

Buying opportunities are numerous, but the Ou tlet's January Sale represents the greatest Buying event of the Season. Buy Spring Goods at reduced prices. You can't afford to miss this.

| SPRING COATS <br>  $\$ 14.95, \$ 27.50$ |
| :---: |
|  |  |
|  |  |
|  |  |



SALE STARTS FRIDAY
January 15th, 9:00 A. M.
Dress Fashions That Set The Vogue ALL GREATLY REDUCED
Group 1

Group 2
Group 3
$\$ 12.50$ $=5=2$ $=5=$

$$
\$ 14.95
$$

$$
\$ 19.75
$$



Positively the greatest saving event of the Season for the investing public.

|  |
| :---: |
| Men's Shirts <br> Soldem hasit been your goo for <br>  |
| 95c |





|  |
| :---: |
| Special Sale on MEN'S HATS Hundreds of Hats, all taken higher-priced selections, are of these Hats will be worn Winter. |
| $\begin{gathered} \$ 2.98, \$ 3.85 \\ \$ 4.08 \end{gathered}$ |








## SOCIAL AND PERSONAL ACTIVITIESIE:






## Have Client Waiting

Two Story House in Good Location

How to Eliminate Worry
One of the best ways to eliminate worry is put your valuables in our Safe Deposit. Vault-
thus assuring the bost protection against loss thus assuring the bast protection against loss
from fire or theft. Private Lock Boxes rent for as little as $\$ 2.00$ to $\$ 5.00$ per year.
4\% Interest Paid on Savings Account
Feminole ClountyTBank
Sanford, Fla

I have forty lots, listed in Bel-Air, which can be bought at a bargain.
Can give good terms on any of them.
Let me sell you some good income property.
KARL J. SCHULTZ
real estate-INVESTMENTS Phone 744
606-607 First National Bank Building W. F. Holborn, Sales Manager. ${ }^{*}$

## Sanford Grove

"Amid Majestic Pines"

Lots in Sanford Grove ave selling fast! Yet this is not surprising practic al mined men and women possessed of a sense for determining good value would just naturally respond whole-heartedly to this opportunity of procuring residential homesites at such comparatively-low prices.

But the price is just one point in your favor. Now consider the location of Sanford Grove - with frontage on Geneva Ave. the first highway to be paved through the funds of the new bond issue. Then the fact that the new Crescent boulevard will intersect in the first section of this property. Such location as this is making enthusiasts of the most sceptical investors.

SEE THESE THINGS FOR YOURSELF, a phone call will put you in immediate touch with a mos courteous representative who will gladly sho
you the entire development.

## SANFORD GROVE, Inc.

Comfortable Pullman Busses. Are Operated From

## Sanford to Tampa

by the

## B. L HAMNER ORGANIZATION

FLORIDA'S FOREMOST DEVELOPER
So that you may see and appreciate the investment opportunities of Florida's greatest city, buie Sor Tampa, ev ery morning at 7 o'clock. Other accomodation rovided guests by the Hamner Organization.

