LUMN XV.

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SINGLE COPIES FIVE CENTS.

dish, Swiss and Dutch

of the progress made in the mic rehabilitation of Europe gh the adoption of the Dawes

crowns, Swiss francs and guilders, returned to parity, ere occasionally quoted at a premium. The Canadian also was quoted at a prefor the first time since 1922. rling exchange, which had anuary, rose above \$4.70 this to within a couple of cents peak price established in the approach to parity since r. The final stage of this mal course of exchange is due to usually heavy and cotton shipments, reprethe return of British capiich had migrated to Amhen the Labor government into power in England fear of adverse legislamoneyed capital, and dur-

ew York to London to take ge of the higher interest the British capital also actor in the advance. h exchange, which touched nts in March, the lowest recent history, rallied to its in the next six weeks. g the announcement the J. ran & Co., had placed a of \$100,000,000 at the disthe Bank of France in ortaking advantage of vulnerable financial posio rapid was the advance ch export business. rds the close of the year the emed stabilized between 5

report. Shifting of funds

its appearance in internatrading was the Polish zloty, around 19 1-5 cents. Gerhas adopted a new coin as the reichsmark for doued to quote the old paper which were stabilized at cents a trillion, although was little actual business in arrency, the bulk of the busiwith Germany being done in s, sterling, Swiss francs or andinavin currencies.

ION OFFICIALS MEET TONA, Jan. 1.-Post com-25 convention will be held.

e University's 440 yard oval g renovated, giving the loool, according to opinions of ill surpass anything in the A sawdust bsae covered g put on the straightaway

ounty employes, a London ilman recently said that half men had to buy margarine d of butter for their famil-

charity whist and dancing was held in a cowshed in and recently, 365 attending.

W LAMP BURNS

94% AIR

Beats Electric or Gas

w oil lamp that gives an brilliant, soft, white ven better than gas or elechas been tested by the U. ernment and 35 leading uniand found to be superior dinary oil lamps. It burns odor, smoke or noise-

cent common kerosene (coal to send a lamp on 10 day's trial, or even to give one to the first user in each lowho will help him introduce

\$500 per month.

nping up; is simple, clean,

Burns 94 per cent air and

ABILITY GIVEN Despite War Wake FOREIGN CASH Vienna Has More Shows Than Ever

VIENNA, Jan. 2 .- At no time in its history has entertainment been provided for inhabitants or urrency Returned to Par- strangers on so liberal a scale in y; General Tone of Money Vienna as at present, according to arket Improved Greatly Herr Breitner, the financial ex-W YORK, Dec. 31.—The dimprovement in foreign He was addressing a deputation of mees this year was generally representatives of every class of pert of the Vienna Municipality. ned by bankers as a reflec- ertertainment and cooked-food and refreshments purveyors, who were pleading for a reduction of the entertainment and luxury taxes

levied by the city.

To justify his unrelenting atti tude Herr Breitner said that, although the population of Vienna has decreased by 300,000 there had been added to the establishments existing prior to 1919 seven play houses with 4.702 seats; five concert halls, adding 50 per cent to ther seating capacity of 16,000 and 45 fashionable bars. Moreover. 174 restaurants and 208 cafes had installed orchestras. There had also been established 32 new permanent and 234 seasonal winegardens, while no fewer than 17,-000 licenses had been granted by the police in the past ten months for the celebration of casual entertainments and festivities in this

American Indians Are numerous crises that de- Traced to The Mayas rolor to the adoption of the Of Yucatan Peninsula

TONOPAH, Nev., JJan. 1. Captain Allen Le Baron, British archaeologist, who has been exploring excavations of ancient-villages in Nevada, passed through here recently on his way to the Colorado river to continue his quest for the identity of the first inhabitants of the American continent.

The captain is trying to discov- most unusual among them is the ial Dames of America. er, as nearly as he can from arthe Bank of France in or- er, as nearly as ne can from ar-permit it to combat the of- chaeological evidence, who these extent to which women workers In making this announcement, sable for use during teething to reduce against the franc, which people were and where they came are creeping into every conceivable Mrs. Joseph R. Lamar, national inflammation of the gums and feversome of the old turquoise mines Women own factories, manage that the organization was directed, and, by systematic excavation to them and supervise them. They under the terms of its constitution to the early races from Rould are plumbers rivetors and respectively. trace the early races from Bould- are plumbers, riveters, safe-mak- tion, to preserve and restore build- FREE BOOKLET ABOUT BABIES er Canyon to the eastern border ers, sand-blasters, gunsmiths, far- ings connected with the early his

Big Orange Festival ers, only two are women.

WINTER HAVEN, Jan. 2. -Preparations under way at the e committee of the Depart will far surpass that of last year 983. of Florida of the American and will exceed the expectations will hold a meeting here of those having the arrangements of the subjects have been in charge. The entire county is places on the program for giving whole-hearted co-operation National Commander and the various communities have be represented as will appointed committees to co-opere the American Legion pub- ate with the Winter Haven com-A representative also is mittee. The executive committee ed from Omaha, Neb., where consists of Frank J. Senn, general chairman, and a representative from each of the cities of Polk K NEARING COMPLETION County. Under these men are local ESVILLE, Fla., Jan. 1.-A committees of three and five memntaway track 220 yards in bers each, who are working united-is nearing completion at the ly with the Winter Haven leaders sity of Florida. At the same to insure the success of the big undertaking.

