







Mary, Mary, quite contrary,  
How does your appetite grow?  
ALAGA syrup is just a treat  
On hot cakes all in a row

Even Mary's contrary appetite will be tempted by the delicious Georgia Cane flavor of ALAGA. It is a pure, quick source of energy, and very good for Mary indeed.

'Good Every Drop'



Quality Syrup  
Packed by ALABAMA-GEORGIA SYRUP CO. Montgomery, Alabama

### Cooking School Is Magnet Of Throng For Final Session

The Sanford Herald's third annual free cooking school for the housekeepers of Seminole County came to an enthusiastic conclusion at noon today after nearly 350 women had listened for an hour as Miss Viola Decker told them how to best prepare foods on electric appliances.

That the school created wide interest was indicated by the sizable boost in attendance which was reported, and because of the large number of women who questioned Miss Decker concerning various points of cookery, at the conclusion of the school session.

This morning Miss Decker baked two cakes; prepared a meat and vegetable jamboree; an interesting dish of ham; and an apricot whip. These foods were later given as prizes, as were numerous other articles, donated by local merchants.

Prize winners today were: Mrs. E. C. Gelson, Mrs. W. C. Decker, Mrs. Annie Cooper, Mrs. Doolen Steele, Mrs. N. J. Keene, Mrs. E. G. Hayes, Mrs. S. F. Doudney, Mrs. L. P. Hagan, Mrs. George Herbat, Mrs. A. H. Beckwith, Mrs. L. E. Johnson, Mrs. Byron Squires, Mrs. J. G. Leonard, Mrs. R. U. Hutchison, Mrs. W. E. Wells, Mrs. J. J. Cates, Mrs. M. E. Moya, and Mrs. J. G. Ball, and the Misses Martha Stovall, Viola Stiles, Patsy Garrett, and Laola Evans.

Prizes and food products donated toward the success of the school were furnished by Stewart

### Philadelphia Society Man Held In Slaying

NORRISTOWN, Pa., Nov. 13.—Edwin Allen, young society man, today was held responsible by a coroner's jury for the killing of Francis Donaldson, Jr., Ill. well known society man, last Monday night in Allen's apartment in a hotel near Philadelphia.

Allen was ordered held for the grand jury. The principal witness, Albert Lucas, a friend of Donaldson, was the only eye witness to the shooting. He testified he and Donaldson had gone to the Allen apartment to bring about peace between Rose Allen, 18, daughter of Horace Allen and her father.

### Dancing Master To Appear In Sanford

The Seminole County Chamber of Commerce, today learned that this county has been chosen as the branch home of one of Florida's outstanding dancing masters.

Gary Ford, of Jacksonville. Miss Ford contemplates establishing schools at Gainesville, Daytona and West Palm Beach, as well as Sanford, and she will come here on Nov. 20 with a large group of her artists for a performance which will serve as an introduction of her work to the people of this section.

### Harvard Bars Radio Speaker From Games

CAMBRIDGE, Mass., Nov. 13.—(A.P.)—Harvard University today banned Ted Husing, Columbia Broadcasting Company radio announcer, from all future Harvard games in his official capacity.

William Bingham, Harvard athletic director, said Husing had referred to the playing of Captain Barry Wood and Jack Crickard in the Dartmouth game last Saturday as "putrid."

to Mayor Alsop of Jacksonville was commended Wednesday in a resolution passed by the Tampa branch of the Women's National Committee for Law Enforcement.

### Liquor Will Be Taboo At Gator Game In Tampa

(Continued from Page One) officers on the field and mingling with the crowds to see that no liquor "totin" and consumption goes on. It just won't be done, the enforcement heads agreed.

"My department," said Fisher, "is on the alert at all times in enforcement of the prohibition law, and Saturday's experience will be just another instance. Anyone caught carrying or guzzling booze will be hustled to jail."

Sheriff Joughin and Chief Nepper said their forces would give full cooperation, both expressing views similar to those of Fisher. Dr. Tigert's refusal to apologize

### Resignation Accepted

NEW ORLEANS, Nov. 13.—(A.P.)—The resignation of Col. H. B. Myers as superintendent of police of New Orleans was accepted with regret yesterday by the commission council. The resignation was tendered Wednesday by Colonel Myers while an ouster suit was pending against him.

