# The Sanforx therali 



# BUSINESS BLOCK <br> ON UNION AVENUE 

## In the Heart of Sanford, Florida

"The City Everybody is Talking About"

# abSOLUTE AUCTION! Tuesday, March 17, 1:30 P. M. 

This is the opportunity of your life as we all know What Sanford is-the coming city of Florida.Why? Because of its great people, water freight rates, farm lands that are surpassed by none.
Churches of all denomination. Stores carrying stock of goods to equal those of larger cities. Three strong banks, five schools, railroad shops, factories of various kinds where employment is in demand, on the trunk line of A. C. L. R. R. and the great waterway to all parts of the worldThe St. Johns River. All this is much to consider in the future as this town is in its infancy, like
the state of Florida. Property here is selling just one tenth its real value today. It will jump by leaps and bounds in the near future. Don't miss this as you will lose a bargain on day of sale. These lots are all high and dry, on a good business street and in the heart of the city and on the way to the million dollar hotel that is to be built soon.
Remember the OWNER is at your MERCY for you will be facing a genuine auction sale. You make the price and we make the deed.

Conrad-Walker Realty Company ORLANDO, FLORIDA

116 N. PARK AVENUE, SANFORD
Allen \& Brent, Real Estate, 116 East Second Street

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POPULATIONFAST Buck to Farm Movements
Makes But Little Headway Moward Inducing Return
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Queenie Thumax, whu has been delighting ntuge autiences in Loondon



## Five Reasons Why You

 Should Buy Lots in
## PINEHURST

1.--Location and Elevation.
3.-Price and 'Terms.
2.-Investment. 1.-Homes to be built.
.3.-Short Distance from center of City.

## Britt Realty Company

FIRSI' SITREETI.

## FORTMELLO

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## Opportunity

for

## profitable

investment

WHERE RAPID
ENHANCEMENT
of values
ARE ASSURED
THROUGH IDEAL
LOCATION-
in the city limits of

## SANFORD

'The construction of Sanford's New Half Million Dollar 'lourist Hotel within a short distance from Fort Mellon means a quick growth for values of property in this subdivision.

A very limited number of lots remain unsold-Prices range from $\$ 1,100$ to $\$ 1,500$. Attractive terms are available.

## Fort Mellon Development Co.

"Promoters of Sanford's Finest Subdivision"
A. P. Connelly \& Sons 104 Magnolia Ave.



## he Social Side of Sanford

Social Calendar M mady vill entertinn


## We Have Moved

113 Magnolia Avenue
to bettele location
Second Street and Sanford Avenue
momble line of P'ants and Varnishes Call and talk to us ahmul nur plans of runcri sow-rax L...ter

## Lossing Paint Co.

PHONE 276

WATCH THIS SPACE

## A. T. NOLAND \& C0.

maitland
"WE SELL LOTS"



Trene Castle
New silk dresses exclusive styles made of Corticelli high grade silk. Six new March numbers at
850.00

Spring Coats
Fine, lixht weight flammels in all the light shades, plain and fur trimmed. Blue, rose and white. Small and large sizes.
$\$ 25.00$ to $\$ 29.00$



Sport Dresses
Of heavy crepes and cantons in light shades Sizes 16 to 40.
$\$ 25.00$ to $\$ 229.010$

Colored Prints
Heavy flat crepes in all the new bright colored prints. Red, blue. ellow and orchid with light grounds.
$\$ 25-\$ 29-\$ 35$

## Wash Dresses

Shrunk linen, voile and broad cloth. All light shades, fast col
$\$ 7.00$ up

IRENE CASTLE
ORTICELII FASHIONs
Dresses For Girls
Fast colored voiles in light shades "hand emb." stripe broadcloth linens and fine quaity ginghams in mall checks. Sizes 4 to 14 years.
$\$ 2.50, \$ 3.50$ and $\$ 5.00$

Modart and Gossard Reducing Corsets



In the World of Sport
Work Is Begun By $\begin{gathered}\text { Boxing Game In New York Spoiled By } \\ \text { Bad Decisions Given By The Judges }\end{gathered}$ Brewers For Came With Indians Here
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You can buy the Whole Block for just $\$ 10,000$ for the next ten days But Youll Have of Harry Some
Packard Realty Company 205 Meisch Building



I and one of the finest in the city-not a load of gra withg or foot alling-ys. The block is high, well drained, te has become a city of 25,000 people, this hock should readily hring Twonty Times the price we offer it for
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## Then Divide that by Two

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Such popularity must be deserved

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 FOR PROFIT $-:$ Herald Want Ads Will Keep You Posted on All Sanford Business Activities of Importance:- FOR RESULTSenturd mill Herald NAT AD. RATES

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BRINGING UY WATMER
By GEORGE McMANUS