Particularly gratifying has been the response given by the business , running track facilities men of Lakeland and neighboring cities. The authorities of the Lakeland Fair and the Lakeland Autoheavy layer of sifted cinders | motive Dealers Association have unanimously endorsed the Orange Festival and are stressing its importance as an advertisement not n appeal for wage increase only for Winter Haven but for all of Polk County, which is the premier citrus county of the state.

HUR CHESI COLDS AWAY: STOP PAINS

Pain and congestion is gone. Quickly ?- Yes, Almost instant relief from chest colds, sore throat, backache, lum-

bago follows a gentle rubbing with St. Jacobs

Rub this soothing, penetrating oil right on your chest and like magic relief comes. St. Jacobs Oil is a harm less liniment which quickly breaks chest colds, soothes the inflammation of sore throat and breaks up the congestion that

causes pain. rite him today for full par- never disappoints and does not rs. Also ask him to explain burn the skin.
you can get the agency, and ut experience or money make cobs Oil at any drug store. It has been recommended for 65 years.

Shepherd After "Traducers"



W. D. Shepherd, foster-father of the late "millionaire orphan," William N. McClintoch, will ask legal vindication against "his traducers" whom former seating accomodations; he says cast suspicion over the death of his ward for mercenary purposes. This picture was taken upon his arrival in Chicago from Albuquerque, N. M., where he has been since McClintock's death.

NO CALLING SAFE COLONIAL DAMES FROMINVASIONBY RAISE FUND FOR ENGLISH WOMEN SULGRAVE MAGOR

Quarries, Laying Brick as Well as Doing Clerical Work

LONDON, Jan. 2.-Of the vast

dence indicating a connection be- ney sweeps, lighthouse and light- England to restore the manor. tween the early people of this re-gion and the Mayas og Yucatan, Mexico, is accumulating. He con-brewers, cellar "men." railway states and the District of Columered in Aztec Canyon, 35 miles ge workers, stevedores, street sing York, was chairman. south of Las Vegas. Nev. It is ers, fisherwomen, coal and shale like the masks known to have been mine workers builders, bricklayers, scribed, and will shortly be placed

There are more women than . The greater part of the \$100,000

Survey Shows Women Man- Ancestral Home of George aging Factories, Working in Washington In Northamptonshire eGts \$100,000 As An Endowment Fund

NEW YORK, Jan. 2.-The anarmy of British working people, cestral home in England of George Route 3, Seymour, Texas.

Washington, Sulgrave Manor, in "I have two little ones and they had the state of t numbering in 1921, 17,177,050 per- Washington, Sulgrave Manor, in sons, no fewer than 5,065,332 were Northhamptonshire, will hence gave them Teethina with fine results women. Several startling revela- forth be maintained and preserv- and they are both lively and healthy tions of the state of British indus- ed by the income of a fund bf try are made in this census, which \$100,000 raised in this country by thousands of grateful mothers all over has just been made public, but the National Society of the Colon- sterling qualities of Teethina in re-

president of the society, explaine mers, electricians, electrical ap- tory of the United States. Before Captain Le Baron says the evi- paratus makers, undertakers, chim the world war it sent \$3,000 to

siders one of his most important station masters and yard masters, bia, and all worked under the nafinds a symbol of sacrifice, a railway workers, farm managers, tional committee, of which Mrs. grotesque mask, which he uncov- railway porters and trackmen, bar- William Adams Brown, of New

worn by Maya priests when they "laziers, tile makers, brick and in the hands of permanent trustpurposes, but local dealers conducted the sacrificial services pottery makers, metal workers, ees. Already the income is going and to quote the old paper where thousands of victims were dynamo motor attendants, loco-forward to England, there to be motive engineers, and textile work- expended for the physical care and ers. But of the 156,283 persons preservation of the house whence Polk County Expects employed as dynamo motor attendants and stationary engine drivand the gardens and grounds surrounding it.

men in professional occupations, was given by the Dames them-excluding clerical staffs, but in-selves, but generous aid was also present time indicate that the Polk cluding religious organizations, received from the public. Not a County Orange Festival, to be held law, medicine, etc. The men num-dollar has been deducted from the s, poset adjutants and the in this city Jan. 28-31, inclusive, ber 306,830 and the women 359,- subscriptions on account of collec-

rmours

BIG CROP

Fertilizers

"Make Every Acre Do Its Best"

The many big crops of the fruit and fancy vegetables grown with Armour's BIG CROP fertilizers are our

best advertisement. Actual field results clearly prove

their superior crop-making ability. Only high grade

materials of known value enter into their composition.

The plant-food is balanced to suit the needs of the par-

ticular crop for which it is intended. They can be de-

pended upon to grow big crops if big crops are possible.

The Armour BIG CROP line is complete. It includes

formulas and analyses to suit every Florida crop and

soil. Among the four types of BIG CROP citrus mix-tures there is one especially adapted to the fall needs of your grove. And there's a BIG CROP vegetable fertilizer to satisfy every need of your soil and crop.

Warehouse at Sanford

Armour Fertilizer Works

West Commercial and R. R. Ave.

Descriptive booklet free on request.

was conducted in Florid; by Mrs. Sumter de Leon Lowry as state chairman, who was assisted by the following Colonial Dames as subchairmen: Mrs. W. B. Young, Mrs. Frank Jennings, Mrs. Louis Strumm, of Jacksonville; Mrs. John T. Dismukes. St. Augustine; Mrs. Wm. Knowles, Pensacola; Mrs. Forrest Lake, Sanford; Mrs. Marshall Price, Cocoanut Grove, Mrs. Glenville C. Frissell, Miami; Mrs. E. V. Whitaker, Mrs. Perry Wall, Mrs. D. M. Partrick and Mrs. J. D. Kinser of Tampa.

paid by the societies or by individ-

Mrs. Lake Aids.

