

NEWSPAPER
in Florida's Heart,
Greatest Vegetable
Market Garden Land

The Sanford Herald

THE WEATHER
Rain Wednesday and Wednesday
night, followed by clearing. 57
Highest Temp. 64
Lowest Temp. 54

ASSOCIATED PRESS DISPATCHES

SANFORD, FLORIDA, WEDNESDAY, DECEMBER 24, 1924.

SINGLE COPIES FIVE CENTS.

NUMBER 125.

Merry Christmas to All.



REPORTED IN TELEGRAPH RUSH

Number of Messages Received and Sent in November is Double That of a Year Ago

TAMPA, Fla., Dec. 23.—Reflection of Tampa's amazing rate of growth is seen in the business spent enjoyed by local telegraph offices, amounting almost to congestion of the wires.

Operating volume of business at the local office, which reports a growth of 100 per cent in number of messages sent and received in November, 1924, as compared with the same month last year.

Million-a-Month Goal. "We handled 315,000 messages in this office in November last year," says E. W. Mooney, city commercial agent of Western Union, "while in November just passed we rushed over our wires out and in over 600,000 dispatches. We expect to handle a million messages a month here within the next three or four years."

Last autumn, the mechanical department of the telegraph office was removed from the first to the second floor of headquarters at 605 Franklin street, and already the new department is crowded. The operating force has been increased upward of 25 per cent, while new equipment is being installed constantly to meet the demand for service.

Realty Men Big Customers. Some factor in the amazing increase in business here," says Mr. Mooney, "is the boom message, by which large companies send out circular letters of invitation or information to hundreds of friends and clients at once. Another factor is the practice becoming popular among real estate dealers of selling their prospects by wire. One deal within the past few days in which a woman agent received a \$40,000 commission for the sale of a large tract along the Alafia river, was worked up and closed by wire at a cost of \$7.50.

Postal Growth Rapid. According to Merrill E. Friend, local manager of Postal Telegraph company, an unprecedented prosperity has compelled his office to expand in both equipment and personnel. The company has just opened up a circuit in the rich and growing Manatee, Bradenton, Sarasota country with the extra volume of business this will mean for the Tampa office. The new office at Clearwater is showing a fine record, says Mr. Friend.

There is no doubt the company has recognized the coming major importance of Tampa and the west coast," Mr. Friend says. "In a circular letter from the division superintendent all employees here have been advised to put their savings in Tampa property as the safest investment they can make." "Tampa Number" Published. Mr. Friend has prepared an article description of Tampa, which will be featured in a coming issue of the employees' publication of the company to be known as the "Tampa Number."

TRAIN KILLS 16 MULES. MACON, Ga., Dec. 23.—The north-bound Central of Georgia Dixie Flyer Sunday ran into a herd of 75 mules and horses at the Echeconee crossing, near here. Sixteen mules and one horse were killed. The train was delayed a short time.

Sanitary hand cleaning and pressing, Scotch Woolen Mills, 305 East 2nd St.

ATTENTION ELKS. On account of the holidays the next regular meeting will be second Wednesday in January, 1925, S. Runge, Secretary. —Adv.

Sanitary hand cleaning and pressing, Scotch Woolen Mills, 305 East 2nd St.

SUN PROOF

This Paint is not effected by the Bezzing Sun. It is Elastic—It Contracts and Expands with the Weather—It is Non-Porous. No Moisture can get in.

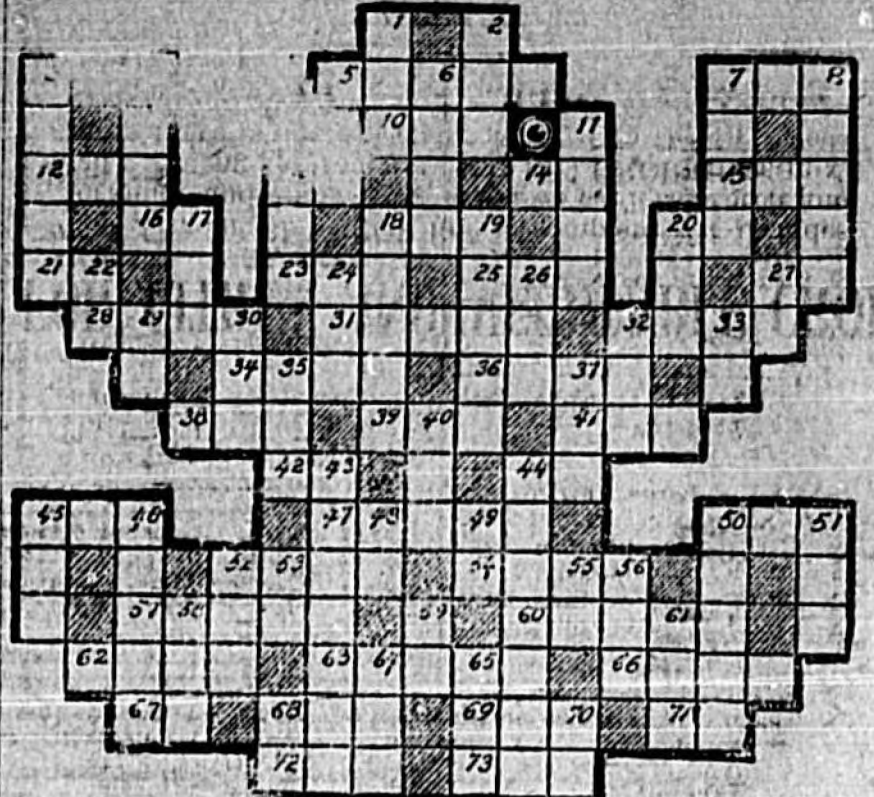
Sold By THE Sanford Paint and Wall Paper Company