# ROBERT'S

## GROCERY AND MEAT MARKET

THE STORE OF SERVICE AND QUALITY  
OPPOSITE POST OFFICE PHONE 39

FRESH OYSTERS, 50c Per Quart

SALT MACKEREL, 3 For 25c	FISH ROE, Lb. 40c
WHITE RING SELF RISING FLOUR, 24 Lbs. 75c	Brookfield Butter, Lb. 38c
LARD, 3 Lbs. 25c	BAKED BEANS, 3 Cans 25c
MEAL or GRITS, 10 Lbs. 25c	FANCY CORN, 3 Cans 25c
RICE, 6 Lbs. 25c	PINK SALMON, 3 Cans 25c

OSCEOLA COFFEE, 27c Pound  
This is good coffee. Try a can and you will use it regular.

### In Our Meat Department

At all times fancy Western Lamb, Veal, Beef and Pork. This week we have added native Beef

NATIVE—Round or Loin STEAK, Lb. 18c	WESTERN POT ROAST OF BEEF, Lb. 15c & 18c
NATIVE POT ROAST, Lb. 12c & 15c	WESTERN OR NATIVE BEEF STEW, Lb. 10c
NATIVE T-BONE STEAKS, Lb. 20c	FRESH GROUND HAMBURGER, 2 Lbs. 25c
SLICED Breakfast Bacon, Lb. 19c	HOME MADE PORK SAUSAGE, 2 Lbs. 25c
SWIFT OLEO MARGERINE, Lb. 16c	SUGAR CURED HAMS, Half or Whole, Lb. 19c
CHICKENS, HENS, FRYERS LIVE or DRESSED	CENTER CUTS, Lb. 25c

WE DELIVER AND WILL APPRECIATE YOUR ORDER.

# W. H. LONG

THE CLEANEST MEAT MARKET IN SANFORD.  
LONG'S MEAT IS A TREAT TO EAT

FRESH GROUND HAMBURG Lb. 10¢

PORK Sausage Meat Lb. 10¢

FRESH PORK SIDE Lb. 10¢

WESTERN BRISKET STEW BEEF Lb. 10¢

FLA. PORK Chops And Roast Lb. 15¢

FLA. PORK—HALF or WHOLE HAMS Lb. 18¢

WHOLE SMALL PORK SHOULDER Lb. 12 1/2¢

SMOKED WHOLE PICNIC HAMS Lb. 12¢

SMOKED (SLICED 25c Lb.) HAMS WHOLE Lb. 15¢

WESTERN POT ROAST OF BEEF 10¢ 12 1/2¢ And 15¢

JUST RECEIVED ANOTHER SHIPMENT—Sliced Breakfast BACON 1/2 Lb. 10¢

Round, Sirloin, T-Bone or Porterhouse 15¢  
Western Steak, 15¢ 18¢

COMPOUND LARD 25¢ 35¢ 55¢

White Bacon on Salt or Water Added

### THE SHORTEST DISTANCE BETWEEN TWO POINTS IS—A STRAIGHT LINE!

—And A&P is the straight line between the food producer and you—For A&P brings the foods to you in the shortest and most direct way, cutting out all unnecessary expense, and keeping the difference between what the producer receives for the foods and what you pay for it as small as possible. That's why A&P can, and does, sell the very highest quality foods at very low prices.

**FINEST CREAMERY—THE QUALITY FOR WHICH A&P IS FAMOUS**  
NEW LOW PRICE TUB OR PRINT Lb. 39¢

IONA—PLAIN OR SELF RISING FLOUR 12-Lb. Bag 29¢ 24-Lb. Bag 57¢

SCOCO—FINEST QUALITY SHORTENING 4-Lb. Pail 35¢ 8-Lb. Pail 65¢

SUNNYFIELD PANCAKE FLOUR, 3 Pkgs. 20¢ WHITE HOUSE Evaporated MILK, 8 Tall Cans 18¢

ALAGA SYRUP, No. 1 1/2 Can 10¢ 8 O'CLOCK—Pure Santos COFFEE, Per Lb. 19¢

Sunnyfield fancy sliced rindless Breakfast Bacon, Lb. 25¢ "Our Own Blend" India Ceylon TEA, 1/2 Lb. Pkg. 19¢

ENCORE—With Tomato and Cheese Sauce SPAGHETTI 16-Oz. Glass Jar 10¢ Three Cans 17¢

The soap that does its work well OCTAGON, 3 spec. size bars 8¢ SMITHFIELD Corned Beef, No. 1 Can 15¢

TOILET TISSUE WALDORF, Per Roll 5¢ ENCORE SPAGHETTI or Macaroni, 8-Oz. Pkg. 5¢

RAJAH—The Supreme SALAD DRESSING, Pint Jar 17¢ Blue Bonnet—Fancy Whole Grain RICE, 5 Lbs. 19¢

IONA—A-BRAND THAT NEEDS NO INTRODUCTION TOMATOES 4 No. 2 Cans 25¢

QUAKER MAID—WITH TOMATO SAUCE PORK & BEANS Per Can 5¢

NO. 1 POTATOES 10 Pounds 17¢

COUNTRY SERVICE A&P MARKET 301 1st St.