The Sulgrave Fund Campaign :

ual Dames.

Florida's quota was completed within the time limit and was second southern state to send in returns to the Central Committee Chairman, Mrs. John F. Bransford of Augusta.

Florida's allotment was \$880, but the amount raised and sent was considerably over \$1,000, the committee thereby receiving much favorable comment.



Baby's Colic and Distress Gone

as you please."

htrs. McKinney is but one among the land who gladly testify to the lieving pain and distress incident to

Builds Better Babies

England's new wireless station The Acragni, the world's largest has eight giant masts 820 feet motor liner, has a capacity of 1,000

A British explorer is now way to British Hondaras to stud the pyramids there.

Spending Telephone Dollars In Florida

HE Telephone Company spent last year, for new plant and for operating expenses in Florida, more money than it collected for all forms of telephone service in the State.

The new money invested in additions and extensions to the system amounted to \$1,-370,000, while the operating expenses were approximately \$1,795,000.

A large part of the money collected for service is disbursed in local communities and remains in Florida's channels of trade where it contributes to the commercial progress and prosperity of the

The rapid a nid continuous growth of the telephone system requires, the investment of enormous sums of new money each year. These funds must be secured by the sale of securities or

be borrowed in the money market. The money you pay for service cannot be used for this purpose.

Hundreds of trained people, most of them natives of the State, and many of them your neighbors and friends, are devoting their best efforts to serving you efficiently.

They appreciate the public interest and co-operation which encourages them in their efforts to keep pace with the telephone needs of their State.

There are more than 970 telephone stockholders in Florida. Bell System stock may be bought at any telephone office, for cash or by making monthly payments.

DAVID LAIRD, Florida Manager

"BELL SYSTEM" SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY

One Policy, One System, Universal Service



...The Basket. MARKET

WILL OPEN on or BEFORE FEBRUARY 1

Corner Magnolia Avenue and Second Street

THE COMPLETE WOMEN'S SHOPPING CENTER, CONTAINING

FEDERAL BAKERY SEL-RITE GROCERY FRUIT AND PRODUCE MARKET DELICATESSEN SODA COUNTER CANDIES BETTY ANN TEA ROOM MUSIC, RADIO, AND ELECTRIC SHOP MARINELLO BEAUTY PARLOR MILLINER WOMEN'S EXCHANGE GIFT SHOPPE PHOTOGRAPER

A Few Concessions Remain Open at This Time for Sanford Merchants Only

SEE MR. PETTESSON AT THE BASKET

ARMOUR FERTILIZER WORKS Jacksonville, Fla.

the fitter of the an individual countries

rs embracing theories on Advance of Science.

paper by Prof. H. N. Russell

contention of Dr. E. P. Felt, lonsed, and some plants are on part tors in the "gilder" class was

back to normal, it having at Montgomery.

Bulk Says Work Is to Loss Are Sold in BATED AT Fairly Plentiful

ber business review issued by the facture of the suction. The little girl held the lucky number in a drawing contest held. review says in this connection:

the lowly arguments Thurs- brick manufacturing plants, show. making up the subdivision. George before the annual convocation arms increase in the purchase of B. Clark acted as auctioneer. efore the annual convocation acme increase in the number of American Association for workers compared with the precedaper by Prof. H. N. Russell, plcyment in Georgia due principally Planning For Big Disciples of Elnstein up- from the north. Cotton-oil plants Fortnight's Sale the finite theory, while sev- at Augusta are temporarily closothers contented the universe ed, but other industrial planters are operating and little unemployment ors in the "gilder" class was

said that with little motive out Florida is keeping resident cat sale event in the history of workers occupied, but there is some great as several hundred miles. Due the winter and offord employ- of all classes now held in stock. ers. Cigar factories are working that the sale will provide an un-

density to incandescent sph- from the Birmingham district, territory to provide themselves f a temperature of some 20,- where practically all plants are on degrees, and then of their a full time basis and increases to clothing at prices hitherto unknown iking to relatively small size forces have been made in coal min. in Sanford. Prices have been slashfor another 15,000 billion Part-time operations are in evidence at Mobile and Anniaton, but The heat of our own sun has increased employment is reported

on extending from the be- s few of the larger lumber plants city will have their chance as well

ie physiological effects of light ployment improved considerably, ity in superabundance are promised subjects of several pa- excepting in textile mills, some of which are idle, and others on part visit the store during the next two time. Lumber milis are on full weeks. time, and cotton oli mills are on full time with increased forcer."

s., who said the hens enjoying Irrigation Commission of New luxury repaid the kindness by South Wales has made available a kill weevils was describ- and other birds from vineyards by George I. Reeves of the de- and orchards in the irrigation area. artment of agriculture as greatly The apparatus consists of a sircul

Beuna Vita Suburb

ATLANTA, Ga., Jan. 1.—Fairly in price from \$250 to 680. A large satisfactory amployment conditions brisk bidding characterized the sell-

· Officials in charge of the suction "Reports received from cotton regard the prices as low with re-cloth and yarn mills, overall and gard to the desirability of the lots

Sanford Store Is

assortment of spring goods in the history of the store, Thrasher & & Woodruff, on First Street, will begin Saturday morning at 9 last for two weeks during which the proprietors plan to completely dispose of fall and winter goods

paralled opportunity for the people of Sanford and surrounding

store, it is said. Everything in the men and boy's lines, fabrics, weaves, cut and colors wide enough in variety please dny taste, is to be sacrificed

From Yiding boots to goloshes is the range in ladies footgear to be placed on sale. Style, fit and qualthe lady shoppers of Sanford who

While all emphasis is being laid sale, they do not neglect to point toward the second opportunity, ford. Through the thorough clearance that the proprietors are counting upon Sanford to make possible | than half as large as were those | tinued till Saturday the 12th only. will come the most complete spring in the same month last year, the A unique feature of this event Danger of live stock being pois- ed to make tests with marine sig- and summer assortment in the his- review reported. tory of the store,

Street Journal.