112 W. First St. Phone 303. "THE HOUSE OF QUALITY"

Today's Cross-Word Puzzle

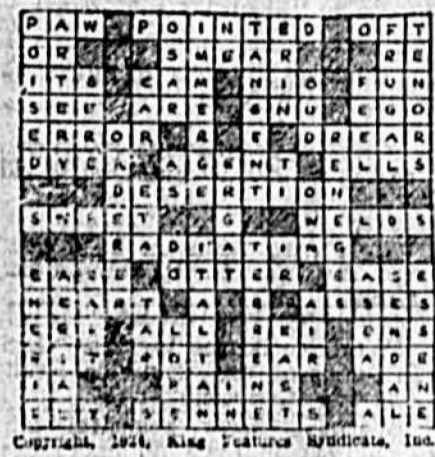
THE FROG—Twister No. 55

HERE is one that will make cross-word fans jump for their dictionaries. Beware lest the solution leap away from you. However, do not be disturbed. One fan solved this puzzle without referring to the dictionary more than three times. Below are the definitions—horizontal and vertical—for the words contained in this puzzle. See to-morrow's paper for the answer to this twister.



- | | | | |
|-------------------------------|--------------------------|-----------------------------|-------------------------|
| HORIZONTAL | | VERTICAL | |
| 3—Fish. | 28—Knot. | 1—Large deer. | 37—Lament. |
| 5—Sawed. | 33—Beast of burden. | 2—Possessive. | 40—Hated. |
| 6—Booked. | 41—Vessel. | 3—Bright. | 43—Exaggerated. |
| 10—Behold. | 42—Behold. | 4—Dismal. | 44—Bondage. |
| 11—Weep. | 44—Point of compass. | 5—Troubles. | 45—Behind. |
| 12—Relatives. | 45—Tool. | 7—Hit (slang). | 46—Jump. |
| 13—Conjunction. | 47—Essential. | 8—Rear. | 48—Inside. |
| 14—You. | 50—Also. | 9—Idle. | 49—Article. |
| 15—Part of a curve. | 52—So be it. | 11—Curved. | 50—Narrow passage. |
| 16—Eclat. | 54—Back of neck. | 17—Self. | 51—Delve. |
| 18—Snake. | 57—Reptile. | 18—Place of public contest. | 52—Sum up. |
| 19—Pronoun. | 60—Climbing plants. | 19—Shin. | 53—Pronoun. |
| 21—New England state (abbr.). | 62—Footless. | 20—Sick. | 55—D is a r. |
| 22—Distant. | 63—Pushed forward. | 22—Sarc. | 56—Ranked type. |
| 23—Established (abbr.). | 66—Auction. | 23—Sarc. | 58—A small spot. |
| 27—While. | 67—Thoroughfare (abbr.). | 24—Devoid. | 59—Toward. |
| 28—Fall. | 68—Pass away. | 26—Inclosure. | 61—Ornament of hearing. |
| 29—Opinion. | 69—Answer. | 27—Preposition. | 64—Color. |
| 32—Scheme. | 71—A musical note. | 29—Egyptian sun god. | 65—Compete. |
| 34—Witnessed. | 72—Unique. | 30—Greek letter. | 68—Act. |
| 35—Musical instrument. | 73—Look at intently. | 32—By means of. | 69—Eye (Scot.). |
| | | 33—Upon. | |
| | | 35—Long, slippery fish. | |

Herewith is the answer to puzzle No. 55.



A Word To New Fans. The numbers indicate the beginning of a word; the shaded stops indicate the end. In the horizontal column are listed synonyms for the words which fit crosswise from the numbers to the first shaded stop to the right. In the vertical column are listed synonyms to the words which fit downward, from the numbers to the first shaded spot below. Go over the lists rapidly and fill in all the words you feel sure about. They will give you clues to the other words.

H. S. POND
Over Woodruff & Watson
TYPEWRITERS
BUY — SELL — RENT
Clean—Repair
Phone 328

POTTED PLANTS
and Cut Flowers
Nothing nicer for Christmas.
Phone 212-W
A. K. ROSSETTER



Armour's BIG CROP Fertilizers

"Make Every Acre Do Its Best"

The many big crops of the fruit and fancy vegetables grown with Armour's BIG CROP fertilizers are our best advertisement. Actual field results clearly prove their superior crop-making ability. Only high grade materials of known value enter into their composition. The plant-food is balanced to suit the needs of the particular crop for which it is intended. They can be depended upon to grow big crops if big crops are possible.

FOR CITRUS AND VEGETABLE CROP

The Armour BIG CROP line is complete. It includes formulas and analyses to suit every Florida crop and soil. Among the four types of BIG CROP citrus mixtures there is one especially adapted to the fall needs of your grove. And there's a BIG CROP vegetable fertilizer to satisfy every need of your soil and crop. Descriptive booklet free on request.

Warehouse at Sanford
Armour Fertilizer Works
West Commercial and R. R. Ave.
ARMOUR FERTILIZER WORKS
Jacksonville, Fla.

