



# A Stirring Call to Economy! A Revelation in Values & Merchandise

THAT SHOULD BRING THE FEMININE POPULATION OF THIS TRADE TERRITORY FLOCKING TO THIS STORE FOR FAST, ENTHUSIASTIC BUYING AND SAVING!

## Speer & Sons' Extraordinary Selling Event STORE-WIDE, SPRING

# Clearance Sale

Truly Sanford's Greatest Sale for it is in Sanford's Greatest Store for Women and Misses



HERE it goes—a swift, sweeping disposal of Speer's popular Spring merchandise noted throughout this section of Florida for quality, style and dependability—we are disposed even at this earlier than usual time in the height of the season and the goods are most in demand, to make drastic reductions for prompt selling.

We want Business—You want Bargains, therefore the sale needs you and you need this sale. Alert buyers will revel in this opportunity coming when least expected and that crowds will attend daily starting Friday, 8:30 A. M. is a foregone conclusion. Will you be among the lucky buyers attending?

**CLOSED THURSDAY ARRANGING STOCK**

## Starts FRIDAY!

8:30 A.M. APRIL The 21st.

**Season's Smartest Styles Hats**  
Four Groups Sharply Reduced!  
1.00 - 1.95 - 2.95 - 3.95  
Charming perky little Hats and the smart, larger effects—A style and material to please any woman, in this stylish collection reduced attractively.

**Newest Modes in White Shoes**  
1.45  
Fabric Shoes in latest ideas in T-Straps, Pumps and Oxford—featured at \$1.45 pr.



## Popular Materials Reduced!

Prices Speak An Eloquent Story of Most Surprising Savings in Spring Clearance

The most desirable weaves—Voiles, Batistes, Prints, Flat Crepes, Organzies, Piques, Reppellens, Seersuckers, Duralins, etc. Largely reduced for prompt selling—Note prices below:

<b>1 Lot Voiles</b> Values 19c to 35c in this lot Figured Voiles in Spring Clearance, yard	<b>14¢</b>	<b>Best Seersucker</b> Popular washable material for street and sports wear—3 yards for ...	<b>100</b>
<b>Voiles, Batiste</b> 25c to 40c values in 40 inch Figured Voiles and Batistes, at ...	<b>19¢</b>	<b>Chiffon Voiles</b> Up to 75c values in attractive fine Chiffon Voiles—3 yards for ...	<b>100</b>
<b>Voiles, Batiste</b> Beautiful figured materials in fine grades worth to 45c at ...	<b>24¢</b>	<b>Organdies</b> Solid color, permanent finish in variety pastels at, yard ...	<b>29¢</b>
<b>Flock Dot Voile</b> Ever Desirable Flock Dot Voiles, 35c values on sale at ...	<b>24¢</b>	<b>\$1 Organdies</b> Imported Printed Organdies in floral designs at, yard ...	<b>49¢</b>
<b>Sport Duralin</b> In stripes and plaids, choicest shades on sale at Low Price, Yard	<b>29¢</b>	<b>Allover Batiste</b> \$1.45 grade in these pretty allovers in white and pastel, at ...	<b>85¢</b>
<b>49¢ Piques</b> These are in plain colors and stripes, very popular, now ...	<b>39¢</b>	<b>29¢ Dress Prints</b> Fortune Prints in the latest plaid designs and colors, now ...	<b>19¢</b>
<b>35¢ Reppellen</b> Lovely and stylish—in plain and stripe effects on sale at ...	<b>24¢</b>	<b>Dress Prints</b> Record low price for A. B. C. Printed Percalés, fast colors—now ...	<b>12¢</b>
<b>Silk Flat Crepe</b> An All Silk Flat Crepe that was priced at 79c—40 inch width in leading shades, now ...	<b>48¢</b>	<b>RAYON Flat Crepe</b> Plain colors, in 40 in. width best Rayon Crepe, was priced at 69c—now ...	<b>44¢</b>
<b>Printed Crepe Silks</b> Values up to \$2.00—in famous Eagle and other brands—also Printed Chiffons to get at 69c yard.	<b>69¢</b>	<b>Printed Rayon Crepes</b> 89c and \$1.00 grades in nice designs and colors—reprinted low at sale price for Spring clearance, 59c yard.	<b>59¢</b>

Women Will Delight In This Opportunity To Save on Season's Most Attractive

## DRESSES

Fashion-wise women will appreciate this opportunity to secure dresses of the 1933 mode at a pleasing reduction in price, not even anticipated at this early time. Therefore this is the looked for and welcome event that brings a golden buying bonanza to the women folk of this trade territory. We urge you to be among the first to enter the store Friday, April 21st and the days of the Sale which will follow until further notice.