General Improvement In South Is Shown In The Annual Report Of Federal Reserve Bank Of Atlanta

ATLANTA, Ga., Jan. 1-The 8, indicating a production of 13, States comprising the Sixth Fed- 153,000 bales of cotton this year exist in the Sixth Federal Reserve ing of the lots.

Bank district with some few exLittle Miss Catherine Carroll was ed during 1924 a much larger prothirds billions of dollars. "This portion, of the cotton crop of the year's crop," it adds, "Is the fifth United States than in the past two largest in history in point of valyears, while general business con- ue, and the ninth largest in point ditions in the district have evi-denced greater improvement durthe farmer, according to the De-

> Retail trade in November was serve Bank, says the review in regreater than in October, but will gard to the financial situation. below the corresponding month of retail merchants only buy during the last two months of the year what they hope to dispose of before the inventory period," says the review.

cent below the total for October

this year, the review says. Louns of weekly reporting membor banks showed an increase during recent weeks, the review further shows. Deposits, both delast two years, and the banks have been in a position to accomodate customers without rediscounts Christmas shopping business were at a low point for the year

24 cities in the district for the that city are preparing now for

Lumber mills throughout the ager, sketched yesterday, was the South were reported more active fact that an entire edition of an The plural of the succor that and the number of active spindles Orlando paper would be put out the Soviet seeks is suckers,-Wall in textile plants in cotton-grow- to describe this sale.

Continued growth in the demand December, and crops, taken as a for funds is evidenced in a further whole, have turned out well from increase in the loans and disthe standpoint of money return to counts of 53 member banks selectcomber business review, issued to- ed in cities of the district which report weekly to the Federal Re-

> Building permits, in the Sixth as compared with, 1923, according taled \$3,124,453 against \$9,708,-665 for November 1923, a loss of 16.3 per cent.

Preliminary figures released by the Department of Commerce show

Information received from vared fairly satisfactory employment conditions in the district, with few excentions.

The building program throughout the state of Florida is shown labor. Construction of highways and railroad lines will continue throughout the winter and afford employment to numbers of unskilled workers. Cigar factories worked overtime on holiday orders.

"Orlando Merchants Prepare For Sales

With the close of the Orlando which merchants there say wa

\$17,000,000 greater than during Probably the outstanding sale of mercial failures during November son-Ives Co., which starts this in point of liabilities were less coming Monday, Jan. 5th and con-

ing states increased 218,000 over The clearance will be store-wide in effect and, according to Mr.

Commissioner Mayo Declares Department Consists Of 8 Separate Branches That Do Note Relate to Agriculture attention.

TALLAHASSEE, Jan. 2 .- The ame "Department of Agriculture" as applied to the state department headed by Nathan Mayo, is a misomer, according to the commissioner, because of the many diffcront branches of the department under his supervision having no relationship to agriculture.

The department is composed of eight divisions-agriculture and immigration division, pure foods and druge, stock feed, fertilizer, citrus fruit, and oil division, land division, prison division, field note division, shell fish commission division, chemistry division, and state marketing bureau division. All of these divisions come under the supervision of the so-called commissioner of agriculture.

In his annual repert for the blennlum 1907-08, the then commis-

asked to supply a name, it would be called the dumping ground for

Commissioner Mayo has not pressed himself so strongly as did the late Commissioner McLin. He s of the opinion, however, that the agricultural development of Florida than is now possible with direct bearing on agriculture. the wide ramifications of the di-visions that require so much of his

not only is head of all the divis- pertaining to citrus fruit, fer ber of five different boards that zer and stock feed. This divi handle the state's business, includ. also has supervision of the ining the very active Board of Com- tion of gasoline and olls. missioners of State Institutions.

Everglades Drainage Board, and it is suggested, the bureau of me Hoard of Trustees of the Internal kets does have a relation to as Improvement Fund. Meetings of culture, but not from a producthese boards require a great deal standpoint. these boards require a great deal standpoint of his time. And the prison division alone, he says, takes up at least fifty per cent of his time.

Standpoint the fact that the so-call the says, takes up at least fifty per cent of his time.

that of immigration. He consid- "agricultural" fund, while agricultural fund, agr the state's business, in as much as ! it is through the work done there- it is stated. A liberal allows In that the state has the opportun- officials of the departme ity to attract the attention of would place not would be settlers to the state's fourth of the department's apadvantages and opporunities. The printion in the fund that goes state constitution makes it poss- agricultural work.

THEATRE

templated by the constitution Only two of the divisions tuting the department have pointed out. These are the a tural and immigration division, The commissioner of agriculture the division that handles and

Money Makery

Happy Cow Sweet Feed—24% protein

with any good home grown roughage, will give you the best of all balanced rations for milk production at low cost for feed.

Happy Cow Feeds are high quality feeds, made by Edgar-Morgan Co., Memphis.