Florida Gardens To Be Served Special Dinner Christmas

TALLAHASSEE, Fla., Dec. 23.—Prisoners confined in Florida's state road camps will not be overlooked Christmas Day when the rest of the world pauses in its pursuit of good cheer. A special dinner "and other little luxuries" have been ordered prepared and furnished for their Christmas.

Backing up a promise of the state road department that each captain of road camps would be instructed to carry out such a program, Commissioner of Agriculture Nathan Mayo has addressed a letter to the captains asking "that you make a special effort to see that everything possible be done to make this day a pleasant one in your camp. See that all your prisoners are furnished with a good dinner and other things in the way of fruit, etc., that will cause them to appreciate this day of good cheer."

"Through this letter I am extending to you and each of your men, my best wishes for a merry Christmas," the commissioner continued. "If I could I would write each one of them a personal letter, but this is practically impossible, so I am expressing my good wishes through this letter and I will appreciate it if you will in turn give it to your men. Say to them that I appreciate every effort on their part in obeying the rules of the state and camp, and trust that each one will resolve to try to do better in future than in the past. Each case will be given special consideration when it comes before the board where meritorious conduct has been reported, and I hope that every man in the camp will strive to make a good record for 1925."

"Assuring you and your force, and every man under your control, of my hearty good wish for a good Christmas and perfect harmony during the coming year the letter concluded.

Candidates Defeated In England Are Penalized

LONDON, Dec. 23.—The British treasury will benefit to the extent of nearly \$50,000 because each of 64 candidates at the recent general election failed to secure one-eighth of the votes polled in their divisions. The law decrees that where a candidate fails to obtain one-eighth of the votes recorded, he forfeits his deposit of \$750.

One kilowatt hour of electrical energy will perform the following duties: Drive a sewing machine for 20 hours; clean 15 steel table knives for a year; clip 5 horses of 25 sheep and chun 440 pounds of butter.

In 1923 India mined more than 18,000,000 tons of coal.

OLD HOME TOWN By STANLEY



President Coolidge Is Given Christmas Tree

WASHINGTON, Dec. 23.—The American Forestry Association has presented to President Coolidge a permanent national community Christmas tree and it was planted under the shadow of the White House, upon Sherman Monument Square, Monday.

This Christmas tree is to be illuminated by 1,000 electric lights, to be turned on by the President, Christmas Eve.

Port improvements involving an expenditure of 25,000 to 30,000,000 pesetas are to be made at Malaga, Spain.

Hen Lays 300 Eggs In A Period of A Year

TACOMA, Wash., Dec. 23.—The best official egg laying record ever established by a heavy hen is claimed for a Rhode Island Red owned by Mrs. R. G. Covey, of Toppenish, Wash. This hen was entered in the recent laying contest conducted by Washington State College. It laid 300 eggs in a year.

ROB POLICEMAN'S HOME

LOUISVILLE, Dec. 23.—County Patrolman Earl Bartlett was robbed Saturday night of \$60 in money and a new pistol, when burglars entered his home on Georgia St.

TO OUR MANY FRIENDS
WE EXTEND OUR HEARTIEST WISHES FOR A
MERRY CHRISTMAS and a HAPPY AND PROSPEROUS NEW YEAR
SANFORD CYCLE CO.
117 Park Avenue

Only Two More Days

To Select Our Gifts
15 PER CENT OFF ON OUR ENTIRE STOCK. A RARE OPPORTUNITY FOR YOU TO SELECT YOUR GIFTS AT A SAVING.

- SPECIAL SALE OF INDESTRUCTIBLE PEARLS**
18 and 24 inches in Deltah and Celestia. Regular \$12.50 value. Special for \$4.75
- 20 Genuine Diamond Rings. Well worth \$22.50. Special \$11.50
- Genuine Diamond Ring 1 1/4 carat. Regular value \$475.00. Special bargain \$335.00
- 1/2 Carat Blue White Diamond. Rare chance \$115.50
- Genuine Diamond Ring, weight 1 1/2 carat. Regular value \$7.50. Special Bargain \$25.00