WESTERN BEEF POT ROAST Pound 15¢ PURE PORK PAN Sausage, Lb. 15¢; 2 Lbs. 25¢ WESTERN ALL BEEF HAMBURGER, Lb. 16¢

BEEF LIVER, Lb. 16¢ LAMB OR SMALL FRANKS, Lb. 16¢

GENUINE SPRING LEG OF LAMB Pound 28¢

WESTERN RIB OR BRISKET STEW Pound 10¢

# FISCHER'S MARKET

AT PIGGLY WIGGLY STORE  
Corner 4th St. Sanford Ave. Phone 755  
FRIDAY AND SATURDAY SPECIALS 755

ALL SIZES, ALL COLORS! REDS, ROCKS, BUFFS  
HENS No Extra Cost For Dressing Or Drawing LB. 25¢

2 1/2 TO 3 LB. RED NICE AND FAT FRYERS LB. 33¢

TENDER, LEAN, FRESH, WELL TRIMMED PORK HAMS LB. 15¢

LARGE WEST QUART ROE MULLET 3 LBS. 25¢

REAL GENUINE SELECT OYSTERS QT. 53¢

ALL SIZES FLOUNDER, Lb. 16¢ GENUINE LAMB SHOULDER, Lb. 15¢

FRESH SUPPLY SALT MULLET, Lb. 12¢ LAMB CHOPS, Lb. 25¢

FRESH RAW SHRIMP, Lb. 33¢ KITTEN LEGS, Lb. 15¢

WESTERN CROWN CORNED BEEF, Lb. 35¢ WILSON'S KIDNEY SLICED BACON, Lb. 15¢

FRESH OF SALT WATER TROUT, Lb. 15¢

CAMPBELL'S RED BASS, Lb. 15¢

THREE AMATEUR NIMRODS SHOOT BIG ELK IN PARK

New York Man Buys Hunting License, Breaks Two Laws

STONY POINT, N. Y., Nov. 13.—Ralph Gianerone, of 183 Cooper Street, Brooklyn, who's decision to become a hunter rested solely on his possession of an army rifle, lounging in the Palisades Interstate Park police station here yesterday, recalling the triumph of his initial quest for big game. With him were two other novices of the hunt. They were Paul Riekle, who lives on Staten Island, and Lawrence Gillison, of Mount Vernon, N. Y. They had a rifle, so they took out hunting license and motored to the park. According to Major W. A. Welch, general manager of the park and commandant of the park police, they ran into big game at the outset of their expedition. The three hunters encountered a heavy wire enclosure, inside of which they heard the prounding of hoofs. A 600-pound elk galloped up to the barrier. Gianerone swung up his rifle, according to police, and his excited companions shouted, "Let him have it, quick!" Gianerone blazed away, the police said, and the surprised elk dropped. As the three hunters gazed with satisfaction at their kill, which lay inside a wired game preserve policeman Nelson Odell and another patrolman arrived. They had been startled by the gunfire, which is prohibited in the park. The policemen told Gillison, Gianerone and Riekle that they were hunting upon forbidden ground; that they were in a park game preserve, and that the killing of an elk, at any time and any place in the State of New York, was prohibited. The hunters, according to the police, said they thought the elk was a deer. Then they denied the shooting. Park attendants, however, removed from the elk a bullet which they said was fired from Gianerone's rifle. The three hunters were taken to the home of Judge Elijah Pringle at Tuxedo. He fined Gianerone \$102.50 for unlawful shooting and Riekle and Gillison \$52.50 each as accessories. They were lodged in the police station awaiting the arrival of funds.

Crop Is Estimated At 16,500,000 Boxes

WASHINGTON, Nov. 13.—(A.P.)—The Department of Agriculture yesterday estimated Florida's orange crop this year at 16,500,000 boxes, of which 13,500,000 comprise the commercial crop. Last year's production was 19,000,000 boxes. The grapefruit production was indicated at 12,000,000 boxes with 8,500,000 commercial. This compares with 10,000,000 boxes last year. Estimates were not given for California's crop.