You are invited to write to the

## B. L. HAMNER ORGANIZATION

for further details
311 Franklin Street, Te

## DRUID PAR

 ward, especially along Sanford Avenue and the San-ford-Orlando Road, daily new buildings are started and new developments have began to show improvements. Places that seemed "far off" some time ago are now in the heart of the city. Probably these far off spots could have been bought for a song not so long ago and today they are selling for many hundred dollars per foot.```
HE SAME THING will happen to Druid Park offers the best to those wh planning on buying just ahead of this the State Highway No 3 (Sanford- Ly do Road) and the shores of beautiful Lake Jennie, with every improvement that makes
it a super home community.
-
He SECOND UNIT iy now open for re soon follow. Make your selections now wil you are assured of the cholecest locextions.
```


## A Britt-Chittenden Developme






## the World of Sport




Robinson Pins Fis, Veteran Players IFromMinorLoops


Tunney Will Meet
Cowler Janu
Cowler January 2


## 


$\underset{F}{5}$ pulimod idit Finnish Champion
citicin mit Skater Last Night


$\qquad$







$\qquad$

## Opening Announcement Monday

## Really worth while watching



advertisements tell you what the romance OF business is doing for you.


## Mark Twain

Elected to have Tom Sawyer and Huckicberry Finn cut their caper on the banks of the Mississippi. But when the, great American humorist was a river boatman, the Misssissippi Valley was not as prosperous as it The .
The influx of population to the rich farming lands made eities neces sary as trading and market centers.

The farming lands of East Hillsborough County-surrounding Plant City-are as fertile as the Mississippi Delta. The average money value per acre far reasons it was attracted to the Milssissippi Yalley.

Such conditions assure the permanent growth of Plant City; they stabilize real estate yalues in Plant City. Such conditions go far towards enhancement of greater impolace for the investor who regards continued
Now is the time to investigate and invest in Plant City. Population is in excess of 7,000. Public improvements in the last year amount to

Come and sce. If you cannot come, write.
$\left[\begin{array}{l}\text { Your interest shall receive the prompt } \\ \text { and courteous attention of - }\end{array}\right]$
The EAST HILLSBOROUGH COUNTY CHAMBER of COMMERCE

PHANT CITY,FLORIDA

Coffin of Pedro Menendez De Avilez
To Be Preserved In Davis Shores Vault

$\square$ Woman Resi Winter Park Voted Of Everglades Man









$\qquad$ Januart 10, 1926. .
 Nata SATURDAY SR 10 Pounds of Sugar
for ${ }_{1}$ pound Chase \& Sanboins

No. 2 Tomatoes,
No 2 Corn
per can
Heinz Large
Ketchup
We Also Have
EDGEW00D GRoCis
"The best for less 2484 Sanford Aven
HIGHLAND PARK

[^0]
## W. M. YOUNG, Owner and Developer

Beginning on the 18th inst., my office will be in the building 1 am reconstructing at Park Avenue and Com-mercial Street


## Today's Best Buys Offered By Realt

## A Real Home

Start the New Year right by buying one of the best homes in the BEST CITY IN FLORIDA - SANFORD.

A five-room brick bungalow with bath and all modern improvements at wer than any other home of its kind in the city. $\rightarrow$ Terms easy. .Ready to occupy.

SANFORD has the best year round climate in the State. It is the best
city in which to live and has the best peo ple on earth. See-

## THE HOWARD CORPORATION

Masonic Bldg. Phone 72 Realtors

Real Estate Values Are Increasing


MAYFAIR LAKEFRONT LOTS
 they yill bo the matere. ine
These lots will be offered for next tow days. Terms

 misision.

1) 1us SCDTGGS-SCOGGUN
pEALTV.CO. $\curvearrowleft$
202 FIRST 5T. PHONE 773
SANFORD ~FLOPIOA
$\square$

100 Feet on Park Avenue near Central Street, only ........................... \$6,000.00

An Ideal Residence Lot in Franklin Terrace. Just
\$1,300.00
A number of modern homes in Pine Hurst, good values and easy terms.

Britt-Chittenden Realty $\mathrm{Co}_{\mathrm{o}}$, Inc.
REALTORS
210 East First Street Phone 708-709

We Have the Best Investment in Sanford Avenue Property That Can Be Found:

A 100 foot corner for only $\$ 220$ per foot.
This is an excellent site for an nutomobile display room and garage.

