city. Call for details. 1234 Main St.

### Advertisements

FOR MEN AND FOR WOMEN... LANEY Dry Cleaning Co. 312 National Bank Bldg.

### Real Estate Directory

HIGGINS SMITH WIGHT, INC. Real Estate and Insurance Brokers. 312 National Bank Bldg.

### Professional Services

Attorney at Law... 1234 Main St.

### Help Wanted—Male

SEMINOLE EMPLOYMENT BUREAU. 204 North Park Ave.

### Help Wanted—Female

SEMINOLE EMPLOYMENT BUREAU. 204 North Park Ave.

### Household Goods

FOR SALE—Red Star all range, good condition. 1003 Elm Ave.

### Miscellaneous

FOR RENT—Furnished bedroom and kitchen. 1101 Elm Ave.

### Automobiles for Sale

WILLIS-KNIGHT and Overland. P. and M. Motor Co. 208 W. 1st St.

### Elton J. Moughton ARCHITECT

First National Bank Bldg. Sanford, Florida

### Notable Cast With Valentino in Film Showing at Milne

The "Son of the Shark"... Notable cast including Valentino and other stars.

### Wants a Big Plate

Do not hesitate to give the boy a big plate of our ice cream. It is big, it is delicious, and it is yours for a few cents.

### SEMINOLE CREAMERY

Telephone 634. 666. Sells Real Estate. It Does! Its Action!

### Too Much "Acid"

Excess Uric Acid Gives Rise to Many Unpleasant Troubles. Doan's Pills.

### DOAN'S PILLS

Excess Uric Acid Gives Rise to Many Unpleasant Troubles. Doan's Pills.

### Elton J. Moughton ARCHITECT

First National Bank Bldg. Sanford, Florida

### Wants a Big Plate

Do not hesitate to give the boy a big plate of our ice cream. It is big, it is delicious, and it is yours for a few cents.

### SEMINOLE CREAMERY

Telephone 634. 666. Sells Real Estate. It Does! Its Action!

### Too Much "Acid"

Excess Uric Acid Gives Rise to Many Unpleasant Troubles. Doan's Pills.

### DOAN'S PILLS

Excess Uric Acid Gives Rise to Many Unpleasant Troubles. Doan's Pills.