Names,trademarks and labels that are pledges of responsible tirms and your protection in buying

NEED A STOVE?
D. W. SHORT


Burgess Milk Products Company PASTUERIZED MILK AND LAND O' LAKES BUTTER

## Zachary-Tyler Veneer Co.

 Better Fruit \& Vegetable Crates Phone 91DUCO POLISH NO. 7
PEREECTION AUTO LAUNDRY

A Card For Every Occasion
Mi-Lady's Shoppe

THE IDEAL DRUG STORE
Laney Drug Store
STEWART, The Florist FLowers and floral designs for BRABHAM PEAS
Kilgore Seed Company

## RIVE'SGARAGE

GAS GENERAL REPAIRS OHL

## Know Sanford! What Sanford Makes and Sells <br> MANUFACTURING-JOBBING-WHOLESALE-RETAIL

10 Million Needed Many Chinese Are In Flooded Section, Reported Slain In Hoover Announces Fight Near Swatow

All merchandise, equip ment and service ad vertised on this pag represent the utmos in buying

## Kelvinator

Pierson and Larkin
telander Arcalle-A. R. Platt. ${ }^{\text {M }}$


THE TOP OF YOUR CAR
Model Trim Company

PAINT UP-CLEAN UP!
Pee Gee Cash Paint Sto

MCKINLEY EDITION

Sanford Music C
 Batteries
$\$ 12.00$

EDWARD HIGGINS, Inc

## SALT WATER KISSES i most delictous confection <br> Water's Kandy Kitchen

call
For the prompot service exi
861
Seminole Pressery
Sanford Loan \& Sarings Co.
Investigate Our Eight Per
Sharing Stock

## ServiceShoeSho



Fliers Killed In CHWROL SICNS Former Police Chief Tells ane Scheduled To COIRACT FOR akeAtlantic Flight PhRISHOUSE


 Tank Crushes ane Occupants - Had Made Enble Recorverorce


By Wife Of Slain Editor


DARYMMEN MUST WINISTER CITES


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## Serious Disagreement Between Relief Bodies ReportedInFloodArea

Hoover Contirucs His Red Cross Chiefs Re
buke NationalGuar

For Ordering People To Quit TheirHome Violation Of Ethics Red Cross Insist. ires And Danger O Epidemic Increas Horrors Of Section IEMPHIS, Temn., Apr. 26.
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HOUSE VOTES TO GNE \$50,007 FOR SUFFERERS HELP
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 Governor Announces New Appointees

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Stills Located By Agent lit Airpla:

BRITISH FINANCE TAXATION DROPS

| "BILL"HOHENZOLLERN, JR., |
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| RECEIVES A ROYAL CALLER |

After the "Flu" is over - you need a Tonic Help Is Noeded to Restore
Your Wasted Strongth

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## Sweeping

Reductions
You Need No Longer "Shop"
For Tires, Our Prices Are Low est For Quality Tires
One Line Only"Diamond" We've Sold For Eight TuEse phices
The way to enjoy ohd age in good heath is by
eating a plenty of goorl eateng a plenty off good brend the hetter the Mherito

<br>tiuplland

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Builds Sturdy Health

Augustine Dis


Sunshine
Makes Poultry Prof its Grow

Chick Starter
Chick Scratch
Growing Mash
Intermediate
Egg Mash
Large Scratch
Junst try 1 t and nole the
Money Rark if, Santord Feed And Supply $\mathrm{C}_{0}$.

## NMMMMMMFADANOPN <br> The biggest 3 cents' worth

 in automobile history
W Tould you like to end all carbon trouble? To save the expense of carbon removal? To keep out that damaging "knock" that racks the engine and hastens depreciation?
What's more, would you like to make carbon a source of more power on hills and in heavy roads . . . of less gear-shifting and quicker pickup? You can. Crown Ethyl Gasoline is regular Crown Gasoline plus Ethyl brand of anti-knock compound, the ingredient developed by General Motors Research Laboratories.
Crown Ethyl Gasoline costs three cents a gallon more. But you get the biggest three cents' worth in automobile history.
Crown Ethyl Gasoline is sold only at pumps which display the trade mark shown above.
TRY IT TODAY.

## Standard Oil Company

Incorporated in Kentucky

## CROWN ETHYL GASOLINE

## WEIGH

## IN.

Y
OUR thoughts wisely directed and then translated into ACTION will bring success and happiness. Thought under like conditions has changed the destiny of Nations. Weigh In.

Until you forget failure--until you are reasonably sure that you are going to win---until all doubts have been erased from your mental blackboard---you are quite sure to get a glimpse of the Canyon of Gloom---the Valley of Defeated Purposes----the Road of Failure.

You have the power of fulfillment---your highest aim can be attained---if you have trained yourself to think right and put to right use the fruits of your best thoughts. Sanford needs you---your need Sanford.

Weigh in! Let not the scales say, "Weighed, and found lacking." Measure up to the times and demands of the comminity. Keep faith with Fiorida the best state in the entire South, the United States---the entire World for that

Business IS Good--let's make it better? CARL, SNYDER, Statistician, Federal Reserve Bank, recently stated: "When commercial journals talk about business being absolutely dead, it is going 90 PER CENT PLUS.. In great booms it goes up 12 per cent
above normal growth-t hat's the only difference." Read this over two or three times, then THINK.

Our Copy and Promolion Department

This department is entirely at your service for counsel and the preparation of advertising and advertising campaigns and sound merchandising plans.. There is absolutely no charge- it's gratis to our

COPY AND PROMOTION DEI'T.

Let this thought "sink in" ---let it enter your consciousness--- 1927 WILL BE MY BEST YEAR IN SANFORD. Let it "stick to your ribs"---take this thought to breakfast, luncheon and dinner with you. Arise in the morning with it uppermost in your mind--and take it to bed with you when you retire at night. You will be surprised how much better you will feel--how much easier every task becomes-mand you will prosper---with SANFORD .--IN SANFORD!

## 1927 in Sanford, Your Greatest Year

--if you THINK so, act accordingly and have the courage of your convictions

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Seminole County's Leading Neuspaper



CELERYMEN TARE OPENER FROM SAINTS, 3

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Veteranstate Leaguer
Alows Visitors. Only
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Base Hit

Are You Putting Dollars
As Well As Days Belhind You?

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FIRST NATIONAB BINK






## Vant Ads Are Quick, Inexpensive; Read For Profit---Use For Results



