

COME to our TREMENDOUS PRICE-SMASHING SALE

When We Say Price Smashing We Mean Prices Will Be Literally Smashed For 9 Days Starting Friday Morning Oct. 21st. A Glorious Feast of Bargains all over the store. Look for Churchwell's Price Smashing Signs

Mens Socks 5c Pair	Outing, Light and Dark Colors 5c Yard	72x90 Sheets 79c	Silk Pongee At Smashing Price 49c Yard	Ladies Silk Hose 39c	Yard Wide Bleaching 12c Yard	Mens Handkerchiefs 3c
---------------------------------	----------------------------------------------------	----------------------------	-----------------------------------------------------	--------------------------------	-------------------------------------------	---------------------------------

Everybody Can Save Money At Our Price Smashing Sale

36 inch Longcloth Yd.	15c
36 inch Pajama Check Yd.	15c
36 inch underwear Crepe.	16c
36 inch Bleaching Yd.	15c
36 inch White Batiste Yd.	16c
36 inch Plain and Fancy Outing Yd.	18c
Unbleached Cotton Flannel Yd.	18c
32 inch Dress Gingham Yd.	18c
36 inch Percales Yd.	19c
40 inch Plain Voiles Yd.	19c
40 inch Baronet Satin Yd.	89c
40 inch Weatherly Silk Crepe Yd.	\$1.95



Ladies Felt Bed Room Slippers	39c
\$4.00 Mens Oxfords	\$2.95
\$3.50 and 4.00 Ladies Slippers	\$2.95
\$3.50 Boys Oxfords	\$1.95
Ladies Black Kid Boudoir Slippers	\$1.29

Mens Dimity Check Union Suits 39c	Mens Blue Serge Pants \$3.95
Mens Muslin Night Shirts 89c	Mens Silk Socks 39c
Mens Broadcloth Shirts 89c	Mens Blue Chambray Work Shirts 45c



The Dress News of The Season An Event That Comes As The Result of a Very Special Effort On Our Part to Present To The Women of This City The Greatest Dress Values They Have Ever Known. Prices From

\$4.95 To \$15.95

LOOK!

Ladies Long Sleeve Nainsook Gowns 89c
Ladies Jersey Bloomers 89c
Ladies Lingette Gowns 45c

LOOK!

Men and Boys! Dress Up In A New Fall Suit At Smashing Prices
Mens \$25.00 All Wool Suits \$19.95
Mens \$27.50 All Wool Suits \$21.95
Boys Wool Suits \$7.95



Smash Crash Goes Our Prices For 9 Days

Suit Cases	95c
Ladies Hat Boxes	\$1.50
Mens Felt Hats	\$3.50
Boys Wash Suits	50c
Mens Felt Bed Room Slippers	70c
Boys Winter Weight Union Suits	60c

New Hats With Prices SMASHED!

\$2.50 Hats	\$1.95
\$3.95 Hats	\$2.95
\$5.00 Hats	\$3.95



Prices Smashed On Bed Spreads Regular Bed Size

25 x46 Good Heavy Bath Towels 19c
42x36 Pillow Cases 19c
6 Foot Window Shades 49c
64x43 Double Blankets \$2.45

Welaka Block

CHURCHWELL'S

Sanford Fla.

The Sanford Herald

Published every afternoon except Sunday at Sanford, Florida 111 Magnolia Avenue.

Volume no second class matter, October 27, 1918, at the Postoffice at Sanford, Florida, under act of Congress of March 3, 1879.

ROLAND L. DEAN - EDITOR
C. HOWARD BERG - MANAGER
MABLE E. JONES, Managing Editor

SUBSCRIPTION RATES
One Year \$7.50
Six Months \$4.00
Three Months \$2.00
Single Copies 10c

The Sanford Herald's pioneer newspaper subscription in the International News Service, receiving from this service the news organization twenty thousand words daily covering all the leading events of the entire world.

The Herald is a member of the Adult Bureau of Circulations, an International Association of Publishers, Advertisers, and Advertising Agents.

FRIDAY, OCT. 21, 1927.

- THE HERALD'S PROGRAM
1- Economy in city and county administration.
2- Deeper water route to Jacksonville.
3- Construction of St. Johns Indian River Canal.

BIBLE VERSE FOR TODAY
MY KING. - Our God is my King of old, working salvation in the midst of the earth. Psalm 74:12.

WORK
Youth is swiftly done,
Men are quickly made,
Fortunes are begun
On the lowest grade.

What you learn is not,
Whether false or true,
Worth the slightest jot,
Only what you do.

Mark it work today
Afy tomorrow's men.
They who'll learn the way
To be masters, when
Time shall bring the chance.

Pleasure may be sweet,
But in pain it ends;
Pride and self-conceit
Pay no dividends.

Two women on the next primary ballot - Mrs. Eaton and Mrs. Owen. - Yes, and both should be elected.

Ruth Elder and George Halderman will keep Florida in the public eye until the tourist season opens and then it'll take care of itself.

Deland Sun writer says Lindy has it. We thought there were only two men in that fix, and both of them were in Bradenton.

Florida's newspaper casualty list is growing. Latest funeral notices are for the Daily Palm Leaf at Fort Myers-Leesburg Commercial. The Palm Leaf had been under ten days when the Sanford Times made a sudden exit.

Sanford people are glad to welcome Ben Cantwell home. "Big Ben" has been called one of the best recruits uncovered in the major leagues during the past season.

The grand jury has indicted Mr. Amos and the comptroller says his prosecution. It all depends on the point of view and everybody doesn't happen to have the same view.

As we understand it, some pet nuisances may be enumerated as follows:
Earl Carroll - ball-tube.

Other candidates - Catts, Comptroller Amos - indictments. Tampa Tribune - Tampa Times. Florida - real estate booms. California - Florida. Kentucky - Running again. Nevada - "I don't choose."

Companies - cold weather. Nicholas Murray Butler - Volstead act.
Sanford - Harvest.
Sanford - Half-Oil leaves.

