

"Keep Sanford Dollars at Home!"

A CAMPAIGN WHICH, WITH YOUR COOPERATION, WILL BUILD SANFORD INTO A BIGGER AND BETTER CITY.



SPONSORED BY

Edward Higgins,
Mayor Of Sanford

"THE PLAN"

At the request of a group of citizens who realize the seriousness of the loss of trade to Sanford by out-of-town buying, I am putting on a vigorous campaign to show the people of Sanford that it is to THEIR interest to trade at home and thereby keep Sanford dollars here in Sanford.

Students of the local Grammar School, the Junior High School and the High School will call on YOU beginning Monday after school and ask YOU to sign a pledge card like the one below, promising that you will co-operate by trading at home for at least the next four months and thereby do your bit to "Keep Sanford Dollars at Home," boost Sanford, and make this a bigger and better city in which to live. Prizes totaling \$33.00 will be awarded to students securing the most pledges.

MY PLEDGE

Mr. Edward Higgins, Mayor
City of Sanford, Florida.

November 21, 1939

Dear Mr. Mayor:

I am entirely in sympathy with your campaign to keep Sanford Dollars in Sanford, so that they may circulate here and thus improve the general condition of our city. I believe in Sanford but realize that we are not making the best of our opportunities and am therefore willing and glad to do my full part toward making it a better town to live in. I further pledge myself for the next four months to trade at home, and do all in my power to encourage my friends and neighbors to do likewise.

Signed Signed
Signed Signed

The Herald will soon publish an honor roll of those citizens who sign the above pledge.

Every merchant, business and professional man will be requested to sign a "Merchant's Pledge" card like the one illustrated below. YOUR Sanford merchants are co-operating to "Keep Sanford Dollars at Home" and at the same time are pledging to you that they will carry a stock of goods that will be as stylish, as of good quality, and as of low prices as you can find in other cities where many Sanford people have been trading.

MERCHANT PLEDGE

Hon. Edward Higgins, Mayor
City of Sanford

Dear Mr. Mayor:

I will co-operate in your plan to keep Sanford Dollars in Sanford and pledge myself to the following:

- To carry such stock of goods as are necessary to fill all demands and to sell at such prices to meet competition.
- To purchase all supplies and accessories, except stock for resale, as are incidental to my business in Sanford as far as possible.
- To impress upon all my employees the importance of spending their wages in Sanford.

Signed.....

The Herald will also soon publish an honor roll of those merchants who sign the above pledge.

TO KEEP SANFORD DOLLARS HERE IN SANFORD EVERYBODY'S COOPERATION IS ABSOLUTELY ESSENTIAL. MAY WE COUNT ON YOU?
(SIGNED) EDWARD HIGGINS

Russian-Finnish Dispute Flaring After Incidents

(Continued from Page One)
Finnish artillery opened fire suddenly on Russian troops stationed at the border village of Malmi, and killed four men, including a junior commander, and wounded nine men, including a junior commander and a junior lieutenant. Seven cannon shots were fired, it was alleged, at the village which is located on the Karelian Isthmus, a narrow neck between the Gulf of Finland and Lake Ladoga. From the Finnish border there is only about 20 miles from Leningrad, one of Russia's largest cities.

However, in Helsinki, the Finnish capital, Premier Calander emphatically denied there had been any shooting.

Observers in Moscow interpreted the reported incident and the Soviet demands in light of the continuing and vicious attack on Finland now under way in Finland, particularly in Petsamo. Communist Party newspaper, which singled out Premier Calander and said he should study the fate that befell "Polish jackanapes."

They pointed out that Russia probably had nearly 1,000,000 troops massed along the borders of Finland, whose entire population is not much more than three times that of Finland.

Similarly, they pointed out, is known as "a land of a thousand lakes" and that these waters are now frozen over easing the way for troops equipped with snow-shoes.

They pointed out, also that the growing campaign of the inspired Soviet press against Finland was similar to that which suddenly opened upon Poland just before the invasion of that country Sept. 17.

At any rate, it was feared that a protest for an invasion had been reported, if an invasion were intended.

Some foreign quarters thus interpreted yesterday's events as a signal for Soviet troops, massed along the Finnish borders, to march in and to cap the diplomatic conquests of the shores of the Baltic that were begun with Estonia, Latvia and Lithuania.

LONDON, Nov. 27.—(AP)—Prime Minister Chamberlain said last night in a radio speech that the Allies' war aims foresees a Utopian Europe completely disarmed and living in good will and mutual tolerance after Hitlerism is crushed.

His speech contained the first detailed statement of Britain's war aims, including "a new Europe" which he said would take years of patient cooperation to bring about.

He warned the British people that Germany at any time may unleash mass aerial bombardments of the British Isles "without any considerations of humanity."

Chamberlain's radio address was his first since he went before a microphone on Nov. 10 Downing Street 12 weeks ago today and announced gravely that Britain was at war with Germany.

The prime minister said the Allies' war aim is "to defeat our enemy" while their peace aims were to "establish a new Europe."

The new Europe, he added, would not be brought about by tearing up old frontiers and redefining the map of Europe according to the dictates of the victors.

"It will be a Europe with a new spirit in which the nations which inhabit it would approach their difficulties with good will and mutual tolerance," he said.

Boundary adjustments will be settled around a conference table.

"There will be a fall and constant flow of trade among the nations concerned," he said, and each European country will have the right to choose its own form of internal government "so long as that government does not pursue an external policy injurious to its neighbors."

"In such a Europe armaments would gradually be dropped as a military expense."

The achievement of this Utopian Europe he said would be a process requiring years to bring about and necessitating some sort of machinery for conducting and guiding its development.

BRITISH NEWS ITEMS

HOVE, England, Nov. 27.—(AP)—General Sir George Tommaseo, 80, who used a tin whistle and a toy gun to rally the British troops fighting from home during the World War, died yesterday in a London home after a long illness.

LOST YOUR KEY?

DON'T GET ANGRY!

PHONE 101

We have a key to all locks.

ROTTMANN

LOCKSMITHS

101 N. Main Street

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