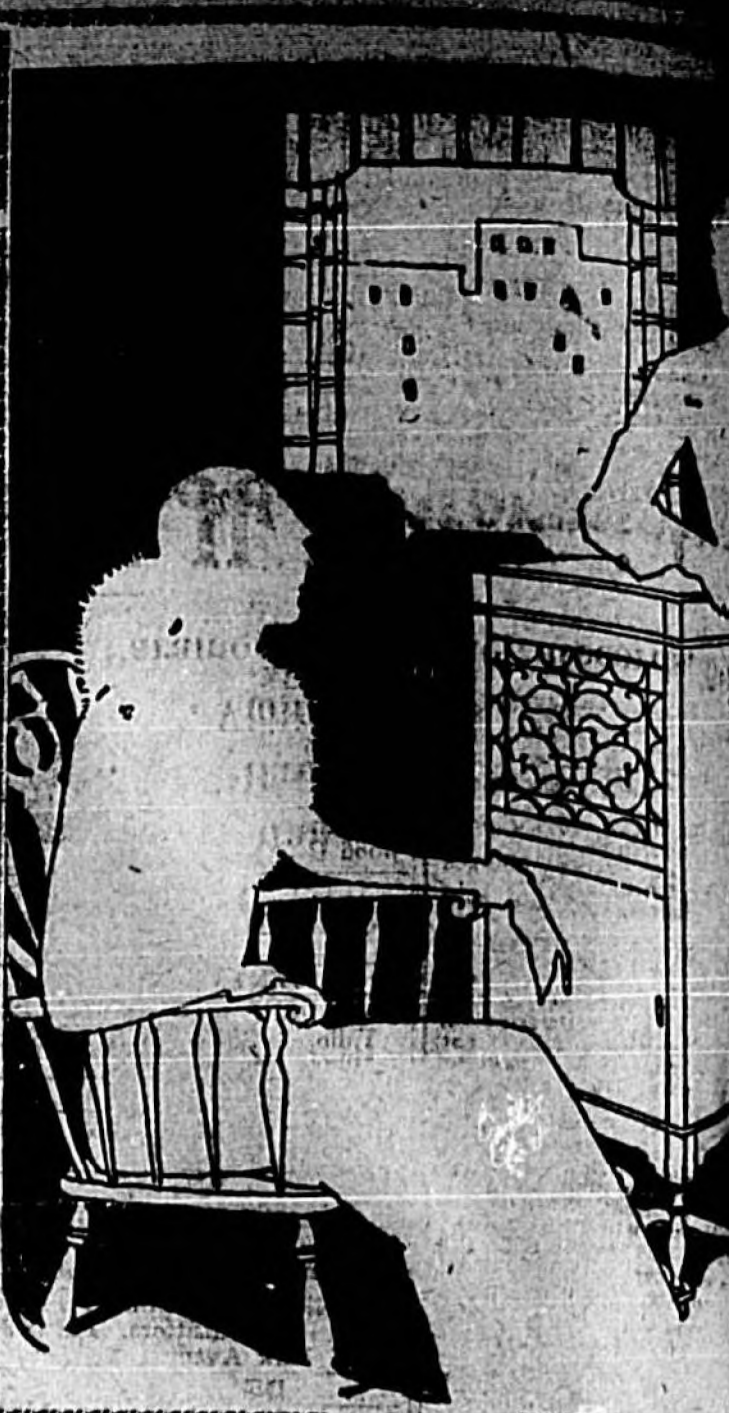
FAMOUS BULOVA WRIST WATCHES
In White, Green and Platinum

LADIES WRIST WATCHES—Guaranteed for 10 years. Regular \$15.75. Special for three days \$9.75

DIAMOND WRIST WATCHES
In Platinum; also we carry the largest stock of the famous Bulova Watches in white gold, green gold, and platinum.

Military Sets WATCHES Hand Painted
An Ideal Gift for Men Hamilton, Illinois, Elgin, Waltham. At Special Reduced Prices Ivory and Amber Latest Designs

The Diamond Palace
P. WEINBERG, Prop. 307 East First Street



A gift as beautiful as Christmas itself—a gift that will bring joy and inspiration throughout the year and for many a year to come.

A NEW EDISON PHONOGRAPH

Come In Today

hear the New Edison—we want nothing to influence you, but the judgement of your own ears.

Easy to Pay

Let us explain our Budget Plan and show you how easy it is to reserve your new Edison for Christmas.

With the

THE NEW EDISON Radiola Super Heterodyne \$367

PIANOS

LAST CALL
They are going fast but we still have a good selection.

THREE OR FOUR YEARS TO PAY

- Ukeleles, \$2.00 up—Banjos, \$6.00 up
- Guitars, \$5.00 up
- Tenor Banjos, 6.00 up
- Mandolins, \$4.00 up
- Banjo Ukes, \$4.00 up
- Violin Outfits, \$5.00 up
- Paramount and Okeh Records, 50c

J. H. Hintermeister Piano Co.

The Only Exclusive Music House in Seminole County

Q At the Christmas Season men are inspired with the higher feelings of fraternal kindness.

This Organization extends its greetings to the citizens of Sanford, who have been the faithful torch bearers of progress, fellowship and good will throughout the year.

May the same spirit of unselfish service permeate this organization, and the community as a whole, is our New Year's Wish for all.

Sanford Chamber of Commerce



IN
GIVING
LIES THE SOURCE OF
Mankind's Real Happiness

NO single factor contributes to the growth, prosperity or stability of the individual, or community more than that of the whole hearted, unselfish support of progress in home or civic life.

THE City fathers rejoice over Sanford's unprecedented growth and prosperity of the past year. They desire at this time to express their appreciation of the shoulder to shoulder "service above self" spirit that has made Sanford larger growing town and now at Christmas time, they join in a hearty Christmas cheer and wishes for a more happy prosperous New Year.

The City Commission of Sanford

Forrest Lake, Mayor, S. O. Chase, C. J. Marshal

The Sanford Herald
 Published every afternoon except
 Sunday at Sanford, Florida.
 Entered as Second Class Matter,
 October 27, 1911, at the Postoffice
 at Sanford, Florida, under act of
 March 3, 1879.
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W. W. WILKINSON, Business Manager
 111 Magnolia Avenue Phone 148
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 Three Months \$2.50 Single Copies
 10c. Delivered in City by Carrier, per
 week, Inc. Weekly Edition \$2.00
 per copy.