A Question Of Duty

An editorial appearing in today's issue of our contemporary, the Sanford Signal, has furnished us an opportunity to give The Herald's position in regard to matters which are of vital concern to this community.

We appreciate the friendly spirit of the criticism of the Signal which apparently is pledged to the same policy of ultra-conservatism that characterized its earlier days of publication.

In publishing salient facts in connection with the recent audit, The Herald feels that this is an obligation that it owes to its readers. It tried at an earlier date to furnish this information but was unable to secure it because of the muddled condition of the city's affairs.

Our contemporary admits that conditions are bad but because they are, it has a mistaken idea that the best way to handle the situation is to put a "soft pedal" on the publicity.

As an assurance to our readers, The Herald pledges itself to a continuance of its policy of printing the news, regardless of whom it may involve.

Where The Burden Of Proof Lies

The Leesburg Commercial calls attention to a recent ruling by the supreme court of the state of Missouri which in effect defines the right of a newspaper to comment upon the official acts of public officers or upon any matters of public interest without regard to the effect upon any individual office holder.

"Free comment and criticism of the public policy of public officials by newspapers is justified when it relates to a matter of interest, subject to its substantial truth and want of malice."

Commenting further upon the court's decision, The Commercial says: "This is particularly interesting in Florida where the politicians have succeeded in having written into a law a provision that is so absurd and unjust that no single jury in the history of the state's court procedure has ever been found with such a warped sense of justice as to find a verdict strictly in accordance with what stands as actual law."

"In Florida, if you please, theoretically at least, the mere filing of a suit for libel against a newspaper puts the newspaper upon the defensive and places upon it the burden of proving its assertion to have been true. But it goes further. Instead of having the plaintiff prove 'expressed malice' which is a term it would be well to study for in it lies a very completely defined status of a case the Florida law puts it upon the newspaper writer to prove that he did not have any malice in his heart when he wrote the article.

"Regardless of the written law, the common sense expressed in this decision of the Missouri supreme court has always been the basis for determining similar questions that have arisen in Florida courts."

PRODUCTION AND CONSUMPTION TAMPA TRIBUNE

Important and arresting facts are submitted to Floridians in a devoted attention to increasing its production, cultivating its lands, its forests, and its mines.

The figures speak for themselves. Florida's consumption of pork, bacon and lard is \$32,000,000 a year. It produces \$8,000,000 and imports \$24,000,000. Florida buys from other states three-fourths of the pork, bacon and lard it uses.

Florida's consumption of poultry and eggs is \$28,000,000 a year. It produces \$13,000,000 and imports \$15,000,000. One-half bought outside.

Florida imports each year more than \$50,000,000 worth of grain, hay and other feeds, flour, meal, canned goods, fruits and vegetables. Its total importations of foods and feeds reaches \$129,000,000.

Yet Florida's production, with only one-tenth of its 35,000,000 acres utilized, totals \$181,000,000 in vegetables, fruits, livestock, poultry -erals game and hides, in addition to \$100,000,000 worth of forest products, and \$20,000,000 worth of fish and sea food - more than \$300,000,000 from one-tenth of its potentially productive area.

These figures ought to be eloquent in convincing the most con-

As Brisbane Sees It

All O. K. Says Coolidge. Bad Times for Socialism. They Want Cruisers. Squandering Oil.

PRESIDENT COOLIDGE, surveying national conditions, finds them excellent. As regards business and prosperity, Secretary McMillan says there is capital, in abundance, for all new ventures worthwhile.

VICTOR BERGER, SOCIALIST, and one of the ablest, best informed men in congress is chosen head of the socialist party, to succeed Eugene V. D. B. Nobody knows better than Victor Berger that these times are bad for socialism.

URGING MEN TO "throw off their chains" is one thing. Urging them to throw off their radio set, automobile and talking machine is another thing.

YOU WONDER if the same men demand a great fleet of expensive battle cruisers for the country, and you ask, "Don't they know that enemy airships would sink 1000 fast cruisers, if we had them, as fast as we could send them to sea."

THOSE THAT WANT the fast cruisers for our navy know that they would mean nothing in war, and mean only wasted money now, so far as national defense goes.

THE OIL BUSINESS, through representatives, gets together in Poona City, Okla. They have been seeking a way to protect their industry without government interference or compulsion.

OIL FOR AUTOMOBILES, ships and work of innumerable kinds, is a national necessity. And it is the business of the government to prevent reckless waste of that which cannot be replaced, once it is gone.

REPORTS FROM MAINE, received out here on the Mojave desert, indicate that voters mean to keep the direct primary system for a while at least.

"I feel the need of a little exercise," remarked the great film idol to his hard-working double. "I wish you'd run a couple of times around the block." - St. Petersburg Times.

Your Building Problems

ARE OF VITAL INTEREST to us.

Our long experience has shown us a number of ways to reduce building costs without sacrificing quality, appearance or comfort.

We will gladly co-operate with you.



Phone 135 Holly Ave., at Bond Grade Yard 11th, 12th, 13th Sts Zip Service

ORDER OF PUBLICATION
To Almeda Spivey, Dayton, Ohio. You are hereby ordered and required to be and appear upon the 7th day of November, A. D. 1927, in the Bill of Complaint filed against you in the above styled cause and Court.

ORDER OF PUBLICATION
To Almeda Spivey, Dayton, Ohio. You are hereby ordered and required to be and appear upon the 7th day of November, A. D. 1927, in the Bill of Complaint filed against you in the above styled cause and Court.

ORDER OF PUBLICATION
To Almeda Spivey, Dayton, Ohio. You are hereby ordered and required to be and appear upon the 7th day of November, A. D. 1927, in the Bill of Complaint filed against you in the above styled cause and Court.

