

PHLPS TO QUW

- Result Of comobile Ride



## DF CONGRESS

HANY DUTIES Fons Hathaway Declares AWAIT ACTION Officially His Candidacy

For Office of Governor


HICKMAN GIVES U.S. Sends Marines TNANTY PLEA While Senators Hit BEFORE COURT Nicaraguan Policy


Many brown tho
Russian Linevinks In Black Sea Stom
ughn Candidete SucceedMinsely County Assessor

## In the World ofSports

Stagg Will Noi Re Staff IIONDON TO VIEW MemberA:O As Resulfs

Scarface At Capone Has
Ambition To Quit Ligutor
Game To Einter Polirics U.S. Orders Marine


Don't exppose yourself Send your Family washin to us

Phone 476
Ou Little Red Wagoi Will Call
Sanford Laundy, Inc
Happy New Year! and :here's how:

GREATER tire milage - LESS trouble

- LESS expense


HAPPY NEW YEAR The Bond-Hill Lumber
Co, wishes to extend to all its patrons and friends best wishes for the New Year. I! will be a happy New Year for those whose homes are built of Bond-Hin Products.



NEW Throug Service to the North


On Fine, All-Steel limited Train, THE SOUTH AND


TO CANCINNATI AND TILE NGRTI "THE TLAMINGQ"


## 度絧

LOMOVINT

In two sinpple ways you can make a certain, definite saving in One of theses is to buy a tire of real quality, The other is to get
real ser iece. Both of these are equally impertant. Youill realize
 The BEST tire backed wis real fire ser ice and kept in thic risht condition, will always gyie the LPNEST cost per year
Drop in and let us explain this service to you. W.
in 1928.

## Goodrich <br> Silvertowns

 Phone 703
Road Sense
Statistics rechtly published showing that there wert
Eive hundred and twelye persons killed in Florida last year
by automobiles only serve to emphasize the importance of stringent laws on the part of the state.
As the Tampo Times says this elasualty list "would
shock the entire nation and bring telegrams of sympathy
and offers of assistañce from the world if it represented one sudden disaster like a hurricane, an tarthquake, or
a yolcanic eruption. The five hundred and twelve men sald about who had the right' of way, the wed find mirth sald about who had the right of way, the speed 4 certain
car was making, blinding i.callights, slippery, streets. and
a thousand and one excuses, not reasons, ror inishaps. If a man is thoroughly alive to the fact that he is DRIVING;
A CAR, he does not nave to worry aioout such (things.
"Road sense" will tell him what to do. In a little pamph"let pulblighed by the Nationa! "Safety"
First" Association of Enylant in conjunction with the
Royal Automobile Club. The Automobile the Commercial Motors. Users Association, we find these
rather interesting comments "To the aleri driver many often barely noticeable ols
joad may be chaced sest danger: a ball rolling across tho road may be chased by a rhild as yet unseen: rhe pedesroadside, may suddenly emerre from behind it: ant sharlow or windscreen over the ton of a hedge mave mean the sud-
den $\in$ mergence of a vehicle from some hidden side road dirty wheel tracks, ph tharand hint at harvost critt- eor
ing out from fielashand so on. "Some drivers cron poseess an uncanny instinct on will suddenly step rimht in front ot him: or that there
some fool around the corner alheal on the wrong side BIDLB FIREA FOR TODAY the road, or with his vehicle drawn up on the curve.
"One of the fascinations of cirting is the cultivation
and ugereige of Roal sans. art of anticipation sud intuition, which enablas a driver
do the right thing under nil virring conditions. It can
only be perfected by practical experinnce. It implies such We tho carth refoice.
 complefe knowledge of this Safety Corde. Ithat the corres " "Roarl Sense therefore temands is inatomatic. sportsmanship. Road sense leads "to safety and goorl-fellowe-
ghip on the road. Therefore clo hip on the road. Therefore CLITTVATE ROAD SENSF.. and to act correctly."
Lynchings Are Reduced

Lynchinge iast year in the Uniteyl States were aloout
the number for 1926 , necording to a surver
 There were thirly. This information is wery grat fynf to the

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 The large decrease is attrinuted to nossible prowthin respect for the courts in administrring justion and ilso


 Journal furnishor
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## hatimey bu

The Wather conled off Juat in
tmo to koe "Buck Miller from
makime lt too hot for them.


| As Brisbane Sees It |
| :---: |
| Rones And Now A Bif Secret. Conmic Stuff. |





## Light Ciars..

can now give
bigecar comfort


QUICK SERVICE TRANSFER Ha:ling, Crating, Shlpping and Storage. Ne are prepared to do any reasonable prices. Phone 498 . 601 E. 3 rd. St

FROM FACTVRY
TO YOU
frike sinlite
ExTiRA SERVCE
prices you would pay to
inferior, unknown,
F.P. RINES:

Elita J. Mooghton Architect vela mak b


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## NOTICE

We now have our old Phone No. 311 in our new affice Palmello-When you want Elder Springs Water us. And we will give prompt delivery.

## Be Wise

Don't expose yoursell Send your Family Wash ing to us -

Phone 475
Our Little Red Wagon Will Call
Sanford Laundry, Inc.



ICE
(202)

## YOU REMEMBER GOLIATH

DON'T overlook the smaller advertisements in this paper. Look them over. The message which an adverisement conveys is vastly more important than the mere size of the space it fills. Some of the biggest value are often described in type no larger than ordinar

THE safest method is to read all the advertisement large and small. Experience proves that it is time wel spent. The more time you spend in preparation for shop ping, the less actual time you will have to be on your feet in the stores.

Read the advertisements in this paper and you will know in advance just what to buy, where to buy it and how mueh youry ha that the own energy and the presho sale it to wait upon you. Preshopping in the advertising col umns is simply common sense.
IF you have been skipping the little advertisements in this paper, decide now that you will give them a hearing after this. It will be as much to your advantage as it will be to the advantage of the merchant or manu
facturer whose name is signed to the advertisement facturer whose name is signed to the advertisement.

Referring again to size, there's a little boy
in the movies whose salary makes that of many a man look like petty cash


## Dollars in your pocket for every inch of Herald advertising---

## LLUYD SHOE COMPANY

Sanford, Florida

January 4, 1928.
The Sanford Herald Sanford, Florida. Gentlemen:

I believe that advertising in the Herald has contributed largely to the success of The Big Sale, and I wish to take this means to extend a few words of appreciation.

From the first full page advertisement inserted to announce the opening of the Big Sale on Dec. 14 to the small ad which was inserted yesterday, every inch of advertising space in the paper has paid a dividend in increased sales.

That is what counts, dollars brought into the store to match every inch of advertising space! That is what Herald advertising has done.

True enough I have of fered exceptional bargains in all kinds of shoes, but I feel sure that, unless I could in all kinds of shoes, but I feel sure that, unless I cou have roached evely citizen of Sanford and Seminole
County, at such comparatively slight cost and told them County, at such comparatively slight cost and told them
of the bargains, the sale would not have been entirely of the barg
'Ihe Big Sale closes in about ten days. When it has been coneluded successfully, I shall give a large share of the credit to the Sanford Herald.

Very Sincerely yours, LLOYD SHOE CO.
S. M. Lloyd

Mr. Lloyd says:
"Every inch of advertising space in the paper has paid a dividend in increased sales...."
pportunities To Readers Of Herald Ads.

- RATES