Sold by

Seminole Feed Company

FRIDAY

ORLANDO, FLA Transcontinental Tour of the Distinguished Co Stars

FOOT-LOOSE" Acomedy drama of intrique, by ZOE ARINS .author of 'Declases

MAIL ORDERS NOW

ed envelope for the return of tickets. Make checks and P. O money orders payable to Beacham Theatre, Orlando, Fla State number of seats wanted, location desired, price each and

THE TRIUMPH OF THE FLORIDA SEASON

Fashion's Rarest Gems at Your Mercy

Baumel's First Big Sale Starts TOMORROW! Come! Share in This Brilliant Saving Occasion!



Of Fashion will reioice in this sensational announce ment. It brings the choicest, most exclusive apparel creations to you at prices ridiculously low. Let nothing keep you away! Doors open High Powered S A L Rapid Speed S A L Door Open Promptly at 9 A.M. \$50.00 FREE CASH GIFT!

> THE REAL VALUE OF THIS AMAZING SALE—

Will be lost to you unless you are interested in Ready-to-wear of the very highest quality! Exclusive Paris inspired models go on sale tomorrow at prices you have been paying for ordinary garments. Come! Share in the great savings. NOTHING EXCEPTED! I'TS ALL ON SALE NOW!

No reservations of any sort whatever! This entire superb quality stock goes on sale at prices that will create tremendous buying activity for thrifty women will be quick to see this unparalleled saving opportunity.

BAUMEL'S SPECIALTY SHOP

Nail This Quick!

Men's High Grade Heavy Shoes \$4.00 VALUES \$1.95

YES SIR-We mean just that. When it comes shoe prices ever heard of. These shoes are all made from relected stock, double stitched oak tanned sole and will give te best of satisfaction in a heavy work shoe. Good sizes await the early

Now at \$1.95

DRENS BUSTER BROWN'S

\$3.50 Children's Shoes, \$1.95

This let of Buster Brown's Childrens Shoes at \$1.95 will nean a rich saving. We have included a large number of Shoes in this line and while the sizes are not complete you will find wonderful values for this low price. Each pair is tagged with the size and price. Mawe your pick early

MEN'S VELOUR HATS

All \$6.00 and \$7.00 Values, \$4.45

very man enjoys wearing a real imported Velour Hat an this price of \$4.45 for these \$6.00 and \$7.00 values will bring men on the run. All the new colors in light and lark Spring mats of the most celebrated makes. All trade mark brands inluded in full and complete sizes.

FINE MADRAS SHIRTS

Actual \$3.50 Values, \$1.95

V. ben it comes to real high quality shirts this sale gives every man a great saving opportunity. These Shirts are strictly first quality woven madras in the new spring strictly first quanty worth the best NOW ghirt makers. Perfectly cut and beauti ally made. Every man can afford one

A Saving Now at 79c

There beavy weight blue chambray work shirts will give real service. Made from extra heavy fast color chamgray; double shoulders and double stitched fast seams. Lerany cut and true to size. This is not a single light weight shirt but a first auslity garment that will stand wear.

A VERITABLE MOUNTAIN of GOLDEN NUGGETS of SA



STRAIGHT FROM THE SHOULDERthe Greatest, the Most Outstanding Price

CLOTHINGPR

AMAZING! APPEALING! BENEFICIA

A Mammoth Price-Cutting-Picnic for 20th Century Men---Wor cular Stroke of High-Powered Price Cutting that Means the S

Values Up To \$1.50

Can you imagine seiling men's good dress shirts and boys' blouses at 39c? Well here is a whole bin full that will go like wild firethe

SOFT COLLARS

Values 35c and 50c

Here is your chance men to stock up on soft collars. Linen, silk and silk stripes in Arrow, Manhattan, Del Park and Par-

quality. Its advertising truthful comparison, considering the quali monster sale shatters prices on l

THIS WHIRLWIND SALE OF NO DISAPPOINT-

TARTS SATURD

COMPLETE CLOSE-OUT OF ALL MEN'S SUITS!

This Gigantic Low Price Appeal Will Draw Men to This Sale Like a Fire Let No Man Who Wishes to Save, Miss This

ACTUAL VALUES

This gruop of fine worsted and tropical worsteds for Men and Young Men sold regularly as high as \$25,00. The highest quality obtainable in material and workmanship. The Blues, Browns, Greys summer and winter weight, belted and plain, inall the late models-for slender, medium or stout men are absolutely unquestioned values. Nothing but the highest quality of material enters these garments and the hand taoilored effects are the height of style and high class workmanship.

Men's and Young Men's high quality Cashmeres, blue serges, grey and heather mixtures, plain worsteds that sold at \$30.00. The acme of style in the late models for fall and winter wear. A wide range of patterns in these one and two pant suits give excellent selections. The quality is unquestioned and the price is literally giving them away. When you consider what other merchants are asking for similar suits and then compare this sale price, you will readily appreciate this handsome saving. Many suits in this

group and Hart Schaffner and Mark Best offerings. Act promutly, This sensational price cut in these \$35.00 Men's strictly All-Wool Suits will sell the entire group the first day. High grade wool cashmeres, reads with taped seams, good alpaca linings. Handmade buttonholes. The latest in stripes and plain colors. Extra fine serges, worsteds, tweeds and pencil stripes in models that will carry a strong appeal. Every man knows suits values and when

you actually see these high grade suits at the low sale price, you can help but buy one. A large number of these suits are Hart

Values That Will Electrif

The Famous Red Cross Limited Last

Wonder values in this celebrated Red Cross Limited Last. Strictly a \$10,00 price cut to \$7.95. Every number and all lately arrived models included. White Kid Straps, 'Velvets, Patents, Suedes. Light, tan, calf and blond Satin. Your unrestricted choice ...