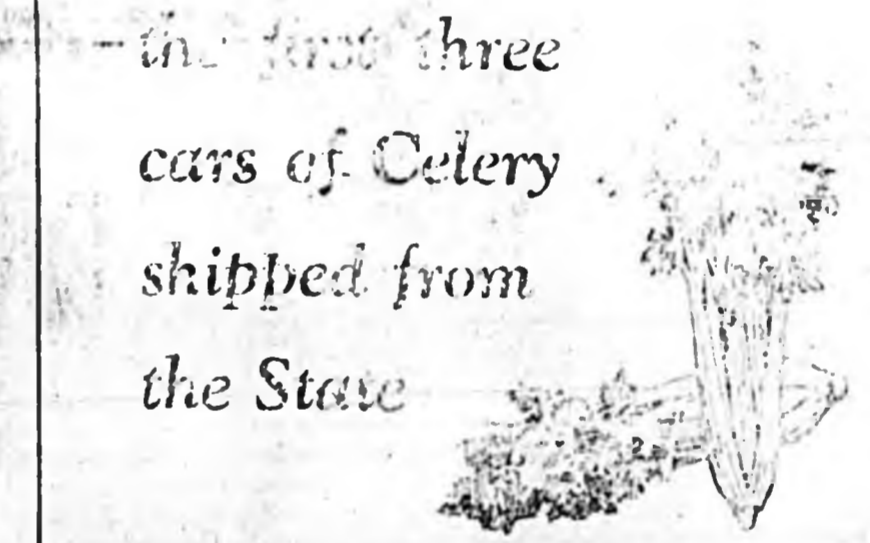
use KLIM YOUR MILK SUPPLY IS SAFE IF YOU- whatever the weather. DeForest-Sanford Realty Co.

Plumbing - Heating "Service You'll Appreciate" JAMES A. SANDS 823 Sanford Ave. Phone 630J.

McLaulins Jewelers-Optometrist Diamond Mounting Engraving Watch Repairing Elton J. Moughton Architect

HEY! HEY! This is the place to swap, exchange, buy tires, bottles, metal of all kinds. Bottles of all sizes kinds. KOTS S. SOMAN 212 Sanford Ave.

800 to 1000 Crates per ACRE - the first three cars of Celery shipped from the State



Buy Your Fertilizer on the Basis of RESULTS Sanford, Seminole Co. March 1, 1927

The American Agricultural Chemical Co. Jacksonville, Fla. Gentlemen: It will interest you to know that I shipped the first three cars of celery last year and the second car this year, from the State, and that the celery was raised with Bradley's Fertilizers.

CELERY growing isn't child's play. It requires real skill and lots of it, to make a successful crop. The celery-grower knows that the real money is made in a big crop running three, four and six dozen to the crate. And the earlier to market the better the price.

That is precisely why the right fertilizer is important. Bradley's "AA QUALITY" Fertilizers are the rapid and continuous growth.

These fertilizers supply the necessary plant food for each stage in the growth of the crop. They give every row an even stand of tender, fresh-grown sprouts.

Made to measure for the Celery-grower's requirements, to assure the necessary balanced growth. Use Bradley's "AA QUALITY" Fertilizer this year. Not only for Celery but for all other truck crops.

BRADLEY'S "AA QUALITY" FERTILIZERS

Made only by The American Agricultural Chemical Company Jacksonville

Backed by over 60 years' experience in fertilizer manufacture. Made in a great modern plant in Jacksonville, from the choicest plant food materials, specially prepared under scientific control.

All materials are mixed, aged and re-milled so that every particle of plant food

You are cordially invited when in Jacksonville to visit our plant, one of the most modern in the world.

The American Agricultural Chemical Company Warehouse... Sanford



Social And Personal Activities

Office Telephone 148 MRS. FRED. S. DAIGER, Society Editor Residence Tel. 859-J

Social Calendar

THURSDAY
Mole Chapter No. 2 O. E. S. meet at 7:30 o'clock at the Hall.

FRIDAY
Maria Ann Powers, Bet-
ness and Caroline Cog-
entertain at a Hallowe'en
at the home of Miss Cog-
West Fifteenth Street.
T. U. will hold regular
at 3:30 o'clock at the home
W. I. Hughey, 209 East
Street.

SATURDAY
Men's Matinee at the Milane
at 10 o'clock.

MONDAY
Eben Malory Circle of the
Baptist Church will meet
Mrs. R. F. Savage at the
Mrs. Ernest Krupp 910
Avenue at 3:30 o'clock.

Women's Guild will hold social
at the Parish House at
clock with Mrs. M. Minarik
Chris Matthews as host-
ess.

Meeting of the Truth
Class will be held at 3:30 o'clock
at the home of Mrs. C. L. Goodhue,
Magnolia Avenue. The host-
ess will be Mrs. P. M. Elder,
Lawrence, Mrs. C. E. Chorpren-
and Mrs. Mildred Squires, Mrs.
Squires and Mrs. W. I. Hugh-

TUESDAY
Department of the Wom-
en's Club will have fortnightly
party at 3 o'clock with Mrs.
W. Lee Jr., Mrs. Eugene
and Mrs. George Harden as
hostesses.

WEDNESDAY
Society of All Souls
will have chicken supper at
at the Montezuma Hotel,
ature Department of the
Club will hold regular
at 3 o'clock at the club

Ferguson-Green

Mr. and Mrs. William G.
Ferguson
of
Lake Mary,
announce the engagement and
wedding of their
daughter
MARGARET LUDINGTON
SPROUT
to
MARCUS ALLEN GREEN

CARD OF THANKS

To the many kind friends whose
kind expressions of sympathy
and beautiful floral offerings did
much to assuage the grief in
the loss of our loved one, Gretchen,
I wish to express our deep ap-
preciation.

George Schaal
and Mrs. R. C. Long and

and Mrs. Collier Brown and
and Seymour Graves motored
to Haines City, Thursday
they spent the day.

Charles T. Friend who has
been the house guest of Mrs. J. M.
for the past fortnight,
Wednesday for her home at

H. Muir of Chicago, Ill., spent
the day in Sanford Thursday on
business and was the guest of Mr.
and Mrs. James F. Hawkins at their
home on Park Avenue.

and Mrs. George Huff and
and Mrs. James Huff motored
to Titusville, where they
attended the funeral of the Messrs.
uncle, W. G. Carpenter who
departed Thursday afternoon.

