## For Solid Savings......


....THERE'S NOTHING LIKE A HOME YOU OWN


## - South Pinecrest

You save many ways by owning your own home.
Ownershp is the key to better living for less.
As your own landlord, many dollars you otherwise
pay out for rent receipts go to increase the worth of your property to you. Home ownership is one of the safest forms of investment.

Decide now to acquire the best of savings accounts-a home of your own


## SOUTH PINECREST Offers:

- Terrazo Floors Throughout

Spacious Closets

- Furred Walls
- Paved Driveways
- City Water
- Tiled Baths
- City Sewers
- Spacious Rural Charm
- Builtin Kitchens
- Concrete Block Construction

Act Now And You Can Choose Your Colors Inside And
Out, Also Bath Tile And Brick Trim On Any House Not
Completed. Completed.
 sALEs OFICE: 2825 \& French - proves 2100 - 2880

122 Homes Already Sold . . . 2 will be Completed in 10 Days . . . 5 More Due To Be Completed in 3 Weeks . . . 12 Additional homes under construction will be completed within 60 Days.

Let Us Show You How Easy You Can Own Your Home $\$ 11,200$ to $\$ 13,500$

Service Permonnel F. H. A. slope Down Payment ens Per Month con) es Per Month $\begin{aligned} & \text { (Lection Tares mad Las) }\end{aligned}$
P. H. A.

31CTD Down Payment


We Can Qualify You For One Of The Above Finance Plans Within 30 Minutes You Can Move In While We Are Completing The Paper Work


Church Notices

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## Go To Churck

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## LIPPINCOTT NURSERY SCHOOL

EXPERIENCED
REGISTRATION AUGUST 13，14，15．9：00 to 12：00 Ay CLASSES BEGIN SEPTEMBER ：－9：00 AY limitei）number of registikations taken

## There＇s a New Big Name at Firestone ．．．PHILCO <br> manan

 Now yau cem antey hirestome＇s lower mikes，longer forms and bettur savike on Wow 1957 Philco Redio and TV－Fameus for quaity the worll overl ONLY IN PHILCO DIAMOND D CAN YOU FIND A SET LIKE THIS



Now PHILCO
Now PHILCO
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## We have a PHILCO for every taste

## pocketbook <br> itrestonc

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Sanford Electric $\mathrm{CO}_{\mathrm{o}}$
YOU DON＇T NEED CASH
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## 这 MOOMN

116 Maznolia Ave．


Merchants Should Promote Program To Increase Irade In Sanford Stores

Provaity the moat talked about subject
Corwoen merchants and buninessmen of fan-
for thest rolease published by the forg is the latest rolease published by the
8outheastera Research Corporation "South-
castern Reporta". eagtern Reports"
Ity to read and direst the report on retail trede in Florida cities and the shift that has
taken place during the years 1948-1954. in the Resion IV report on retail trade inIn the Region IV report on retail trade in-
creases during. the reported period. Based on the United States Census of
Buasness the City of Saniord with its 2311 stores in 1954 was at the bottom of the
fraph of 16 cities with only an 18.5 per cent graph of 16 eities with on
According to the report, total sales in per store average of only 880.922, a mere
is per cent increase for the period. is per cent increase for the period.
Appalliag, aecording to many remar Was the slow progress in advancing anles.
Why? What caused the barometer business here to be so low? Where have we
filied? What can we must it be done? Who is responsible? These are just a few of the questions that are
being asked in the haste to determine what should be done -and when. What they have done or not done-for their efforts or lack of efforts. What we pass a.
lone to you in this column comes from pure Sact. Sanford has, for a long time, lacked the concerted effort of its merchants as an organized group to promote Sanford, shopping
In Sanford, and promoting its own facilities for purchasing well have on their shelves many items that are
collecting dust because their neighbors do not know they are there at prices compar-
ablo with atores of any city in Florida. Again we know that the merchants of
neighboring cities are advertising "open on Wednesday afternoon for your shopping con-
venice" and promoting their city every day venice" and promoting their city every day
of the week as a center in which shopping MUST BE DONE. In addition, neighboring
merchants are shouting the convenience of merchants are shouting the convenience of
"open Jfondyy evening" for your shopping. Free parking space available:- is being
chouted innumerable times over and over and Sanford han FREE parking space as
mear or oven nearer ite stores The Sanford Herald

 TODAY'g BIBLE VERSE
Behold the Lord thy God has set the
thed before thee ; so up and possess it.-
Deut. $1: 2$.
Very fl . if any of us realize the full ex.
ploitation of our posabilities God has had
to uso many humble men because gifted
men did not use their gifta.