GRASP THESE VALUES

This is one of the greatest saving values of this shoe sale. \$6.50 value in these handsome French Kids, one strap and pumps in patent leather, beautiful satin strap with hand turned soles and covered box heels. Your unrestricted choice

UNPARALLELED PRICE CUTS

Here is a group of actual \$5.25 values that will startle you. Hollywood suede sandles, patent pumps, strap and cut outs, suede pumps and Lady Baltimore sandles. You can find just your style and size in this large group. Your

That Double Your Dollars.

\$1.50 LADIES' SILK HOSE Full fashioned, all shades

\$2.50 NIGHTENGALE BRAND 1.95

60c BOYS' HOLE PROOF HOSE 35C

\$1.00 MEN'S HOLE PROOF HOSE 59C

\$1.00 TIES, SILK, WOOL KNIT 69C

This line of boys' fine Blouses

Schaffner and Marks and other celebrated brands

When it comes to values these \$5.00 and \$6.00 Dress Pants at \$3.85 must certainly appeal to you. Strictly all wool. Well ailored from high grade woolens in brown and grey mixtures. Black and Blues; browns and

\$5.00 and \$6.00 Values

\$1.50 Values

will certainly please the mothers. The materials are madras and percale of extra quality that, will not shrink or fade, and will stand hard wear and many wash-

Now 95c

BOYS HATS

\$2.50 Tobias Brand

Seldom if ever have you had the opportunity to select a real high quality Tobias Brand Boy's Hat for \$1.45. These tweeds leathers, velours and velvets in grey blue, brown and dark mixtures are a real buy.

MEN'S SPORT COATS

ACTUAL \$15.00 VALUES-\$4.95

Men here is an absolute knock out in these strictly all wool beautiful tailored sport coats. Made from high quality material; beautifuly tailored; patch. pockets,, half belt, others plain English style. In blues, greys-grey materials dark greens and heather mixtures. Every men needs an extra



Talk about collars! Men here is a sure enough col-lar bargain. All standard brands. Every size, every

Now 6 for 45c

NEXT TO FIRST NATIONAL

BANK

Two Weeks High-Powered Selling

ALUES Created for YOU in this HIGH CHARACTER STOCK!

isted Determination to Give Our Patrons tions Ever Announced in this Fair City

S SMASHED!!

HOUSANDS of MEN and WOMEN!

dren who Wish to Dress Richly and Save Wisely! A Spectabusands of Dollars to the Buying Public of this Community.



trictly of the highest

prices are always low in

arried by this store. This g at this opportune time SILK and WASH TIES Values to 50c.

An extraordinary offering in silk and wash ties that will demand your earnest attention. Many of these ties in plain and fancy figured silk NOW 9c

\$1.00 and \$1.50 Values

Black and Brown Calf Belts that sold regularly at \$1.00 and \$1.50. Soft pliable leather of superior quality. Sizes 28 to 44. Every man NOW



THOSE WHO ACT

PROMPTLY

WILL ACT WISELY

Rub Your Eys!

Ladies', Misses and Chrildren's Shoes at 95c

VALUES \$2.50 TO \$4.00 Just imagine these wonderful pumps, exfords, straps and hi-tops in patent, gunmetal and kid, and children's shoes in calf, patent and kid. Some hitop, some low cuts. Dozens of pairs in this lot all tagged with the size and ready to go. This table will cause a scramble. So be here at the

Nowat65c

MISSES BUSTER BROWN'S

A Real Bargain at \$2.70

These shoes for Misses in the famous Buster Brown line at \$2.70 mean a practical saving. We have them in black calf and kid only, in this group. Buster Brown Shoes ing qualities and you can depend on getare noted for comfort, style and wearting maximum service from these shoes 1 V

BOYS WOOL SWEATERS

Genuine Saving at \$2.45

Decidedly low prices that will please the purse. These heavy rope stitch and chain knit sweaters in greys, Ma roons, blue, browns, and fancy stripes are a treasure mine of saving. Extra coat style or pull over, NY made from pre shrunk woolen yarn. These Sweaters will give good service

d Woman Who Reads

Smith's Celebrated Men's Shoes

knows the J. P. Smith Shoe, its comfort and splendid quality of workmanship. These hitops and w up to the minute lasts. Brown f and soft kid. Sold regularly at unrestricted choice.....

THER SHOE SENSATION

and Buster Brown's \$8.50 and \$10 tops and oxfords in black and nd kid. The quality of these shoes ed and the new lasts and lateness these most desirable. Your un-

EN'S FINE OXFORDS

and \$6:00 oxfords in tan, calf. both bals are a revelation at \$3.45.' You n quality and style being absolutethe price is certainly below your for this quality oxford. Your

DINE QUICK ALL BOYS' FINE SUITS

A Barrage of Prize Winning Prices That Actually Amaze the Keenest Bargain Seeker.

STARTLING PRICE CUTS THAT MAKE YOU RUB YOUR EYES

LISLEN BOYS: A regular \$2.50 leather standard football goes to the first twenty-five boys who buy a suit. —:—

CTUAL Now mothers, here are practical fall and winter high grade suits at one-half the regular price. Beautiful 1 and 2-pant suits in A L U E St tweed, cashmere and blue serge. Fine, snappy, trim models in the latest fall and winter styles. Both belted and plain. Excellent quality grade grade material and workmanship. Made by cele-brated manufacturers of boys' clothing. The extra pants double the wear. Never have such suit bargains been offered in this lo-cality. They wil be snapped up quickly at this saving price. Every suit carries our guarantee.