Lena C. Woodward of De-
land as her guests on Friday,
Murray Jarvis, Mr. and Mrs.
Christenberry of Sanford, Mrs.
Mrs. Durst and Mrs. Gaines
of recent City, Mrs. Law and
Bennett of Barbersville, Mrs.
and Mrs. Horn of Day-
Beach.

HERE IS A CHANCE

TO SAVE

We have reopened our store yesterday, with a complete new line of Fall Ladies' Wearing Apparel. For the first three days of this opening you can purchase any item at a 10 per cent reduction.

Our prices are marked very low to begin with.

CALL TO SEE US AND BE CONVINCED

KRONEN'S

"We Say It With Values"

309 E. First St. Sanford

PARENT-TEACHERS ASSOCIATION OF WEST SIDE SCHOOL HOLD MEETING

The Parent Teachers Association of the West Side Primary School held its regular meeting Thursday afternoon with Mrs. L. N. Hansell presiding.

Several very interesting talks were given by Mrs. Preston Stephenson, Miss Love Turner and others offering helpful suggestions for work during the year.

The election of officers for the ensuing year took place resulting as follows: Chairman Mrs. R. M. Leeson; Vice Chairman, Mrs. C. Stothoff; Secretary, Mrs. George Huff; Treasurer, Mrs. A. L. Myers; Program Chairman, Mrs. Georgia LeCompte; Membership chairman, Mrs. A. P. Bunly; Hospitality Chairman, Mrs. Joe Meisch; Publicity, Mrs. A. L. Myers; Playground, Mrs. K. H. McIntyre.

After all business had been transacted, a social hour was enjoyed by the hostesses Mrs. R. M. Leeson and Mrs. A. P. Bandy served tea and wafers.

On Thursday afternoon the East Side Parent Teachers Association held its regular meeting with a splendid attendance of mothers. Mrs. W. A. Lefler, chairman, presided over the business session when routine business was carried out. Mrs. Lefler appointed the following chairmen and committees: Program, Mrs. Robert L. Glenn, Mrs. Robert Herndon and Mrs. J. C. Mitchell; Welfare, Mrs. Frank L. Woodruff and Mrs. J. J. Mauser; Ways and Means, Mrs. W. H. Stewart.

It was voted to give one dollar to the grade having the best attendance of mothers at the Parent Teachers Meeting. Cards were distributed among the members on which were written five mothers names for which they were responsible for attendance at the meet-

Idlers Bridge Club Is Entertained Thursday By Mrs. Endor Curlett

An unusually delightful affair of Thursday afternoon was the bridge party given by Mrs. Endor Curlett at her home "Marida" at Geneva. The guests were members of the Idlers Bridge Club.

This attractive home was ablaze with quantities of golden red, purple spikes and other lovely wild flowers, accentuating the color scheme of lavender and yellow.

The afternoon hours sped quickly with the game of progressive bridge and after the usual number of rounds had been played, scores were counted and the prize a hand painted vase was won by Mrs. Harry Heeren.

Mrs. Charles Powell Is Hostess To S. S. Class

Mrs. Charles Powell Jr., entertained the members of her Sunday School class most delightfully on Thursday afternoon at her home in Rose Court.

The girls spent the afternoon playing games of all kinds and a few novelty features were also enjoyed. Late in the evening a picnic supper was served by the hostesses.

Members of the class enjoying the afternoon with Mrs. Powell were: Patsey Garrett, Inez Thompson, Katherine Vincent, Mary Maxwell, May Purdon, Marjorie DuBose, Margaret Torrence, Carolina Waters and Minnie Waters.

TO GIVE SUPPER

The Rosary Society of All Souls Church will give a chicken supper Wednesday evening, October 25 at 6 o'clock at the Montezuma Hotel. Mrs. June Roumillat is chairman for the evening and will have a capable corps of assistants. Tickets must be bought from Mrs. Frank Peters or members of the society. The proceeds of the supper will be used to make necessary repairs at the Parsonage.

Stars Wear Smart Clothes In Film At Milane Theater

Two active working outfits are enough for any business girl to possess and still be well dressed declares Travis Benton, head fashion designer for the Paramount studios.

"Smart simple costumes are the proper thing for the business girl," declares Benton who designed the costumes for Esther Ralston to wear in her picture "Figures Don't Lie" which comes to the Milane today. "All fussy things should be avoided," Benton states emphatically. "Frills are absolutely out of place in the business girl's wardrobe."

"Two outfits may seem like a meager wardrobe," Benton says, "but when you consider how these costumes may be changed by accessories you get a different idea. For instance, with her suit, which Samuel Puleston and Mrs. Hous-

holder should by all means be one of the two costumes, the girl can have different waistcoats and jumpers. Then scarfs and handkerchiefs can be used to change the other costume so that it will scarcely be recognized. To have the costumes fresh and neat looking is the big thing. Accessories that can be easily changed and that are not at all expensive will do that."

Benton has just returned to Hollywood from London and Paris where he spent some time studying prevailing fashions.

Mrs. Clyde Derby, Mrs. Alexander Vaughan and Miss Margaret Young returned home Thursday afternoon from Orlando, where they have been spending the past three days attending the educational secretaries leaders courses which have been conducted by Miss Janet Howes district Educational Secretary.

Mrs. John Meisch Jr., motored to Orlando Thursday where she spent the morning.

C. A. Whidden of Leesburg, a former Sanford resident, spent the day here Thursday attending to business.

Mrs. S. Robbins returned home Friday noon from New York where she has been spending the past 10 days buying fall stock for the Outlet.

The many friends of Master Julian Baemel, young son of Mr. and Mrs. S. S. Baemel, will regret to learn that he is ill at his home on Sanford Avenue.



TODAY
A snappy glorification of an American stenographer
"FIGURES DON'T LIE"
Ester Ralston, Richard Arlen, Ford Sterling
Comedy
"DR. QUACK"
Milane Paramount News

SATURDAY
"THE JUDGMENT OF THE HILLS"
with Virginia Valli and Frank-
le Daire

Coming
"BEAU GESTE"

TRUEMAN FERTILIZER CO.