It will pay you to investigate this!

## McCALL \& FOX

"The Firm Substantial"
Sulen Force: R. G. Fox, G. E. McCall, r. l.. Shipp.

1131/2 Magnolia Ave. Phone 745

## We Offer for Quick Sale

Two Story, 10 Room, Stucco House-All modern conveniences. Two baths-completely furnished, good lo-
cation. Corner lot on two pled streets. cation. Corner lot on two paved streets. Two apart-
ments upstairs rented, 5 rooms downstairs, consisting of 2 bedrooms, living room, dining room, kitchen anc bath. Two-car garage. Immediate possession. $\$ 7,000$ CASH - Balance 1-2-3 Years "A Good Income and a Home Combined"

VALDEZ REALTY CO.
keal.rons
Phone 727
Valdez Hotel Bldg.

## BUSINESS CORNER

on W. First Street *
100 ft . for $\$ 35,000.00$
Several advantages over properties held for higher price.

## R. W. LAWTON

203-205 Meisch Building
Sales Force: R. W. l.AWTON, J. M. ROCHE.
our advertising is truthful and not sensational

TWO IDEAL SITES

For auto sales room or nice Apartments, both on Sanford Avenue.
First, 164 feet in block 10 , cörner of 8 th and Sanford Avenue at $\$ 250.00$ per front foot.
Second. 164 feet opposite San Lanta, corner of 15th and Sanford Avenue, at $\$ 100.00$ per front foot. Let us show you these two pieces of property, location and price cannot be equalled.

See either Mr. Richardson or Mr. White.
THE WHITE REALTY COMPANY

First National Bank Building
53 Acres Celery Land, part cleared. Ask us about it.

Tamiami Land Co.
Room 3, Ball Building
Phone 142
$\cdots$

## Houses

Under construction new Spanish stucco house, seven rooms; garage and servants quarters. Corner Magnolia and Spurling. Easy terms. Will be ready for occupancy about February 1st

New Spanish type house; six ro
on Mellonville Avenue; easy terms.
New Spanish stucco bungalow in San Lanta; easy terms.
Lots 3, 4 and 5 Block 16 Tier 1 ; corner of Sanford Avenue and 15 th St. $\$ 100.00$ per front foot for quick sale. Easy terms.
Lot 20, Block 8, San Lanta; price $\$ 2,600.00$
Higguns-Smith-Wight, Inc.

Indian Mound Vere
on the high shores of tit Jöns River

## R. C. TISDALL, real estate and inest

Sanford Office 236-38-Meish Bithlo Office Fifth Avenux One Lot Magnolia Heights-A gain
Thirteen acres of Water front perty-Attractive Price. Five-room house-Cheap. Other Good Investments In Sa Property.
R. C. TISDALE, JR. REALTOR Real Estate Investment 236-238. Meisch Building






## DUBOSE \& HOLER <br> Established 1910

BUSINESS IS BETTER! How about letting us hive that listing that yes
boen holding back for the Winter Buying see

 Yore ant
want.
cill
A. $\cdot:$ PAUL LAKE

## d the Want Ads for Profit, Use them for Results



| 21-Sale, Real Estate |  |
| :---: | :---: |
| ONE 11 room house, all furnished now ready for occupany, bring. ing around $\$ 250$ per month. Near <br>  |  |
| FOR SALE By oner sily lota on Sanford Avenue. Close in. All in one block. Good apartment house site. See G. C. Feilows at Fellow Service Station First and Elm. st and Elm. |  |
| 5 ACRE celery farm, nice house and bren $\$ 0.500$ Terms. Ja Johnson, 112 w . First Street. | 6: |




A Business Site That Demands The Most Careful Consideration of The Most Critical Buyer-An 0pportunity Of A Life-Time!

One Hundred Feet East First Street-Five Hundred Dollars Per Front Foot

A Real Buy!

PORTERE. PITTS
W. V. WHEELER

410-411.42
First Natlonal Bank Bldg.
Phone 490.W.


DEVOES Paint, Varnishes Ball Hardware Co. Ball Phrone 8

Meral work and au repairina,
Hodgins \& Coman Sheet Metal Ca. 207 Brener Are
 hadrons mation

## The Stability and Substantiality of

SANFORD is based, entirely on the agricultural district that surrouds the city. The furtility of the soil has been proven. Not orly the nation but the world knows and enjoys the superior products that are grown in the immediate environs of the city.

## A. F. G

 industrial tract"Sanford's First Industrial Development"
Marks the beginning of an equally important industry. To the time of the opening of the AFG Industrial Tract the industrial possibilities of the city were left to make what progress they could unaided and unassisted. Today every effort is being made to speed the plans that have been made for the erection of plants and warehouses in AFG Industrial Tract that operation will begin in the next ninety days. Such assistance as this is being given only through the efforts of the developers of AFG Industrial Tract.