Mothers you all want to save on your boys suits, don you? This sale offers you the greatest, the most satisfying price reduction In this group of \$12.50 two-pant suits we are offering at \$8.95

ou will find every suit strictly all-wool, handsomely tailored from the best materials. The blues, browns, greys, grey mixtures, plaids, checks and stripes offer you wonderful selections. The reputatation of this firm is behind every suit and we want you to be

Boys Every Day Pants

Every boy if he's a regular boy needs extra pants for school and every day wear to save his suits.

Here is an opportunity to stock up on extra pants, just the thing for every day, we have them regularly priced to \$2.50 in wool mixtures, in grey stripes, checks, khaki and some plain col-Grasp this opportunity to save while this stocks lasts.

For Boys and Girls, \$1.29

Every boy and girl knows the Keynee Pajamaettes, made from excellent quality flannel, beautifully tailored and artistically trimmed. As a sleeping garment for young people they have no equal. The excellent quality of pre shrunk material holds its shape and insures warmth and comfort

OVERALL-JUMPERS

\$2.00 and \$2.25 Values, \$1.69

Here is a splendid saving on overalls and jumpers. Made from heavy 220 denim, full roomy cut, with reinforced seams, double stitched. Overalls have full apron, broad pockets, wide girdle. Jumpers made MT roomy for action with large pockets. Rivited and ring set buttons. Each.

'S GOLF KNICKERS

7.50 KNICKERS AT \$4.95

ool, high quality late style knickers ich in demand and this \$4.95 price will hrifty men. A complete run of sizes y tweeds, wool plaids and checks and es will give you a complete assortfail to see this line.

Now

Men's Sweaters

\$2.50 Values at \$1.29

Good heavy chain knit sweaters coat style and pull overs. Just the thing for these cool mornings. Colors in grey, brown and blue. People will grab this bar-gain the first hour, so be here at 9:00 o'clock.

\$2.00 Values \$1.29

When it comes to reat shirt bargains we have a full case of them at \$1.29. Wonderful mad-ras and percales patterns that will certainly please you in sizes from 14 to 17. Don't miss this offering.

MEN'S HATS

\$3.50 and \$4.00 Values

A real sensation in these new Felt Hats. Splendid selections in grey, back and seal brown and in almost all sizes. You can effect a generous saving by buying one of these hats.

Prices Battered

Santord, Florida



Good Sofia Suit Cases, wellined, reinforced corners, 2 straps, clasps and lock, splendid \$2.50 value—





Good every day quality.

25c MEN'S COTTON HOSE

\$2.00 RIBBED UNION SUIT \$1

35c LISLE HOSE FOR MEN

Black, Brown and Blue \$1.00 TOPKIS UNION SUITS

In all sizes for men 15c LARGE HANDKERCHIEFS

Good quality, extra size

Nail This Quick!

Men's High Grade Heavy Shoes \$4.00 VALUES \$1.95

YES SIR-We mean just that. When it comes to shoes this sale will out class any offering in shoe prices ever heard of. These shoes are all made from relected stock, double stitched oak tanned sole and will give te best of satisfaction in a heavy work shoe. Good sizes await the early

Now at \$1.95

\$3.50 Children's Shoes, \$1.95

let of Buster Brown's Childrens Shoes at \$1.95 will a a rich saving. We have included a large number of s in this line and while the sizes are not complete you find wonderful values for this low . Each pair is tagged with the size Mawe your pick early

MEN'S VELOUR HATS

All \$6.00 and \$7.00 Values, \$4.45

y man enjoys wearing a real imported Velour Hat an price of \$4.45 for these \$6.00 and \$7.00 values will men on the run. All the new colors in light and Spring Hats of the most celebratmakes. All trade mark brands ined in full and complete sizes

FINE MADRAS SHIRTS

Actual \$3.50 Values, \$1.95

n it comes to real high quality shirts this sale gives man a great saving opportunity. These Shirts are tly first quality woven madras in the new spring es and colors. Made by the best makers. Perfectly cut and beauti made. Every man can afford one

A Saving Now at 79c

e heavy weight blue chambray work shirts will give eal service. Made from extra heavy fast color cham-; double shoulders and double stitched fast seams. ty cut and true to size. This is not gle light weight shirt but a first ty garment that will stand wear.

A VERITABLE MOUNTAIN of GOLDEN NUGGETS of SA



STRAIGHT FROM THE SHOULDERthe Greatest, the Most Outstanding Price

CLOTHING P

AMAZING! APPEALING! BENEFICIA

A Mammoth Price-Cutting-Picnic for 20th Century Men---Wor cular Stroke of High-Powered Price Cutting that Means the S

Values Up To \$1.50 Can you imagine selling men's good dress shirts and boys' blouses at 39c?

Well here is a whole bin full that will go

opening morning. NOW

like wild firethe

Values 35c and 50c Here is your chance men to stock up on soft collars. Linen, silk and silk stripes in Arrow, Manhattan, Del Park and Parker brands. In all NOW 5c

quality. Its advertising truthful comparison, considering the quali monster sale shatters prices on will be a revelation to even the l

MENTS

RTS SATURD

OF ALL MEN'S SUITS!