Main Office and Factory Jacksonville, Fla.
Local Representative

C. L. Derby
Phone 813
Storage Sanford Feed & Supply Co.

QUALITY

SPECIAL

For
SATURDAY AND MONDAY

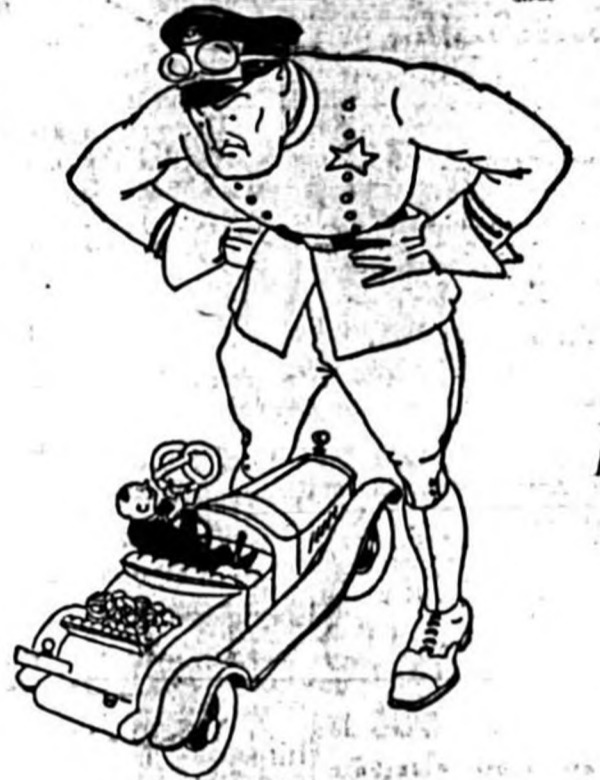
30x3 1-2 Cord Tire	\$ 4.85
29x4.40 Cord Tire	6.25
30x3 1-2 Cord Tire S. S.	6.50
31x4 Cord Tire S. S.	8.75
32x4 Cord Tire S. S.	9.75
33x4 1-2 Cord Tire S. S.	11.50

We have a limited number of tires at this price—so come early—this price does not include mounting.

San Jaun Garage Co.

SANFORD

Bite yourself an Alphabet



Here's a tip for pretzeleers on wheels

Suppose you go fast, and the naughty policeman stops you and gives you a lot of jaw. Can you jaw back? You can, but don't. While the speed cop uses his jaws to talk, you use yours to pretzelize. Bite out these five letters for him:

S O R R Y

Chances are he will let you eat your word and depart in peace.

Of course you'll want O-So-Gud Pretzels baked by Uneeda Bakers. This is the kind that all good pretzeleers use for eating and for pretzeleering.

They're brown. They're crisp. They're crunchy. They're salty. Easy to digest. Good for grand children and grand parents.

Eat them with soup, with salad, with cheese, with sweet desserts. Serve them with cool iced drinks. Eat them between meals. Eat them without any excuse at all—except that you want to.

Ask for pretzels made by Uneeda Bakers. You will like them better.

O-SO-GUD PRETZELS



SLIM JIM

SLIM JIM PRETZEL STICKS

A man out in Oklahoma reports that he can eat more Slim Jims because they have no holes in them. Take up less room, he says.

NATIONAL BISCUIT COMPANY
"Uneeda Bakers"

Coats Of Fashion

Presenting the New Seasons Models -- Smartly Furred

\$29.00

MOST all of these Coats feature the slender, supple silhouette which is smartly varied by youthful front flares; the handkerchief drape; the very definite side closing; tucks, seams and many intricate fabric workings. Coats that will carry you through the incoming winter season in the Paris manner. Women's and Misses' sizes included.



The Yowell Co.

PEKIN TEMPLES CRUMBLING FAST IS LATE REPORT

Disappearance Of Shrines Laid To Decay Of Graft In Chinese Capital; Less Than 200 Now Standing.

LONDON, Oct. 21.—(INS)—A Central News dispatch from Hong Kong today reported that two British submarines had been in action against the steamer, Irene which had been seized by pirates. The steamer was entering Bias Bay, a notorious Chinese pirate center, when the under-sea boats appeared and opened fire, disabling the Irene's engines. The Irene immediately began to sink and fire broke out in her hold. One hundred and eighty persons, members of the crew and passengers, were rescued. It was not reported that there were any casualties.

ROUSING WELCOME PLANNED

LISBON, Oct. 20.—(INS)—Americans and Portuguese will unite in giving a rousing welcome to Miss Ruth Elder and George Haldeman, American trans-Atlantic flyers when they arrive here next

week. Their steanship due on Monday or Tuesday unless delayed by bad weather. American residents are planning a banquet for the two flyers if they remain here long enough to attend it.

GOLFERS USE BOATS
SHAWNEE, Pa., Oct. 21.—(INS)—Because bridges connecting the island holes of the Shawnee

Country club golf course have been swept away by floods, contestants in the Shawnee invitation tournament are being transported from one hole to the next in rowboats.



THE BEST
is the Cheapest

Pork Sausage
Fresh Oysters
Tender Veal
Lamb Chops
Poultry

BASKET
Meat Market
G. I. Fischer

Saturday Specials

Pineapples	25c
Nice Pears, Basket	25c
Eggplant	5c & 10c
Bananas, 3 Lbs.	25c
Tomatoes, 2 Lbs.	25c
Apples, 3 Lbs.	25c
Celery	10c & 15c
Lettuce	10c & 15c
Cabbage, Lb.	.05c
Sweet Potatoes, 6 Lbs.	25c
Grapes—"Concord"—Basket	35c
Grapes—"Tokays"—Lb.	15c
Fancy Fresh Okra—Lb.	10c
Fresh Snap Beans—Lb.	15c
White Potatoes—10 lbs.	45c

COMPLETE LINE OF FRESH FRUIT AND VEGETABLES

Blue Bonnet Market
2nd Street & Sanford Avenue
F. S. Vernay and Wm. Musgrave, Proprietors

Just One More Day
Rexall ONE CENT SALE
Come tomorrow and take advantage of the wonderful savings we offer

SANFORD DRUG CO.
E. First St. Phone 325

Saturday Specials

6 lbs. Pillsbury Flour	40c
10 lbs. Granulated Sugar	69c
10 lbs. Irish Potatoes	38c
2 Cans No. 2 Corn	25c
7 Pkgs. V. C. Washing Powder	25c
5 Bars large Fairy Soap	25c
3 lbs. Bananas	25c

We have a new shipment of Mullet Roe, Appalachian oysters, whole wheat and graham flour.