## Compare the advertising of any city whose retail increases topped that of San-

 Whose retail increases topped that of Saty.ford and you will find another answer to
the situation. the situation. There is no getting around it trade are the merchants who are promoting
their businesses day atter day-and they their businesses day after day and they
Fint tell you that "a dollar invested is a
dollar made " dollar made.
Let's look at the nearby city of Winter
Park, There are 178 stores in Winter Park Park, There are 178 stores in Winter Park,
53 leas than Sanford. Yet their sales in 1954 came to the whopping total of $\$ 17,528,000$ or a ${ }^{\text {a }}$ sales per store average of $\$ 98,472$ -
817.550 more per store in the same year. let the retail trade increase there came to
160 per cent-while Sanford's retail trade It is time that the Sanford merchant
merce and begin a promotion program sec merce and begin a pro
ond to none in Florida.
What will be the advantage? Just glance back at the story told in the figures present-
ed in the Southeastern Reports on Winter
Park-or any one of the other cities in the Park-or any one of the other cities in the
Region IV group.
It can be done in Sanford just as it has It can be done in Sanford just as it has
been done in other cities of comparable size.
Every merchant in Sanford should be Every merchant in Sanford should be
affiliated with the Seminole County Chamber of Commerce-they should also be an
active member in the Sanford Merchants
Association. And Association. And mind you, we sid an agents, retail stores of every kind, every
outlot that has SOMETHING TO SELL! Two or three, even a hald dozen or dozen
merchants annot carry the burden of pro.
moting their city among the citizens in the merchants cannot carry the burden of pro-
moting their city among the citizens in the
community who do the shopping. It isn't fair to let one or two carry the big load and then
turn around and complain that "business is
bad."
Business isn't bad-it's better than it
ever has been. Bank balances are higher-in ever has been. Bank balances are higher-in
1948 there was $\$ 9.511,173.88$ on deposit in
Sanford Banks and Savings Institutions in Sanford Banks and Savings Institutions. As
of June 30 th, there was $\$ 23,894,230.25$. This
in over 150 : increase, Noney is availablepeople are working. Never before has San
ford felt such a tremendous influx in em
ployment. WHEPPE is THE ployment. WHERE IS THE MONEY
GONNG:
Neighburs are actually forsakink one
another and trading with straingers becaue
there has not been a stimulus of "trade another and trading with straingers becaue
there has not been a stimulus of "trade
amongst ourselves" created. talking to a merchant in a neighboring
community-they both sold the same item,
a natlonally advertised one The mater a natlonally advertised one. The merchant tin
the neighboring community had nold 92 of these Items to Sanford people-yet the
Sanford merchants rrice was FOUR DOL.
LAARS LOWER and he had sold only 19 of LARS LOWER and he
them to Sanford people.
There'n the trouble! Neighbors did not
know that the Sanford merchants nold them! Another incident: a Sanford housewife, talking to neighbors, found that the two
ladies were going to another town to buy Purniture. Only throu" the efforts of the
lady who trades "only at home" did they lady who trades "only at home" did they
look at merchandise shown in the nometown atoren-and buy!
When should we start: RIGLic NOWTomorriw the balance of the customers may
be gone! Let's ret together-work together-pro-
mote together to increase the trade in San mote together to in
ford atores NOW!

an editorial
Good Sales Force Attracts Industry
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Singer Dreams In Technicolor
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## AUGUST USED CAR SALE