The First Christmas Carol
 Fear not; behold, I bring you good tidings of great
 joy, which shall be to all people. For unto you is born this
 day in the city of David a Saviour, which is Christ, the Lord.
 And this shall be a sign unto you: ye shall find the babe
 wrapped in swaddling clothes lying in a manger.
 Chorus
 Glory to God in the highest, and on
 earth peace, good will toward men.
On The Eve Of Another Happy Christmas.
 Merry Christmas!
 The old phrase is trite enough we know. It has been so
 overused through all the years, it's a wonder it is not
 shreds and tatters—a wonder, until you see the happy words
 arrive for another Yuletide visit, bringing with them that
 intangible sense again of something new and beautiful.
 In most of the United States tonight the Christmas bells
 will ring across the snow. Christmas carols will be sung in
 hearthfires, and little children will listen with shining eyes
 to the night before Christmas, when all through the
 house—

As Brisbane Sees It
 A Modern Funeral.
 The American Rites.
 Dynamiting a Cathedral.
 Our Best Flying School.
 BY ARTHUR BRISBANE
 (Copyright 1924)

THE HUMAN race, its religious
 thoughts and ideas, gradually be-
 come mixed as time passes. The
 funeral of Samuel Gompers illus-
 trates it.

It was lowered into the grave
 to the ancient ritual of the Free
 Masons by officials of the St. Cecilia
 Lodge.

In New York City, at a prelimi-
 nary funeral service in the lodges
 of the Elks, Dr. Stephens S. Wise,
 rabbi of the Reformed Jewish
 Church, intoned the Jewish ritual,
 more ancient than that of the Free
 Masons.

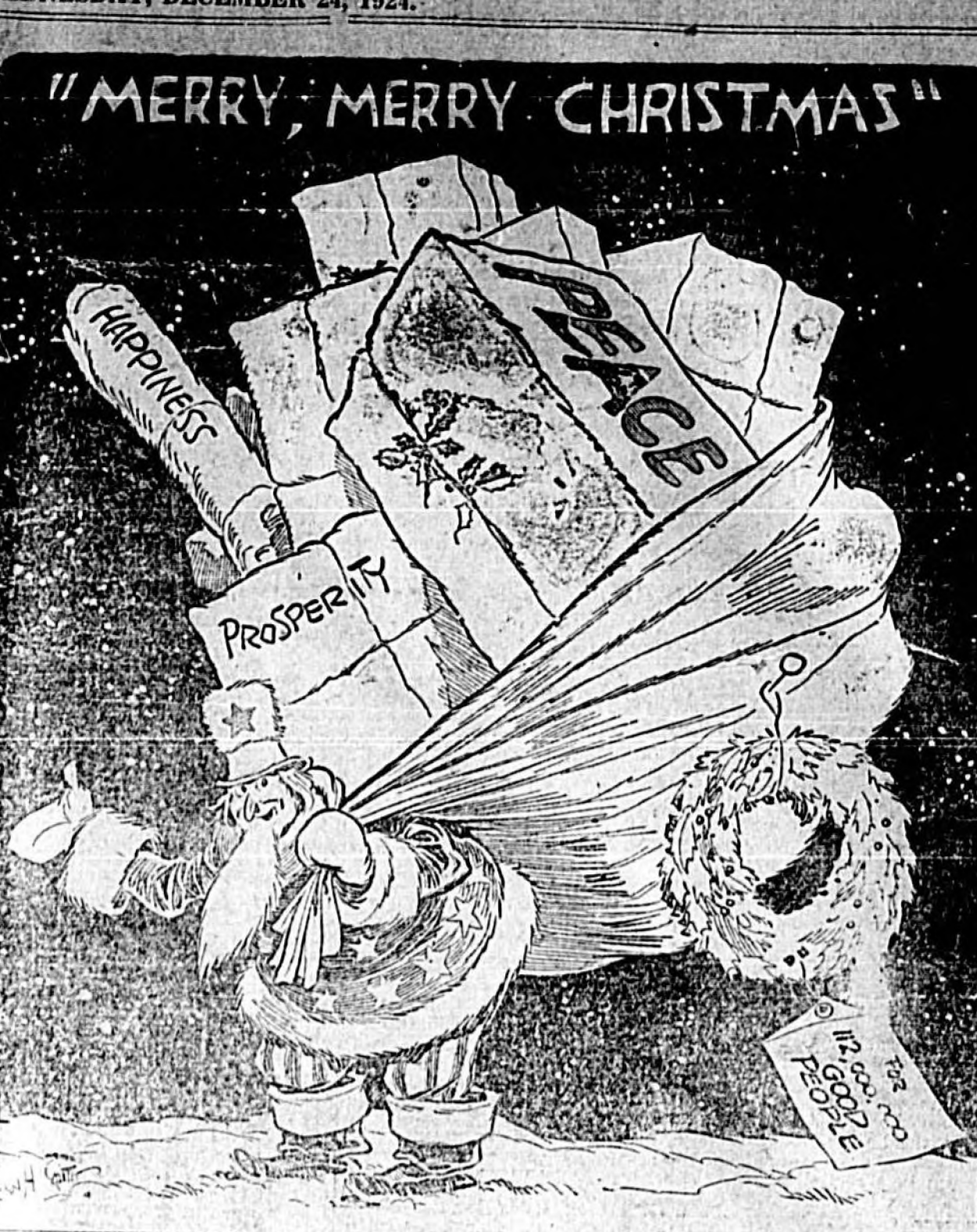
Across the street, in a great hall,
 crowds unable to enter the cathedral,
 heard the funeral sermon by radio,
 strange mixture of ancient and
 modern.