McCULLERS GROCERY CO.
Basket Bldg. Phone 671

HOME SMOKED FISH

Ready to eat—no cooking for you to do. It tastes good—is good—and you will say so too when you try it.

FRESH OYSTERS
Baltimore and Appalachian
FRESH and SALT WATER FISH
FAT FRYERS and HENS

KENDALL'S FISH MARKET
217 Sanford Ave. Phone 870

Lawton's Saturday Specials

Compare These Prices

5 Lbs. Sugar, 5 lbs. to customer	33c
Guaranteed Fresh Shipped Eggs Doz	40c
Grapefruit, new crop, each	5c
New Ga., Sweet Potatoes, 5 lbs. for	15c
Longhorn Cheese, per lb.	33c
Sliced Breakfast Bacon, per lb.	30c
Sliced or Crushed Pineapple, can	23c
8 oz. Jar Relish or Mayonnaise	23c
Apple Jelly, 6 oz. Glass	9c
Strawberry Jam, 1 lb. Jar	25c
Grapes, Malaga, lb.	10c

R. W. Lawton
Corner Sanford Ave. and 8th St.

Fruits Vegetables

Plenty of Fresh Fruits and Vegetables Is the Best Health Insurance

Beans, Lb.	15c
Cauliflower, Lb.	20c
Grapes - 15c Lb. 2 Lbs.	25c
Fresh Yard Eggs—Doz.	65c

At The Old Reliable
East Side Curb Market
Quality & Service
2nd. & Palmetto M. L. FOX, Prop.

W. H. LONG

QUALITY MEATS 108 PALMETTO AVE.

TENDER POT ROASTS
When in doubt what to serve as the meat course come to our butcher shop and get one of our plump and juicy pot roasts. This section of the beef is already appropriate and fits in with any two or three of the vegetables that are in season. You can depend on our meat market for anything you need. Our meats are reasonably priced.

Prices Good Saturday & Next Week

FRANKFORTS 19c lb.

Western Steaks Round Sirloin & Club **35c lb.**

Western Pot Roast of **BEEF 18c & 22c lb.**

PORK CHOPS 29c lb.

Sliced **HAM 39c lb.**

Smoked Half or Whole **HAMS 24c lb.**

Florida & Western Pork Pig Tails-Neck Bones Spareribs
Pork Roast 25c to 29c lb.
Big Hams. 4 lb. average 35c lb.



Tasty Bits for the Sunday Table

Specials for Saturday

Caramel Nut Layers 38c

Pies Baked Ham
Layer Cakes Baked Beans
French Pastry Luncheon Meats
Danish Pastry Fancy Cheese
Hot Rolls—10 A. M. & 4 P. M. Daily

Arcade Delicatessen
"The Taste Tells" 44 McLander Arcade

68th Anniversary Month THIRD WEEK

For an entire month we are offering you WONDERFUL VALUES: Note these for this week

SALE!

Sultana Broken Sliced
Pineapple No. 2 1-2 29c

Iona Brand
Peas No. 2 Can, 3 for 29c

Iona Brand
Tomatoes No. 2 Can 5 for 39c

A and P Oven Baked
Beans No. 2 can 4 for 29c

Libby's 12 oz. Can
Corned Beef 25c

Quart of good Vinegar in
Water Bottle 19c

P. and G. White Naphtha
Soap 10 Bars for 34c

Del Monte
Spinach No. 2 1-2 can 20c

Brown or Confectioners
Domino Sugar Lb. Pkg. 10c

New Fancy Dried
Black Eye Peas 5 lbs. for 35c

Swift Jewel
Shortening, lb. 15c

Yukon Club
Ginger Ale 2 Bottles for 25c

The Great **Atlantic & Pacific**
205 Magnolia Ave. Sanford at General
McLander Arcade

COUGHS
Apply over throat and chest—small pieces of—
VICKS VAPORUB
Over 21 Million Jars Used Yearly



FRESH
Our Vegetables are as wholesome as they are delicious. Tomorrow we offer.

- Tomatoes
- Cauliflower
- Cucumbers
- Lettuce
- Celery
- Apples
- Bananas
- String Beans
- Carrots
- Green Peppers

Gonzalez Grocery Co.
118 Magnolia Ave. Phone 277

BAILEY'S SPECIALS FOR SATURDAY!

10 lbs. Irish Potatoes	33c
4 Cans No. 1 Tomatoes	25c
4 lbs. Nice Yellow Onions for	25c
Breakfast Cocoa, 1 lb. box for	24c
Waldorf Paper, 4 rolls for	25c

MEAT DEPARTMENT

Loin Steak, Native, per lb.	22c
Pot Roast of Beef, per lb.	10c
Brisket Stew Beef, per lb.	8c
Hamburger, All Meat, per lb.	13c
Pork Roast, cut from young pigs, per lb.	20c
Veal Pot Roast, per lb.	18c
Veal Chops, per lb.	25c

Bailey's Cash Grocery And Market
117 E. First St. Phone 788

Each Day Four

FREE TICKETS TO THE MILANE THEATRE

READ THE ADS

Each day there are a number of treasures to be found in the Want Ads—your name may be there for a free movie ticket and you may find a real opportunity.

Names will be scattered through the Want Ad columns—if your name is there call at The Herald Office for a free ticket to the Milane Theatre. Good for the day after insertion only.

Sanford Daily Herald WANT AD. RATES

Terms: Cash in Advance

Phone ads, will be received...
9c a line
7c a line
5c a line
4c a line

Time rates on request.

Reduced rates are for...
words of average length
counted a line.
Minimum charge of 30c for...
insertion.