This Gigantic Low Price Appeal Will Draw Men to This Sale Like a Fire Let No Man Who Wishes to Save, Miss This

ACTUAL VALUES

ACTUAL

ACTUAL

This gruop of fine worsted and tropical worsteds for Men and Young Men sold regularly as high as \$25,00. The highest quality obtainable in material and workmanship. The Blues, Browns, Greys summer and winter weight, belted and plain, inall the late models-for slander, medium or stout men are absolutely unquestioned values. Nothing but the highest quality of material enters these garments and the hand-taoilored effects are the height of

style and high class workmanship. Men's and Young Men's high quality Cashmeres, blue serges, grey and heather mixtures, plain worsteds that sold at \$30.00. The acme of style in the late models for fall and winter wear. A wide range of patterns in these one and two pant suits give excellent selections. The quality is unquestioned and the price is literally giving them away. When you consider what other merchants are asking for similar suits and then compare this sale price, you

can help but buy one. A large number of these suits are Hart

will readily appreciate this handsome saving. Many suits in this group are Hart Schaffner and Mark Best offerings. Act promutly,

This sensational price cut in these \$35.00 Men's strictly All-Wool Suits will sell the entire group the first day. High grade wool cashmeres, reads with taped seams, good alpaca linings. Handmade buttonholes. The latest in stripes and plain colors. Extra fine serges, worsteds, tweeds and pencil stripes in models that will carry a strong appeal. Every man knows suits values and when you actually see these high grade suits at the low sale price, you

Schaffner and Marks and other celebrated brands

Values That Will Electrif The Famous Red Cross Limited Last Wonder values in this celebrated Red Cross Limited Last. Strictly a \$10.00 price cut to

onoe rrices

\$7.95. Every number and all lately arrived models included. White Kid Straps, 'Velvets, Patents, Suedes. Light, tan, calf and blond Satin. Your unrestricted choice....

- GRASP THESE VALUES

This is one of the greatest saving values of this shoe sale, \$6.50 value in these handsome French Kids, one strap and pumps in patent leather, beautiful satin strap with hand turned soles and covered box heels. Your unrestricted choice

UNPARALLELED PRICE CUTS

Here is a group of actual \$5.25 values that will startle you. Hollywood suede sandles, patent pumps, strap and cut outs, suede pumps and Lady Baltimore sandles. You can find just your style and size in this large group. Your unrestricted choice

COMPELING SAVINGS!

That Double Your Dollars.

\$1.50 LADIES' SILK HOSE

Extra quality spring colers

Full fashioned, all shades \$2.50 NIGHTENGALE BRAND

60e BOYS' HOLE PROOF HOSE 35C

\$1.00 MEN'S HOLE PROOF HOSE 59C

\$1.00 TIES, SILK, WOOL KNIT 69C

\$5.00 and \$6.00 Values

When it comes to value; these \$5.00 and \$6.00 Dress Pants at \$3.85 must certainly appeal to you, Strictly all wool. Well ailored from high grade woolens in brown and grey mixtures. Black and Blues; browns and

Now \$3.85

\$1.50 Values

This line of boys' fine Blouses will certainly please the moth-The materials are madras and percale of extra quality that will not shrink or fade, and will stand hard wear and many wash-

Now 95c

\$2.50 Tobias Brand

Seldom if ever have you had the opportunity to select a real high quality Tobias Brand Boy's Hat for \$1.45. These tweeds leathers, velours and velvets in grey blue, brown and dark mixtures are a real buy.

Now \$1.45

MEN'S SPORT COATS

ACTUAL \$15.00 VALUES-\$4.95

Men here is an absolute knock out in these strictly all wool beautiful tailored sport coats. Made from high quality material; beautifuly tailored; patch' pockets,, half belt, others plain English style. In blues, greys-grey materials dark greens and heather mixtures. Every men needs an extra slipon sport coat.

Two Weeks High-Powered Selling



'alk about collars! Men here is a sure enough collar bargain. All standard brands. Every size, every

Now 6 for 45c

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ALL BOYS' FINE SUITS CUT TO ROCK BOTTOM!

A Barrage of Prize Winning Prices That Actually Amaze the Keenest Bargain Seeker.

STARTLING PRICE CUTS THAT MAKE YOU RUB YOUR EYES

BOYS. A regular \$2.50 leather standard football goes to the first twenty-five boys who buy a suit. —:—

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In this group of \$12.50 two-pant suits we are offering at \$8.95

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ACTUAL VALUES **Boys Every Day Pants**

Every boy if he's a regular boy needs extra pants for school and

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Here is an opportunity to stock up on extra pants, just the thing for every day, we have them regularly priced to \$2.50 in weal mixtures, in grey stripes; checks, khaki and some plain col-Grasp this opportunity to save while this stock lasts.

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7.50 KNICKERS AT \$4.95

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DRESS SHIRTS

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Now \$1.29

\$3.50 and \$4.00 Values

A real sensation in these new Felt Hats. Splendid selections in grey, back and seal brown and in almost all sizes. You can effect a generous saving by buy-ing one of these hats.

Now \$1.95

Prices

Sanford,



Suit Cases

\$2.50 Values, \$1.49

Good Solid Suit Cases, welllined, reinforced corners, straps, clasps and lock, splendid \$2.50 value—



That Create Actual Savings

25c MEN'S COTTON HOSE Good every day quality.

\$2.00 RIBBED UNION SUIT @ Fine quality, heavy weight

35c LISLE HOSE FOR MEN Black, Brown and Blue.

\$1.00 TOPKIS UNION SUITS In all sizes for men

15e LARGE HANDKERCHIEFS

Good quality, extra size