JUST OPEN MARKET Fish Poultry Fresh Meats, Crops, Sanford and Geneva Avenues Opposite A. & P. O. W. Gilbert, Prop.

Grimes Golden and Jonathan APPLES 7 and 8 Lbs. 25c Per Bu. \$1.00 and \$1.25 POTATOES, 15 Lbs. 25c Ohio Fruit Co. 221 Sanford Ave.

Uncomfortable After Meals Pig Indigestion, Stomach Ache, Bloating, try taking a pinch of... STOP — LOOK — LISTEN STOKES' RED FRONT MARKET

Lions Vote To Buy Auto Tags To Help Teachers Get Pay

BANKERS BELIEVE WORST OF SLUMP IN BUSINESS OVER

So as to help Florida's school teachers obtain their December and January salaries on time, members of the Sanford Lions Club today unanimously voted to purchase their 1932 automobile license tags during the early part of December, and they call upon every public-spirited resident automobile owner to do the same. They came to that decision after reading a letter from the Homestead Lions Club which went on record as urging the support of all Florida automobile owners in this connection. Since teachers' salaries and other operating expenses in state schools this year will be paid with the proceeds of automobile license tag sales, the Homestead Club conceived the idea of calling upon all to purchase tags early, for they learned that there was a threatened deficit which would seriously impact the State's being able to apportion school funds in a large portion as it anticipated. The Lions also discussed the Seminole County Chamber of Commerce's suggestion that some civic club make an effort to install a modern drinking fountain at the corner of Park Avenue and First Street to replace the one which was destroyed in a fire. They took no action, deferring the matter to a later meeting. They learned that the Past President of Lions International contemplates visiting this section soon, and President Maxwell Stewart read a letter in which he extended the Club's hearty invitation at all times. Present at the luncheon were: Lions Maxwell Stewart, C. E. Adams, W. C. Erickson, Glenn Linde, Robert Cobb, L. F. Boyle, Sam Fleischer, E. J. Meyer, D. I. Perkins, and Miss Elizabeth Clark, pianist.

Anticipate Speedy Recovery In Spite Of Small Bond Sales

NEW YORK, Nov. 13.—Although the total of new stock and bond issues placed on the United States capital market during October was the smallest for any month since the World War years, bankers now anticipate a speedy resumption of financing in the belief that the worst aspects of the economic crisis have been overcome. New flotations are likely to appear in volume first in the state and city field, it is held, and by the end of the year corporation financing may also resume its place as a prominent feature of the market. It is pointed out that several sizable issues of municipal bonds were rapidly absorbed by investors, when offered last week, indicating that a large potential capital reservoir has been accumulated in the slack period. The need for improvement in the capital issues market is shown by the fact that flotations amounted in October only to \$11,800,000. This figure contrasts with the sharpest possible manner with new issues of \$415,250,000 in October, 1930, and \$80,800,000 in October, 1929. The shrinkage, as recorded in the compilation of "The Commercial and Financial Chronicle," was due to the spasm of uncertainty that shook the financial markets of all the world after the British gold payment suspension was announced. As a rule, the new issues of states and municipalities are alone far in excess of the October aggregate of all types of financing. Even the tax-exempt bond market was deeply distressed, however, by the British gold suspension and

JACKSONVILLE—School Board discussed plans for new bus route for Marietta section.

LEAGUE HEAD



William Harbridge, head of the American Baseball League, is the new president of that organization following its election to the high position in 1931 and recently the raid on American gold stock that followed. Investment banking houses that originate corporation issues refrained from an attempt to float new bonds in stocks in view of the general unsettled market. No stocks whatever were offered during the month, while the bonds consisted chiefly of short-term issues of the highest character.

The degree of unsettlement experienced in October was reflected in "The Financial Chronicle" survey points out, by the results of municipal offerings. No less than eighty-six different municipalities offered bonds in the month without effecting a disposition. The amount involved being \$29,500,000. This is considered especially significant in view of the fact that municipal bonds did not suffer in the general loss of confidence earlier this year. Until the end of the summer they were in high favor and met with a ready sale when other classes of issues were virtually unsalable.