And in Sleepy Hollow Cemetery,
 Washington Irving's "Sleepy Hol-
 low," Samuel Gompers' body lies
 close to the bodies of Andrew Car-
 negie, William Rockefeller, John
 D. Archbold. Scores of automob-
 iles, State troops and mounted
 policemen, escorted to the grave
 the body of the Jewish Communist
 leader, born in England, whose life
 was spent building up labor in the United
 States.

AN ELECTRIC switch thrown
 by President Coolidge will cause a
 great public Christmas tree to
 light up at Washington. And
 unlike millions of other Christmas
 trees, it will not be thrown into
 the street when Christmas is past,
 as a proof of American indifference
 to tree life.

This "National Christmas Tree,"
 a magnificent fir tree, perfectly
 formed, 30 feet high, carefully
 planted in the ground, is destined
 to grow year after year, used each
 year as a bigger and bigger national
 Christmas tree.

THE TREE was grown in the
 Anawak nurseries at Anawak,
 N. Y. That institution, producing
 the finest specimen trees grown in
 the United States, is managed by
 a young woman, Miss Evelyn W.
 Smith, daughter of the late Oran-
 do Smith, well known to thousands
 of country newspaper editors
 and the United States as one of their
 best friends. They were glad to
 hear that Major Smith's daughter
 devotes her life to growing the
 perfect trees that were her father's
 chief delight.



Valdehe Social Side of Sanford
 Office 148
 MISS KATHRYN WILKIE, Society Editor.
 PHONE—Res. 428-J

Grill
 Christmas Dinner
 Price \$1.25
 Served 12 to 2:30 P. M.
 6 to 8:30 P. M.

Oyster or Shrimp Cocktail
 Hearts of Celery Green
 Chicken Gizzard
 Roast Georgia Turkey
 Cranberry Sauce
 Vegetables
 Choice Cakes
 Stuffed Rice
 Creamed Potatoes
 French Peas
 Applesauce
 Salsada
 Chocolate
 Head Lettuce
 Stuffed Tomatoes
 Hot Ham
 Turt. Fruit Ice Cream
 or
 Ambrosia
 Tea
 Amer. or Cheese

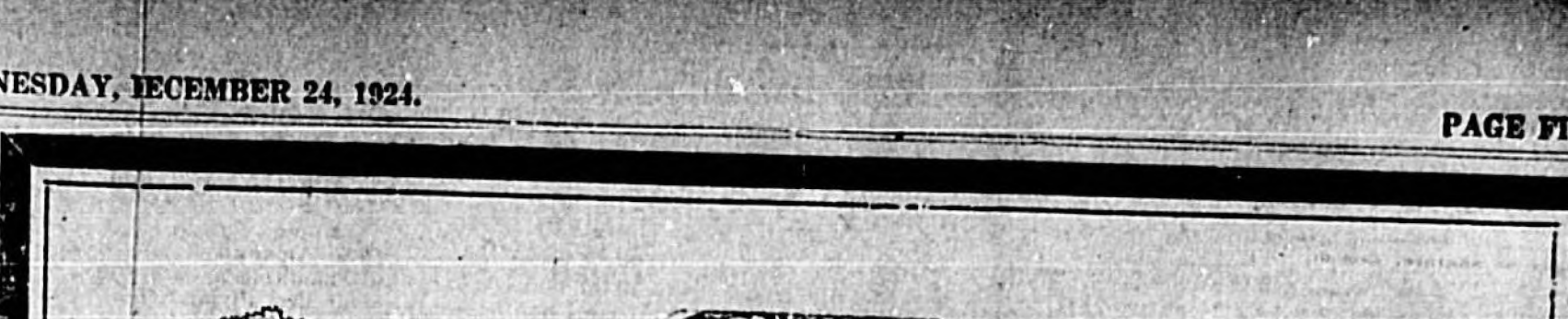
DAVID B. HYER
 ARCHITECT
 Member A. I. A.
 1000 Building
 Orlando, Florida

Mr. and Mrs. Forrest Lake Entertain with Delightful Party
 The guest list included the
 Misses Helen Verney, Mrs. Holly,
 Mildred Holly, Georgia Mobley,
 Olive Newman, Katherine Syme,
 Naomi Scoggin, Sara Evalyn, Wil-
 liams, Gladys Wilson, Le Claire
 Jones, Kittle Dufosse, Louise Sar-
 les, Katherine Huff of Atlanta,
 Ethel Henry and Serita Lake and
 Robert Thrasher, William Lake,
 Frederick Bell, W. A. Adams, Ro-
 bert Holly, Robert Giroly Hill,
 Iard Malpas, William Moyer, Ed-
 ward Moore, James Sharon, J. S.
 Long, John Meisch, Jack McKo-
 Robert Dodson and Edgerton Pat-
 terson.

The Christmas season was beau-
 tifully suggested by the decora-
 tion of red roses, garlands of hol-
 ly and poinsettias.
 High scores were made by Miss
 Ethel Henry and Robert Dodson.
 Miss Henry was presented a lov-
 ly vanity bag and Mr. Dodson a
 fountain pen. Miss Miller was pre-
 sented a vanity case. Delicious re-
 freshments were served following
 the game.

PLANNING DANCE
 The American Legion Auxiliary
 is making plans for a New Year's
 night in Old Fellow Hall 8:00.
 Important business. A full atten-
 dance is requested. Visiting Ho-
 tel guests are warmly welcome.
 Mrs. Frank Adams.
 Mrs. Mildred Nelson will have
 as her guests for Christmas her
 daughter and her husband, Mr. and
 Mrs. J. Y. White of Jacksonville.