**YOUR EYES WILL WIDEN AT THE LOW SALE PRICES**

**DRESSES DRESSES**  
Value \$6.75 to \$16.75

**3 95 7 48**

One Rack to Close Out—Varied lot Silk Dresses in printed and pastels, we offer choices at \$3.95. Lovely, reasonable Dresses in variety of silk styles, plain and printed. Reduced to \$7.48

**DRESSES DRESSES**  
5 95 3 95

Hand embroidered Budget Frocks in solid color and combination color silks, now \$5.95. Up to the minute styles in Printed Silks and combinations of colors—Reduced to \$3.95.

**Final Clearance Spring Coats**  
\$16.75 and \$18.50 grades in smart Spring Coats while lot lasts—choice—**10 75**

**Children's Wash Dresses**  
These are in neat styles in plain colors and novelty combinations for sizes 6 to 12 year children.  
\$2.50 GRADE, now \$2.69  
\$2.50 GRADE, now \$1.89  
\$1.50 GRADE, now .98c  
Small 2 to 6, \$1.25 Dresses now 79c

**Boy's Wash Suits**  
Button on styles in sizes 1 to 8 in popular colors and combinations.  
\$2.50 SUITS, at \$1.69  
\$1.25 SUITS, at .89c

**Infant's Dresses**  
79¢  
One group of \$1.00 and \$1.25 hand embroidered Dresses, now 79c.



## WASH DRESSES Reduced

\$3.50 Dresses \$2.19  
Printed Voiles, Linens, Piques and other materials—pretty styles.

**\$2.50 DRESSES \$1.89**  
Peggy Palmer plain and printed Frocks in smart styles reduced to \$1.89.

**\$1.00 Dresses 79c**  
Peggy Ann and Dolly Madison Printed Dresses also Pajamas, now 79c.

**Bath Towels**  
Low Priced.  
18x34 White with Colored border, 5 for 59¢  
26 x 45 Double Thread Bath Towels, 6 for 95¢  
22 x 45 Double Thread Bath Towels, 6 for 1 95¢

**"Seamprufe" Slips — \$1.69**  
Guaranteed not to shrink, rip or sag. White and pastels \$1.69.

**\$1.25 Philippine Gowns 89c**  
White, fine soft material with beautiful hand embroidery 89c.

## SHEETS

44c  
Acme Sheets in the 11x30 inch size, only 44c.

## CASES

10c  
Acme Cases to match above Sheets at each 10c.

## SILK UNDIES

95c  
Dance Hosiery also blue cut Slips in white and pastel silk crepe.

## Hand Bags

\$2.50 \$1.49  
Assorted Leather Hand Bags \$1.95 and \$2.50 kinds—\$1.49.

## Toiletries

79c  
\$1.00 Coty's, Elmo's, Piver, etc. Powders, Creams, Extracts, Lotions, Toilet Waters, Vanities, 79c.

## Druid Sheeting Sale

Druid nine quarter unbleached, 22c  
Druid ten quarter unbleached, 23c

## Ruffled Curtains 59c

Ruffled Marquisette Curtains in Ivory and white, with tie backs at 59c pair.  
Other Scranton Curtains on Sale.  
\$1.25 Ruffled Curtains in Marquisette, Stripes, Dotted Swiss, at pair ... **89c**  
LACE NET AND FILET PANEL PAIRS AT REDUCTIONS  
\$1.25 GRADE **98c** \$1.50 GRADE **1 19**

## CARD TABLES

79c  
Folding Tables with 24 x 60 in. top, 18 x 30 in. extra, special 79c.

## TABLES

\$1.19  
Better grade with fancy maple effect top, 36 x 48 in. 60c.