GREAT THINGS ARE PLANNED FOR THE CITY. GREATER THINGS ARE PLANNED FOR AFG INDUSTRIAL TRACT.

## SITES 96x260-\$2400

With trackage for siding and switching installed and paid for.
TERMS: Twenty per cent cash and the balance payable in six semi-annual payments.

Sites can be secured with five percent deposit, closing in thirty days.

## The Britt-Chittenden Realty $\mathrm{C}_{\mathrm{o}}$, Inc.

This unique development offers excellent investment opportunities.


ANOTHER BRITT-CHITTENDEN DEVELOPMENT

## OUR ORGANIzation

## C. A. Batton C. L. Britt <br> C. L. Britt E. A. Chittenden

Joe D. Chittenden
Frank J. Fitzpatrick
D. C. Griffin
W. C. Hill
W. C. Hiil
E. M. Hunt

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Howard Overlin
Mildred Peabody Mildrea Peabody
E. H. Pichhrd E. H. Plehard Frank L. Woodruff, Jr
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## 

## Baptists To HOUSE TOVOTE Chree-Story ONFIF OHHER ional Plant DEBT MATIERS

Tourists Of Sanford To
Be Invited To Attend Big

# "Get Acquainted" Dance 

## FORIIRR SOLON Proposed Bill Puts ENIERS PRSON Anthracite Industry FORTWOYEARS In Coolidge's Hands

 Is Strongly Ophose
 the
 TTwo ind dotr ocupant To Make Appeal TT



Whilite case is


[^0]:    ## The Most Attractive Part of Sanford and Sou to be One of the Shows Places of Florida.

    I have been working continuousty at least the curbs and grades to feature this superb development.

    The contract has been let for all the pawing. Tho contractons and the City Authorities promise that work will go forward rapidly, just asombs matm con ho bhtaned, and the methods I will follow are in-
     and a quarter mile long and a bed of phos five feet w in for in blom a bed of Petunias a foot wide walk. When all these flowers are in huom, they will p sunsets we have in Florida. While the bantmg alon $q$ each driveway will be uniform rival the dazzhing different varieties of pams and shate trees and flow ers, and yet all will blend together in such harmony as to make a per pect picture. Doing ene marmonious apd beautiful development such as is never possible under the haphazard system or lack of system
    

    The great Main Entrance at Hughev Ave and Coronato Concourse is almost finished. Orders were placed for the material neerled when I designed it months ago, but due to delays in tramsportation the las of it has just arrived from the North. expeet (o) able withan a very few days to show sanford one of the most beautifut subdivision cntrances in at he colntiont it win become more strikingly beautiful every day as the plants that will adorn it have time to grow - - ihe fronded palms that lift their heads about it walls and towers, the crimson bougainville as among the twisted Spanish columns that support its graceful arches, the flame vines pendant from the beautiful st eel span above the Concourse; and at night electric lights will glow and sparkle in the towers and among the vines and flowers, I an see it all coming. Can not you?

    The big fountain that will stand at the head of S wan Oval, just inside the main entrance, is now being erected. It is a duplicate of a fountain standing in the largest park of one of the cities of the North, is shown in the illustration herewith.
    

    Just inside Main Entrance to Highland Park.
    Fcuntain now bcing rected in Swan Oovil.

    Watch the Herald from day to day for illustrations and descriptive matter relating to other distinctive features of this most distinctive development Revonah Park, with its club house, its concrete swim ming pool, its courts for tennis, roque, croquet, bowling on the green, and its play ground and wading poo for the kiddies-all, of course, for the exclusive use of property owners in Highland Park.

    The opening date for sale of lots will be announced very soon. Only a limited number of lots will be sold at this time, as I propose to see this development through and shall retain title to most of it ind of people who will put up the right kind of houses under the high work is complet at the present time I an of the development.

