

G4x+NAS



AT Til Yimans


 CLEAN-UP PRICES IN MEN'S AND BOYS' DEPARTMENT


One lot of grey and brown with two pair pants. All wool. Sizes 8 to 18, for

## $\$ 11.95$

Values up to $\$ 17.00$
BOYS' EXTRA PANTS Serges, Bray: brown, worstel. All sizes, for
$\$ 2.95$
MEN'S PANTS
Blue serge, brown and grey worsted. All sizes, for $\$ 4.25$ One lot children's Gorts, to Clean up at $\qquad$ January Clear-up Sale on Ladies Ready to wear. Price cut to move every fall garment. Coats, wool and silk dresses.



## 

 Why Thine

 HOW LITTLE IT COSTS! How little it
ithought $\pm$ As we go on our daily way;
archnoce a look will suffice t
clear nd the, press of a hand in sym
A sathy onf imement nuth that titar




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N. A. Stiong Indictinent

Among the most distinguished men of the nation who are wintering in Forida is Richard A. Edmonds of Batimore,
aditor of the Manufacturers Record. Mr. Edmonds has per-
haps done more for the South in a commercial way than any haps done more for the South in a commercial way than any
other man. The influence of his sreat paper has been far-
reaching. He has interested capital in the South and above laid on by the government were the only ones we had to pay,
we might more easily discharge them; but we have many ot might more easily discharge them; but we have many
othice as much more grevious to some of us. We are taxed twice as much by our idleness, three times as much by our
pride, and four times as much by our folly; and from these
taxes the commissioners can not ease or deliver us by allow-



| TOM SIMS SAYS |
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## Espiritu Santo Springs <br> <br> incorporated

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In addition to our office at the Springs, you may secure Espiritu Water at:
The Dirat National Pimk Takes Interee IN as Well As FROMIts Depositors


SUBSCRIBE FOR THE HERALD TODAY


## If De Sota Were Methusuia

It is interesting to wonder how De Soto, discoverer of Espiritu Santo Springs, would feel if he were still
alive today and could see the magnificent development now going forward at the spot where he disembarked.

Three magnificent buildings are planned for this location. A pavilion where Espiritu Santo mineral
water will be bottled for national distribution is now under construction. supply visitors with every comf
sort hotel will house the
The building illustrated above is the Sanitarium. skill and will have every facility for the correction of physical and nervous disorders.

## For years, the resources of these springs lay dor- mant, almost as De Soto had found them. Now they

 are teing developed with activity that De Soto, with all his adventu a share in the There is an opportunity for you to share in theprofits which Espiritu Santo Springs Incorporated will obtain from six sources. Your investment will help
in rendering a very necessary service to your fellow in rendering a very necessary service to
men. The demand for this pleasure and
insures a profit from your investment.

Investigate now. The coupon below calls for other - Branch No.


The Dust Test Tells the Filler


Sanford's Social Side

S온ㄷNNALAR $-7$ $5=2$



## YOWELL--DREW CO'S BETTER HOMES CLUB

In keeping with what you would expect from this store, our system of Deferred Payments is outstandingly different.
Maintaining the Yowell-Drew long standing cash basis, we have however instituted as a new and added service our Deferred Payment Plan as a
convenience to those who find it necessary to purchase from their current income rather than from their reser
It is sincere, straightforward and entirely dignified. It provids the means of enjoging now, the things you will eventually buy The success of our Club Plan on Victrolas, Hoosier Cabinets, Refrigerators
and Red Star Stoves, has been the means of our adopting this and Red Star Stoves, has been the means of our adopting this new Better
Homes Club for the entire fnnex.

We believe our plan to be the best in existence. It provides the convenience of extended time at such trifling expense

Our plan stands ready to render a personal service to every home-maker in Central Florida. Let us show you how it may be made to meet your parti cular need.
Use our Better Homes Club for 1024. Our splendid assortmen
ture, Rugs and Home Furnishings are waiting to be used.
Let us demonstrate cur service when your home used.
poly you

## Yowell--Drew Co

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## 35 minsirili



## 1-3 Cash Discount on all winter hats for Friday and Saturday

## Quality Shop

SUBSCRIBE FOR THE HERALD TODAVG

Sanford Freed \& Supply Co.


## QUICK SERVICE TRANSFER

Household Goods, Planos, Safes, Truriks and Bággage ${ }^{\text {Transserred }}$ Anywne

## $5=$ <br> ADAIR PROTECTED Jirst Morgage BONDS on Real Gstate

Property Value and Amount of Loan

Natawaysu investors of that period because they knew that double the amount of the loan.
Adair Protected Bonds-the modern, scien tifcally developed real estate mortgage-are mortgages, but the good old fashioned safety principle of limiting the loan to a safe propor-
tion of the true value of the tion of the true value of the property is an
even more important feature of thess securi-

You ray purchase these bonds, created and
rectmmended by the South's Ond gage Investment House, with full assurance that the accumulated knowledge of 58 years' experience in this field
vestment at every step.

Offered in units of $\$ 100, \$ 500$ and $\$ 1,000$. Our improved partial payment plan makes
this great investment opportunity availzble to saver investors; each payment draws interest


