



Poll Parrott SHOES
Records show that one out of ten adults suffer from foot trouble at the age of fifty! One pair of poorly-made shoes that fail to support and protect your child's feet may lead to a lifetime of trouble. Depend on us for correct fitting in these famous Poll Parrott Shoes.

IVEY'S
Sanford's New Exclusive Shoe Store

Roussiat & Anderson
The Prescription Shop
Sanford's Leading Drug Store
Phones 36 And 9118

Scott - Carraway, Inc.
"The House Of Westinghouse"
Everything Electrical
For the Home
Phone 111 118 Magnolia



B. L. Perkins
CORRECT MEN'S WEAR
Florsheims \$9.50 up
Friendlys \$5.00
Fortunes \$4.00
Shoes \$1.00 up

SHOES

Speer's Shoe Clearance
Extra Special
Speer's Budget Shoes Reg. \$2.59
Hummingbird Davenshire
Crepe Silk Hose Reg. \$1.15
\$3.74
All the New Shades
Both Friday and Saturday for **\$2.50**
Saving Of **\$1.15**

An Appeal To Pride.....

Sanford's future lies in the willingness of the public and the business and professional men to work in harmony towards establishing a civic pride which will not permit large-scale purchasing in neighboring towns by Sanford residents.

There can be no denying that this too prevalent tendency among our citizens to go elsewhere to buy standard commodities when these commodities are right here on our own shelves, and at the same price, is a factor operating against the financial welfare of us all.

There are probably some things that can be bought in Orlando that can't be bought here, but, by and large, Sanford offers just as good shopping opportunities as our neighbor on the south, and the oft-heard excuse that "I can't buy so-and-so in Sanford," is no valid reason for a house-wife stocking up on a month's supply of staples in Orlando, when the expressed intent of her shopping expedition was to buy an unusual type of hat or a jar of caviar.

There is a condition of human frailty existing among a portion of our people who, somehow, believe that the label "bought in Orlando" is a mark of distinction and one of which to be proud. But the label, if anything, means that the person bearing it was in most cases either forgetful or contemptuous of the obligation he owes the city from which he gets his living.

We, the merchants of Sanford, earnestly appeal to the home-town pride of our people and urge them to BUY locally whenever possible, to the end that each individual in Sanford will benefit thereby.

Reel & Sons
Dodge-Plymouth
301 W. 1st St., Sanford
Dependable Used Cars
One Special Every Day
Watch Reel's Specials Daily

McKee Auto Supply
Goodrich Tires and Batteries
Motorola Radios
and
Auto Accessories
108 W. 1st. Phone 135



HILL HARDWARE CO.
China Ware
Special 32 Piece Set Dishes \$4.35
Special 42 Piece Set Dishes 5.50
Special 35 Piece Set Dishes 6.25
Glass Ware at Attractive Prices
Pitchers 40c—Water Glasses 5c & 10c ea.
Complete Assortment of Pyrex
Open Flame Cooking Utensils
301 E. 1st Phone 53

Touchton Drug Co.
The Rexall Store
Prescriptions A Specialty
Phone 325 Sanford, Fla.
Save With Safety

You Can Afford To Be Your Most Attractive Self At Our Reasonable Prices.
Our Skilled Operators Have The Most Modern Equipment At Their Command To Serve You.
Evaleen's Beauty Salon
113 Magnolia Phone 735

SCOTT'S GULF
SERVICE STATION
Go farther on Scott's good Gulf gas, the super power fuel with easy starting power, quicker acceleration and longer mileage.
Try our complete lubrication service.
"SANFORD'S FORD NEIGHBORHOOD SERVICE STATION"
CORNER END AND PARE PHONE 377

MATHER FURNITURE CO.
A Complete Line Of Furniture and Home Furnishings
"Good and Bad Furniture"
113 Magnolia Phone 127

COWAN CO.
Appreciates Your Business
Further Reduction on all Fall Shoes. See our window display.
Outfits for the Whole Family



Hollywood SHOPS
WHERE Style And Value PREDOMINATE
Women's and Misses



Good Furniture Costs Less
We Have a Complete Line of Quality Home Furnishings At Attractive Prices
The Sanford Furniture Co.
113 Magnolia Phone 127

