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## FROZEN SPECIALS

 LIBBY'S FRENCH Fries 7 Pkgs. STRAWBERRIES 5 Cans LEMONADE - LIMEADE 10 cass MEAT POT PIES 4 pggs. $\operatorname{mixa}_{\mathrm{max}}$
# Shop and Save In Sanford 




## Foderal Reservé Board's Control Of Monay Affects Individuals Also

 Jurt about everyone has heard of the leas favorable. It has to offer a higher Inroderal Rocrve Board. Most people prob- terent rata. Over a twenty yoar period the
 ably know tha varcu and tort of renaral incrue could ampount to $\$ 1,000,000$. partisan and non-politicul, has great powers of control orer the nation's money supply. It cis equally probable, however, that many of utte if any influence on the lffe of the averuse man, even risht here in sanford and geminole County, and that they are of direct intereit
intaresta
That follins- at numbers of people are now learning at firat hand-is gravely in
eror. It in true that what the Board does in crror. It in true that what the Board doen in a powerful impact on buainesu. It in also true that it has an equally powerful impact on individuali. A peature article in the sep-
tember 14 lsue of U .8 . Newn and Worid tembort telles the current story in clear and concle fashion.
For some time the Board has boon purculigy that is known as a "tight" money it, "... Is to make money less abundant and mors expensive and thus discourage borrow lag. Borrowed money, when spent, adds to
domand for roods and for tabor-both dimes in for roods upply. The result is pro timen in enort mupply. The result in pren-
sure for rining prices that government of sicialn want to provent." In other words, Io an antilinflation policy. Then U. S. Nown and World Report uro vides mevaral illuutrations of how the "pinch
money" will affect varioun veople and croupn as a practical matter.
The lantalment car buyer- $\rightarrow$ clansifica. un-is encountering come changes. There plenty of credit avallable, but larger down paymenta are anked, and the number of monthy allowabo for paying the balance
beling reduced. That means large monthly

Home buyers, uned to limitiens credit a Chings have changed. Larger down payment ${ }^{4} \mathrm{~m}$ raumur,
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Miller for lintlerifen.

Malco Hearing Service orlanio hearing service Garland 0. \& Thomas S. 8mith 313 Flia. Nal'I Bank Bldg., Orlando Phone 2.3516 Nighta and holldayar rall Orlando 2.4487.

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Seminoles Begin 4th Day Of Rough, Tumble

















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Rising Costs Make Hospital Bills Higk

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All Persons Eligible For Voting May Register Beginning September 7th For 30 Days.

MONDAY THRU FRIDAY 9-12 Noon and 2-5 p.m. SATURDAY 9-12 Noon
OCTOBER 6th is the LAST DAY to REGISTER.

EVENINGS:
September 25th . . 7.9 p.m
October 2nd . . 7-9 p. m.
Camille D. Bruce
Supervisor of Registration 400 E. Ist Sanford


Just In Time For The World Series
Your present TV decides the pricel
on NEM RCA MICTORTM:


JUST SAY "CHARGE IT"


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MORI PEOLLE RIEA ON GOODYEAR
Goodyear Service Store
113 Park Ave.
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## Next Week is National Newspaper Week So We Are Paying Off In

# SILVER DOLLARS 

The Sanford Herald<br>Wants To Know<br>How Far<br>A Silver Dollar Goes?

Startins tomorrow and continuing for one more payday the Sanford Herald will pay ita 28 employees, 1,000 round, shiny uilver collarm


What Becomes Of The Sanford Herald's \$1,900.00 Weekly Payroll?

We are hoding thiat this two-week trial will reveal, to some extent, what impact the Sanford Herald's $\$ 100,000$ annual payroll has upon the economy of Sanford and Seminole county.

We think wo know where our $\$ 100,000$ annual payroll joes in this community. Wo think it yoes to pay the landJord, the butcher, the baker, the insurance man and so on throush the channels of trade. We think it "turns over", many times before it sets out of Sanford. And so, in an oflost to find out, this newspaper is pay-
ing it's 28 employes-starting tomorrow and continuing next Friday-in round shiny, silver dollars Nineteen hundred cartwheels each week for two weeks. We hope you'll keep them moving for eight days, .keep them circulating at high speed through the business district ....

## AN INDEPENDENT DAILY NEWSPAPER SERVING SEMINOLE COUNTY

> MONEY SPENT WITH THE SANFORD HERALD
> COES EACK TO S SNFORD MERCHANTS

# A Want Ad A Day Makes All Business Pay-Phone 1821 



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| ODAAM \& TUDOR 2688 8. Fronch Ave. |  |

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## Therm-O-Tane Gas \& Appliance Co. - To Hold Formal Opening Tomorrow



Modem Wives New Ice Age Ushered Are Buring Colored Into American Homes Home Appliances




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## We cordially invite you to attend our

## GRAND <br> OPENING

 FRIDAY, SEPT. 28th.> We are proud to announce the completion of our new ultra modern showroom and office building located at 9 th St. and Laurel Ave. In addition to cele brating our Grand Opening we are also celebrating our 10th Anniversary. Mayor F. D. Scott will cut the ribbon offically beginning our Grand Opening Friday September 28:at 9:00 a.m.


FIRST PRIZE Dixie Range
Quality plus outstanding Beauty, Budget minded Thrift, Tops in Convenience, Perfect in Cooking, Simple easy Cleaning . . . .

## SECOND PRIZE Permaglas Water Heater

A Permaglas water heater, that makes all others old-fashioned With a Eye-Hi temperature control, striking aqua-and copper styling, exclusive, efficient HEETWELL design.

## THIRD PRIZE Dearborn Ho-Bo Chef

The Ho-Bo Chef is the finest all round outdoor cooker made Stainless pot, brazier, fire divider, hood \& grill, collapsible cart and formica serving board.

## FOURTH PRIZE Warm Morning Heater

A new look. . . . A better design in unvented gas home heaters. Ultra distinctive "Rio Grande" series sets a new standard for beauty and perfection in unvented gas heaters.

Friday, September 28th may be your lucky day, come by and help us celebrate. You do not have to purchase anything to win.

## FIFTH PRIZE

Nutone Inbuilt Mixer, Blender \& Sharpener

## EVERY HOUR ON THEHOUR

We will give away a gleaming copper trimed 8 cup carafe. Hand blown from In land's famous triple heatproof glass.

We will carry a complete line of Ranges, Water
Heaters, Space Heaters, Refrigerators, Whirlpool Wahers \& Dryers \& Gas Equipment.

Complete gas installation service to fit any one's
budget. Wecell Sinclair LP gas . . . you can't beat Sinchir for Integrity, Quality, Performance \& Service.

## Shop and Save In Sanlord

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Korean
Official Is Shot
 Rural Development Plan
Aiding Low-Income Farmers Them.-0.Tane's
Formal Opening


## FSU President

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MAYOR F. D. SCOTT OFFICLALLY opens the brand new 825,000 Therm-O-Tane Gas
and Appliance Co. building this morning when he cut the ribion to allow huge cowd


Big Crowd Atends/Plans Are Completed
President Hails Major Progress

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