Regular meeting of Seminole
 Rebekah lodge No. 43, Friday
 night in Old Fellow Hall 8:00.
 Important business. A full atten-
 dance is requested. Visiting Ho-
 tel guests are warmly welcome.
 Mrs. J. L. Loring, Secy.—Adv.



Conditions of Forgiveness
 Put on therefore, . . . how-
 ever, of mercy, kindness, long-suf-
 ferance; forbearing one another, and
 forgiving one another, as many as
 have a quarrel against any man
 as Christ forgave you, so also do
 ye. Colossians 3:12, 13.

The Shepherds, Wise Men, and I
 While faithful in their lowly, night-
 ly toil
 The shepherds heard the thrilling
 angel choir;
 With haste they left the noisy town
 And found the Lord in human form
 attire.

Thus theirs, no dream, the form
 divine to see;
 They praised their God, their hearts
 with joy a flame,
 Spread forth the news, and then
 returned to tell,
 And new men to be their toll—but
 glorified—the same.

The Wise Men saw the star
 and sped to find
 the new-born King and strong in
 faith adore,
 they found and gave hearts, wis-
 dom, and rich gifts,
 as never wise men were
 before.

The shepherds and Wise Men chosen by
 the Lord—
 that were their lives from those
 momentous days?
 So lowly and the learned they
 passed to make
 their lives a temple, holy, filled
 with praise.

Behold them journey year by
 year,
 to Christmas faith and joy we
 thrill to feel;
 to glorify the Babe of Mary
 born.

That of our gifts to Him as thus
 thus we kneel?
 In hearts and what we have his
 own to be;
 It lives as tellers, sages—Christ
 adored—
 temples pure, for worship, ser-
 show in all the Glory of the
 Lord.
 Rev. Charles De W. Brower,
 Merry Christmas.

Indeed The Herald likes to think that where "Shepherds"
 watched their flocks that night, all seated on the ground",
 it is pleasant to think that there were flowers bloom-
 ing near the stable where the little Christ Child lay—perhaps
 there was a flaming poinsettia near the window, and a rust-
 ling palm tree mingling its song of the herald
 angels.

As so tonight in Florida it would seem that there is
 offered a chance to truly appreciate the spirit of Christ-
 mas—that "peace on earth, good will to man" spirit through
 which all the misery of the world could be cast away.

As always there will be many people celebrating this
 Christmas Eve with little thought of its significance. Many
 things but a time to take a holiday, exchange gifts, and eat a
 prodigious amount of sweetmeats.

Christmas Eve in many homes is observed by a mad rush
 to finish belated Christmas preparations, but it is good to
 think that deep down in the hearts of most of us is the
 knowledge of what Christmas Eve really ought to signify,
 and that most of us will take a moment tonight to thank
 the Babe in the manger.

To the people of Sanford, and its friends everywhere, The
 Herald extends its good wishes for a Christmas Day filled
 with happiness. With appreciation of the fitting words,
 here's to you, a "Merry Christmas!"

A Good Slogan For All Florida
 With the slogan, "Every Girl a Swimmer," a constantly
 increasing group of high school girls in Miami are joining
 swimming classes at Miami Beach, preparing for the Red
 Cross life-saving test. All instructions are under the Red
 Cross training with the idea of helping the students to de-
 velop as much benefit as possible from the swimming lessons.
 Some day every elementary school will provide swim-
 ming instruction for every child so that when it attains
 high school age there will be no need for student organiza-
 tions with "Every Girl a Swimmer" for the battle cry. Of
 And, in Florida especially where it is pleasant to swim in out-
 door pools every month of the year, the schools could provide
 continuous instruction for young swimmers, with all the ad-
 vantages of open-air bathing.

Naturally before such a desirable feature for the public
 schools could be attained, the people of Florida would have
 to be shown the importance of swimming instruction. In
 the taxpayers that they would "get their money back" in
 pools. All this can be done, and as we have just said, there
 is a chance in Florida when physical training will be so
 recognized as a vital part of the public school curricula, every
 school in the state will have expert swimming teachers rank-
 ing in importance with teachers of reading, writing and arith-
 metic.

The pools, too, will be under the strictest of sanitary sus-
 pervision. Along with the swimming lessons, and the in-
 spect for sanitary conditions, they will become apostles of
 cleanliness.

"Every Girl and Every Boy a Swimmer"—that's a slogan
 good enough for all Florida to adopt.

PERSONALS
 Mrs. J. K. Vaughn
 The engagement
 of their daughter
 Gladys Alberta
 to
 Mr. Elmer J. Tyler
 wedding will take place
 on Friday, Dec. 26, at
 2:30 P. M.

NOTICE
 De V. Harvard chapter
 United Daughter of the
 degree will have a meeting
 on Friday, Dec. 26, at 8
 o'clock at the home of
 Mrs. A. P. Connel.

NOTICE
 will be a meeting of the
 Legion Auxiliary at 4
 P. M. on Friday, Dec. 26,
 at the business meeting and
 attendance is requested.

ATTENTION ELKS
 The American Legion Auxiliary
 is making plans for a New Year's
 night in Old Fellow Hall 8:00.
 Important business. A full atten-
 dance is requested. Visiting Ho-
 tel guests are warmly welcome.
 Mrs. Frank Adams.