Advertising is restricted...
proper classification.
an error is made The San...
Herald will be responsible...
only one incorrect insertion...
advertiser for subsequent...
insertions. The office should be...
contacted immediately in case of...
error.

TO ADVERTISERS

Herald representative...
familiar with rates...
and classification will...
you complete information...
if you wish they will assist...
in wording your want ad...
to make it more effective.

IMPORTANT NOTICE

Advertisers should give their...
street or postoffice address as...
on their phone number if...
desired results. About...
out of a thousand have...
telephone and others...
communicate with you...
as they know your address...
a discontinuance MUST be...
in person at the Sanford...
office or by letter. Tele...
discontinuances are not...
binding.

Business Prompt - Efficient Service

Lost and Found

Diamond bar pin at Yow...
or Peggy Wigley or between...
places. Notify Mrs. Dr...
Reward.

Automobiles

1925 passenger touring car...
and runs like new, to ex...
for coupe in good condi...
telephone 775 after 7 P. M.

DODGE

Two cars and Graham trucks...
and 13th Street, Phone 3.

GINS & COWAN CO. Auto

Factor and sheet metal works...
French Ave. Phone 716-W.

SANFORD BUICK CO.

212 Magonia Ave. Phone 661.

HUPS-HARMONS

Sanford Automobile Co. Magnolia Ave. Phone 137.

FORD Overland Co. Willys-

Overland, Whippits. Commercial Sts. Phone 58.

MODEL TRIM CO.

Trim the car, not the owner. Phone 817 for estimates. F. W. RADFORD

Business Service

Nipper. Signs of all kinds. Sanford Paint & Wall Paper

Need altering or repairing

Bring them to MACK the Tailor. N. Park Ave. Satisfaction guaranteed.

E. Russell. Farms, Groves,

110 N. Park Ave. Phone 117.

CLEAN UP YOUR OLD WALLS WITH THE NEW WALL PAINT. SOMETHING NEW AND BETTER FOR FURTHER INFORMATION. CALL PHONE 235-J OR SEE, V. C. COLLIER, SANFORD, FLA.

PHONOGRAPH—repairing, piano tuning by experts with 17 years experience. Sanford music store and Gift Shoppe, Room 10 & 11 Mc-Lander Arcade, Phone 832.

BUILDING BLOCKS — Irrigation boxes and general cement work. Miracle Concrete Co. J. E. Terwilliger, Propy. 3rd and Elm.

LUMBER and complete line of building material. Low prices. Security Lumber Co. "Where Good Grades Come From" Maple and Sixth. Phone 797.

CONCRETE in every shape and form, blocks, tile roofing, ornamentals, etc. Sanford Cement Products' Company, Fifth and Maple Sts. Phone 112-W.

5—Help Wanted Female

WANTED—Middle aged woman housekeeper for family of three. No. small children. Apply J. E. Singletary, Lake Mary.

WANTED—Woman or capable young girl to stay with child between the hours of 2 and 9 P. M. Call at 500 Myrtle Ave.

Have opening for two more young ladies to learn to run the Linotype machine. Four months course free. We will assist you to get good job when competent. Good operators make from \$40 to \$75 per week. If interested apply C. A. Haines at Herald Office.

7—Situation Wanted

Washing to do wanted by reliable white woman. Box 314 e-o Herald.

Young man wants work as driver or helper on truck, or any honest work. Box 999 Herald.

10-B—Plants And Flowers

OUR SEEDS TESTED FOR GERMINATION EVERY MONTH. STRAINS TRUE TO TYPE. SEED DISINFECTED. JOIN OUR LIST OF SATISFIED CUSTOMERS. F. C. STOKES & CO. 18, ARCADE BLDG., SANFORD.

FOR SALE—Single red hibiscus for hedges, yellow Japanese and red cattle guavas; other things all well rooted. Mrs. Ellsworth, Beardall Ave. Phone 3303.

11—Miscellaneous

Any part of 80 acres of fine trucking land, cleared, on paved road in Orange county, for rent at \$2.00 per acre by year. See M. J. Moss, Jr., 19 Wall St. Orlando. Colonial Realty Company. Phone 5313.

CAR AWNINGS—Auto Awning Co. 11 Ball Bldg.

12—Wanted

Wanted to buy 1926 Ford Coupe cheap for cash. Box 1319—Sanford.

14—Rooms Without Board

THREE furnished rooms. 805 W. 5th St.

Furnished rooms for light house-keeping, with or without garage. 618 Laurel Ave.

Tandy Prior.

DESIRABLE room, with hot and cold water in room, garage, couple preferred. Phone 124 J.

15—Apartment For Rent

Nice, clean furnished housekeeping apartments. 3 rooms and garage, all for \$30 monthly, open fireplace in dining room, all conveniences; also 2 rooms furnished, \$16 monthly. 301 Cor. 5th and Palmetto Ave.

FOR RENT—Furnished apartment with garage. 1101 Elm Ave. Corner 11th St.

FOR RENT—Apartments on Park Avenue. Frigidaire installed. Water and garage furnished. Apply 1000 Oak Ave.

ONE FURNISHED front apartment, all modern conveniences. 915 W. First St. Phone 207.

FURNISHED apartment for rent in the Herald building—a downtown location at remarkably low rates. Ask for Mr. Haines at The Herald office.

BEAUTIFUL APARTMENTS—Two rooms kitchenette and bath, attractive furnished, centrally located all improvements; \$6 per week. Tel 777 or 775.

16—House For Rent

FOR RENT—Five room furnished house, for rent. Phone 714 W.

FOR RENT—Small house, close in fireplace, rent reasonably. Apply 308 W. 15th St.

2 NEW 4-room bungalow for rent with lights and water. garage. See T. B. Kinard Grocery Store, Central Street Sanford.

5-ROOM furnished house for rent. See V. A. Speer, 411 Park Ave.

For Rent—Five room house. Bath and screened porch. \$20.00 per month. 2201 Oak Ave. Phone 190W.

SIX ROOM bungalow, gas, water, electricity, bath, fire place, screened porch, double garage. An attractive home partially furnished. See E. G. Norton, Mellenville Ave.