## MISCELLANEOUS BARGAINS

Special Low Neckwear Latest styles—\$1.35 value ... **79c**  
18c Organzies Buffings in assorted styles, Sale Price ... **10c**  
Baby Gown Cotton, 400 yard spools ... **8c**  
New Ties, 3 yard pieces, 200 colors, at ... **8c**

## SALE PRICES ARE FOR CASH

# SPEER & SONS

113—115 East First Street Sanford Florida

## RAINCOATS

One lot Children's blue, red, green, tan Jersey with Cap ... **\$1.69**  
1 lot Children's Heather Tweed with suede trim ... **\$2.69**  
Women's waterproof Jersey weave Raincoats, Sale Price ... **\$2.69**  
Women's Heather mixture with suede trim, Sale Price ... **\$3.69**

## Diapers

69c  
Double Gauze Diapers, each 1000, 60c.

The Sanford Herald... published daily except on Sundays and public holidays...

Abandoning Of Gold Standard Is Seen As Whip

World commodity price levels by an "international inflation"...

National Guard News

Last Monday night was a red hot night for the boys of Company D...

Private Guard News

On account of their having changed their residence...

Dothry Crabtree Of Tampa Becomes Bride

Of interest to a number of friends here is the announcement of the wedding...

Factors XI, X2 and X3

Factors XI, X2 and X3 were included as different measures of the influence of supply factors...

Birth Rate Declines

Figures released by the Metropolitan Life Insurance Company...

Wall Street Is In Favor Of Plan To Raise Prices

(Continued From Page One) This heretofore upon Germany's post-war experience with fiat money...

Sanford, Twenty Years Ago

Mr. and Mrs. J. F. Parker, of Tallahassee, who have been the guests of Mr. and Mrs. Henry McLaughlin...

Special Bargains Rebuilt Office Equipment

Geared, modern, reconditioned, yet not obsolete...

Wait Patiently

Wait patiently for good fortune, and it will strengthen this heart...

Law of Love

Love is the law of the universe; therefore love is the fulfilling of the law...

Goodyear All-Weathers

The most advanced which will be presented tomorrow afternoon at 2:30 o'clock...

Just The Thing For Summer

Goodyear All-Weathers 45" and up

Mock Wedding

Mr. A. C. Post and Mrs. E. C. Compton will be the hosts of the "Mock Wedding"...

Social And Personal Activities

Personals

Mr. A. Selmerovitz, of Brownsville, Ga., is the guest of Mr. and Mrs. W. L. Hester...

Social Calendar

THURSDAY: Sanford Chapter Number Two of the Eastern Star will meet at 7:30 P. M. at the Masonic Temple...

Subscription Bridge Party Well Attended

About 100 ladies of guests were in attendance at the subscription bridge party given Tuesday afternoon...

Mrs. Watt's Home Is Scene Of Meeting

With Mrs. Watt, Mrs. S. J. Watt, Mrs. J. Watt, Mrs. J. Watt...

Mrs. Epps Entertains For Mrs. Robert Axt

Quantity of Easter files, cards, and books were arranged in a room...

To-Night Friday

ANN HARDING Leslie HOWARD The Animal Kingdom

Lucky Strike advertisement featuring a woman in a trench coat and the slogan "Lucky Strike because it's toasted". Includes text about choice tobaccos and a list of dealers.

Goodyear advertisement for All-Weathers tires, highlighting their advanced features and performance.

Special Bargains Rebuilt Office Equipment advertisement listing various office machines like typewriters and calculators at reduced prices.

The Junior Class "Who Wouldn't Be Crazy" advertisement for a comedy performance at the Seminoles High School Auditorium.

Churchwell's advertisement for a two-day sale of quality merchandise at lower prices.

Footwear advertisement featuring silk shoes and various styles of shoes for men and women.

Underwear advertisement for Spring Festival School Auditorium Program, featuring various styles of underwear.

Underwear advertisement for "Happiest for All" featuring various styles of underwear.

After-Easter Clearance advertisement for extra special Friday and Saturday pillow cases and towels.

Churchwell's advertisement for Cannon Bath Towels, featuring heavy towels with colored borders.

Footwear advertisement for silk shoes and various styles of shoes.

Underwear advertisement for "Happiest for All" featuring various styles of underwear.

Underwear advertisement for "Happiest for All" featuring various styles of underwear.

Yowell's advertisement for materials, prints, and fabrics, featuring a variety of goods at special prices.