'52 Plymouth Sedan $\$ 350$.
'49 Buick Sedan $\$ .95$.
'5l Chevrolet 2 Dr. Sedan $\$ 575$.
'52 Ford 2 Dr. Sedan $\$ 375$
'51 Mercury 2 Dr. Sedan $\$ 395$.
'51 Buick Super 4 Dr. Sedan $\$ 725$.
'53 Ford 4 Dr. Sedan \$10:5.
'32 Ford Victoria $\$ 1095$.
'52 Buick Special Sedan \$195.
'53 Buick Special Sedan \$1395.
wr pate static \$1395.
'55 Buick Hardtop , $\$ 2750$
'55 Buick Roadmaster
Bedan-Only 7063 siles $\$ \$ 00$
Nicholson Buick Co.
GHOOD TERMS - GOOD TRADEO








All-Star Football Game Is Tonight

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Feels Even Better than He Looks !

| Ever motion how a man hoole whan to takes tha whan of hio new Cadillee and mads for his Evorite Hidiway? <br> Tabe a good book the reat that gou heve a | And then comees the mirach of Cadillac per Cormagoch. It'c an inspiration juat to nit at the and to melch the miles fow gracefully bo. |
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Holler Motor Sales

## Summer Doesn't Slow Down Results From Classified-Call 1821


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Up In Aflantic

| Regular Hurricane |
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| Warning Stations |
| Get Backstopping | Warning Stations

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## HERE'S THE SALE ALL SAHFORD WATS FOR!

 Annual August Sale 1 DAY ONLY-SATURDAY AUG. 1lth| GAIN | GAINS | RA |
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| SAVE $1 / 2 \ldots$ Save even More. Hundreds of Dresses, Coats, Blouses Sweaters, Skirts, Sportswear, Underwear, and Children's Wear priced at $1 / 2$ and less than $1 / 2$ of former prices ! Dozens of items not listed. This is our BIG once $\beta$ year almost give away Sale. Come early to get best choice. |  |  |
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## 7\% 'Cinderella \& Kate Greenway' CHILDREN'S DRESSES

 $1.98 \quad 3.98$
## Were 208 838-6.98

 Buy for School, for party, for play wear. No Iron coitons, chamerass, nylons, finghams
 Girls 7 to 14 . BLOUSES 1.982 .98 Werce 2.28 ${ }^{3.988}-5.98$



## One Group <br> cortion <br> 59c <br> LADIES SUITS <br> VALUES TO 24.95



Linen, Shantung, woolens, dacron mixtures styled 4 y Bobbie Brooks and Pettio
Sole 6.99-10.95

## SPORTSWEAR

By Catalina, Queen Casual, Bobble Brooks
Cotton knit, cords, broadcloth, denim. SHORTS, PEDDLE PUSHERS, BER-
MUDAS, T-SHIRTS VALUES TO 7.98

$$
\text { Now } 1.00-3.98
$$

Print or Solid Color Cotton SKIRTS
$1 / 3$ to $1 / 2$ off For School and ally yert wear; anart eotion,
 $\begin{array}{cccc}2.77 & \text { to } & 3.99 & \text { DRESSES } \\ 2 & \text { For } 3.50 & 1.99\end{array}$ Jacket Dresses, Flared Skirt, Sheath Dressea for home or atreet

EARLY BIRD SPECIALS !!! ON SALE 9 A. M. SATURDAY COTTON DRESSES Limited Quantity.
NALUES TO 3.98
1.00 Each

| CHILDREN'S SWIM SUITS $50 \%$ off | wOMEN's SWIM SUITS CATALNA $50 \%$ off |
| :---: | :---: |
|  | Odd Lot Tablo $\$ 1.98$ Plue Tax WOMEN'S Pocket Books (2.98 Valuo) |



## LADILS'

Underwear
Nylon gowns, shortio pajamas,
slips, halt-alips, Broken sizea and REGUULAR 3. 98 - 9.98

Now Reduced
to 2.985 .98

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## Britain Goes Ahead With Canal Conference Plans Minus Egypt

Interstate Route Traffic Survey Will Be Conducted Here


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# Democrats Open Nominating Confab 




Giants＇Dormitory To Be Constructed By＇St．Peie Firm