FOR SALE—Some of the best
 blank hannelock celery and veg-
 etable land in Florida. Will sell
 in 10-acre tracts. Write Owner,
 Box P, care Herald.

Regular meeting of Seminole
 Rebekah lodge No. 43, Friday
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 tel guests are warmly welcome.
 Mrs. J. L. Loring, Secy.—Adv.



Merry Christmas!
 May this be the happiest holiday
 season you have ever known.
SANFORD ELECTRIC CO. INC.
 MAGNOLIA AVE.

OUR CHRISTMAS CLUB
 IS NOW OPEN FOR MEMBERSHIP
 Deposit a little money every week
 for a Merry Christmas next year.
 WE INVITE YOU TO JOIN
FIRST NATIONAL BANK
 A COMMUNITY BUILDER
 F. P. FOSTER, President B. F. WHITNER, Cashier
 ONCE AGAIN
 NO OTHER GREETING MEANS SO
 MUCH, SO I SEND ONCE MORE
 THE SAME OLD MERRY CHRIST-
 MAS THAT I'VE SENT TO YOU BE-
 FORE. MAY THIS NOT ONLY BE
 A MERRY CHRISTMAS, BUT MAY
 YOU HAVE MANY, MANY MORE
 IN THE YEARS TO COME
E. F. LANE
 REALTOR
 First National Bank Building,
 PHONE 95, ROOMS 501-2
 Saleslady—Miss Ruba Williams

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 Box P, care Herald.

Regular meeting of Seminole
 Rebekah lodge No. 43, Friday
 night in Old Fellow Hall 8:00.
 Important business. A full atten-
 dance is requested. Visiting Ho-
 tel guests are warmly welcome.
 Mrs. J. L. Loring, Secy.—Adv.



IN APPRECIATION
 Just at this time, as we are setting another milestone along
 the winding road of life, we pause to extend our many patrons
 and friends
GREETINGS OF THE SEASON
 We sincerely thank you, one and all, for your loyal patronage
 and support and wish you a good Old-fashioned Christmas fol-
 lowed by a New Year brimful of success and prosperity. It is
 our earnest hope that we will be able to serve you frequently
 during the New Year and for many New Years to come.
SMITH BROS.,
 Quality Merchandise at Prices That Appeal
 Phone 216.
 Corner 1st St.
 and Palmetto Ave.

VALUE OF A SMILE AT CHRISTMAS
 ZEPHYR HILLS COLONIST
 It is not for the weary, day-
 light to the discouraged, sunshine
 to the sad, and nature's best be-
 gift, but it is something that is
 something that is no earthly good
 to anybody till it is given away.
 An if in the last-minute rush
 of Christmas buying, some of the
 sales-people who serve you a smile,
 may we ask you to leave one of
 yours?
 For nobody needs a smile so
 much as those who have none left
 to give.

SANFORD'S FORUM
 Editor The Herald,
 Dear Sir:
 The Christmas season brings im-
 pressively to mind the profound in-
 fluence which Near East Relief,
 founded in the lands where Christmas
 is born, is bound to have upon
 the peace and happiness of that mis-
 erable corner of the world.
 Nothing in the tragic and terri-
 ble conditions that have just passed
 through as so pitiful and un-
 what it has done to the children
 of so many different countries.
 That these helpless millions should
 know nothing to show them that
 there are such things in the world
 as justice and gentleness and love
 —it turns one's heart cold to think
 of it.

Christmas Greetings
 TOMORROW CHRISTMAS, THE
 DAY OF GOOD CHEER AND
 FELICITATIONS, THE HOLLY
 REALTY CO., DEPARTS FOR
 THE MOMENT FROM THE
 BUSY PATHS OF COMMERCE
 TO WISH EVERYONE THE
 FULLEST MEASURE OF HAP-
 PINESS FOR THE GLORIOUS
 CHRISTMASTIDE
HOLLY REALTY CO.
 R. S. HOLLY, Mgr.

The Churchwell Co.
 Among our assets we like to count
 the only one that money cannot
 buy, your good will. And so at
 this Holiday Season we extend to
 you, not as a customer alone, but
 as a friend the Best of Wishes for
 the coming year.

Christmas Greetings
 Today, Christmas, the
 day of good cheer and fel-
 icitations, The Yowell
 Company departs for the
 moment from the paths of
 commerce to wish every-
 one the fullest measure
 for the glorious Christ-
 mastide.

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HOLLY REALTY CO.
 R. S. HOLLY, Mgr.

Merry Christmas
 THIS INSTITUTION SINCERELY AP-
 PRECIATES THE PART YOUR
 FRIENDSHIP AND PATRONAGE HAS
 PLAYED IN OUR PROGRESS AND WE
 EXTEND TO YOU OUR HEARTY
 CHRISTMAS GREETINGS.
SEMINOLE
 County Bank

Merry Christmas to You
 It is our sincere hope that this shall be to you a day full
 of pleasure and one that will be remembered for many
 years.
 It has been a pleasure to us to serve you in the past and
 to put forth many efforts to serve you honestly and
 faithfully.
Gonzalez Grocery Co.

Christmas Greetings
 Today, Christmas, the
 day of good cheer and fel-
 icitations, The Yowell
 Company departs for the
 moment from the paths of
 commerce to wish every-
 one the fullest measure
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 mastide.