TEN Room house for rent corner Oak and Fourth St. Apply W. H. Long 108 Palmetto Ave.

House for rent, 1405 W. 1st St. Apply Kent Vulcanizing Works.

FOR RENT: Five room bungalow at the corner of Palmetto Avenue and Katie Street. Large living room, dining room, two bedrooms, bath, with shower, kitchen equipped with electric range. Front and rear porches. \$40 monthly. Address S. C. B. care The Herald.

Ernest Betts.

FOR RENT: Small cottage on Magnolia Avenue just north of Central Street. \$25.00 monthly. Box 123 care The Herald.

\$3750.00 is the price of small cottage on well located lot on Magnolia Avenue. \$50 cash all that is required. Balance payable just like rent. Box 124, care The Herald.

19—Houses For Sale

FOR SALE: two apartment houses on large lot, modern, close in, beautiful surroundings, garage, \$1000.00 down balance like rent. See owner, L. A. Renaud, 2201 Oak Ave. Phone 190—W.

FOR SALE: Well constructed bungalow, corner Palmetto Ave and Katie Street. Five rooms, bath with shower, kitchen equipped with electric range. Owner out of the city and will sell at less than actual value. Price \$6500.00 with \$100 cash and \$75 monthly. Address Box 101 care The Herald.

Miss Mary Goodale.

FOR SALE: Furnished Spanish bungalow of 5 rooms. Well located of good construction. Owner living out of city and will sell at reasonable price, and on easy terms. House is located on High Street, near Elm Avenue with attractive surroundings. Double garage. Price furnished \$8,500.00 \$500 cash and the balance any reasonable way. Address: Box 431 Care Herald.

24—Lots For Sale

FOR SALE: Two acre lots, on Dixie Highway between Monroe & Sanford. Fine trucking land, no city taxes, electricity is available, also flowing water. See owner, L. A. Renaud, 2201 Oak Ave. Phone 190—W.

Coated tongue, dry mouth, bad breath, muddy skin, groggy nerves and sour stomach suggest its use.

Your tongue tells when you need



Coated tongue, dry mouth, bad breath, muddy skin, groggy nerves and sour stomach suggest its use.

\$10 cash and \$10 monthly will buy good building lot at remarkably low price. Box 99 care The Herald.

26—Miscellaneous For Sale

Oil Stove, 3 Burner New Perfomtion. Good Condition. Bargain. Phone 870.

PLenty of WOOD of all kinds at Dubart's Wood Yard.

FOR SALE—One single cot bed, one double bed mattress, and 1 breakfast set chairs. \$10.50 Cash. Ask for Foreman at Herald Office.

FOR SALE: Slightly used furniture. Bargain. Roy J. King, 1012 W. 3rd St.

STOP at the HOTEL FLAGLER. 125 Rooms and Baths as MODERN as The East. Only three blocks from the station. Corner of Adams and Davis Sts. Radio entertainment in the lobby. Rates \$1 to \$2.50. Free Auto Storage. JACKSONVILLE FLORIDA

The First National Bank

Sanford, Florida at the close of business, October 10th, 1927 condensed from the report to the comptroller of the currency, Washington, D. C.

RESOURCES

Loans and discounts	\$1,446,965.40
Overdrafts	88.01
U. S. Government Bonds	81,500.00
Other Stocks and Bonds	489,974.38
Office Building, Furniture and Fixtures	205,000.00
Other Real Estate owned	14,130.16
CASH AND DUE FROM BANKS	420,440.72

\$2,658,098.67

LIABILITIES

Capital Stock	\$150,000.00
Surplus	100,000.00
Undivided Profits	21,481.24
Dividends unpaid	766.25
Hills Payable	125,000.00
Due Federal Reserve Bank	50,243.04
DEPOSITS	2,210,608.14

\$2,658,098.67

- OFFICERS: F. P. Forster, President; L. A. Brumley, Vice-president; H. C. DuBose, Vice-president; B. F. Whitner, Cashier; A. L. Betts, Ass't. Cashier.
- DIRECTORS: T. I. Hawkins; John Meisch; W. W. C. Smith; B. E. Squires; B. F. Whitner; F. P. Forster; L. A. Brumley; S. O. Chase; H. C. DuBose; F. P. Forster.

BEAUTIFUL APARTMENTS—Two rooms kitchenette and bath, attractive furnished, centrally located all improvements; \$6 per week. Tel 777 or 775.

16—House For Rent

FOR RENT—Five room furnished house, for rent. Phone 714 W.

MINERALIZED Red Comb Egg Mash contains DRIED BUTTERMILK and a Complete Complex Mineral. Hens fed on this mash have an increased vitality, good health and give a high production of quality eggs. The hatchability of the eggs is also increased. SEMINOLE FEED COMPANY Phone 94—Cor. Elm Ave. and Commercial Street Sanford, Fla.

Don't Miss This!

LAST CALL

LAST DAY OF SALE

SATURDAY OCT. 22nd.

Reduced Prices

LAST DAY PRICES

Tomorrow is the last day of our big sale, as we must get out to make room for the The Postal Telegraph Co. Everything is drastically reduced in order to dispose of every dollar's worth of merchandise. Come and see for yourself.

Ladies Shoes

All ladies shoes, in our stock, some Queen quality and some Grovet's to close out 75c

One big lot of ladies' Kid shoes, also white kid and canvas. Last day prices 10c

Ladies Dresses

Big lot of ladies dresses, made special reduction for last day. Assorted Satins and crepes. Values up to \$19.50 last day prices \$4.95

Sweaters

Big assortment of sweaters for ladies, men and children tremendously reduced, last day prices 95c and up.

Men's Suits

Big assortment of men's suits at a final reduction, Schloss Brothers, Styleplus, and other good makes. Reduced to \$7.95 & \$9.95

Ladies' Winter Coats

Just a few more coats left, that we have reduced for the last day \$3.95

We have numerous bargains that we are closing out, in order to save moving. You get this saving.

Florida Sales & Salvage Co.

Nat. Berman Sales Mgr. 210 E. First St. Sanford