Mary Pickford Is Luncheon Guest Of President Hoover

2 Mightiest Islam Houses Are United By Royal Wedding

WASHINGTON, Nov. 13.—(A.P.)—Mary Pickford pledged to President Hoover across the White House luncheon table yesterday the cooperation of the motion picture industry in his unemployment relief plans. It was not all a business luncheon, however, for Miss Pickford spoke to the President and Mrs. Hoover, too, of her own plans to make a new picture. She disclosed also that her equally famous husband Douglas Fairbanks, is planning to visit Siberia and into China. A part of her visit to the White House was presented to Mr. Hoover and Mrs. Hoover by the President's lady, tickets numbered 100,000 to be paid for by the National Motion Picture Association. During it, she said, motion picture theatres throughout the country will give benefit performances, the proceeds of which will be turned over to the relief work in the communities where the performances are given. Miss Pickford explained her philosophy as consonant with that of the President, that of local and national cooperation. "All Americans shared in pro-

tract was accompanied by ceremonies of Oriental splendor. For half an hour sons of the Nizam prayed, kneeling before full length portraits of their brides-to-be, while two princesses remained in an upstairs chamber.

NO. 1 France, Nov. 13.—(A.P.)—The mightiest houses of Islam were linked yesterday in a union of marriage signed after prolonged negotiations in the day of the harem palace of Caracul. The contract calls for the marriage in December of Prince Amin, Sultan's daughter of the Sultan of Istanbul, and of Princess Nazim, daughter of the Sultan of Persia. The Sultan of Persia is the former Caliph's niece and daughter of the late Sultan Sultan Mourad V.

The Sultan of Hyderabad is the Sultan of the Mohammedan in the East. He is probably the wealthiest man in the world. He is a follower of the Shariat, but has been financially ruined since Mustafa Kemal expelled him from Turkey. The marriage of the marriage contract when it was here and it will be in restoring it while the Sultan of Persia is in the East. Douglas Fairbanks, who was to have attended the White House luncheon, was detained in New York by work on his new picture.

W. H. LONG HENS and FRYERS DRESSED OR LIVE

J - A - C - K ' S FRUIT AND VEGETABLE MARKET NEXT TO PRINCESS THEATRE ON FIRST ST. PHONE 224 We Have a Boy Waiting To Deliver Your Order U. S. NO. 1—(Sat. Only) POTATOES 10 LBS. 17c FANCY ICEBERG—(Sat. Only) LETTUCE HEAD 8c FANCY COOKING OR EATING—(Sat. Only) Apples 95c Bu. - 10 Lbs. 25c FRESH PICKED—(Sat. Only) STRING BEANS LB. 5c THESE AND MANY MORE SPECIALS —SEE US BEFORE YOU BUY—

PIGGLY WIGGLY "BUY NOW—PRICES ARE TURNING UPWARD"

222 E. 1st St. Under Management of Ernest Nelson, formerly with C. W. Zaring Co. PILLSBURY'S BEST BALANCED FLOUR BAKES BETTER 6 Lbs. 21c 12 Lbs. 39c 24 Lbs. 71c MAXWELL HOUSE COFFEE Lb. 29c LIFE BUOY—CLEANSING AND REFRESHING SOAP 3 For 25c 3 MINUTE—A QUICK, HEALTHFUL MEAL OATS 3 Pkgs. For 25c SMALL OCT. SOAP 2 for 5c MEDIUM SIZE RINSO 2 For 15c U. S. NO. 1—BEST MONEY CAN BUY POTATOES 10 Lbs. 17c FIRM HEADS LETTUCE Head 9c HARD HEADS CABBAGE Lb. 3c SUNSET GOLD BUTTER Lb. 33c WISCONSIN CHEESE Lb. 19c EMPEROR GRAPES Lb. 10c 4 STRING BROOMS 25c YORK IMPERIAL APPLES 10 Lbs. 25c 1 Lb. 2 Lbs. 3 Lbs. 6 Lbs. SNOWDRIFT 16c 31c 45c 83c

BETTER MEATS AT BETTER PRICES 222 EAST FIRST ST. 118 MAGNOLIA AVE. SELECT OYSTERS, Quart 50c ARMOUR STAR HAMS, Whole or String-End, Pound 17c WESTERN BEEF LIVER, Pound 17c WESTERN SPARE RIBS, Pound 15c WESTERN PORK LOIN ROASTS, Pound 18c PURE PORK SAUSAGE MEAT, Pound 15c BEEF ROASTS, Pound 12c FANCY WEST COAST MULLET, 3 Pounds For 20c NECK BONES, Pound 7c LARGE JUICY WIENERS, 2 Pounds For 25c SWIFT JEWEL LARD, 2 Pounds For 15c WESTERN PORK LOIN ROASTS, Pound 18c SLICED BREAKFAST BACON, Pound 22c BEEF STEW RIB OR BRISKET, Pound 10c FLORIDA PORK CHOPS OR ROASTS, Pound 15c PIG TAILS PIG LIVER, Pound 9c

5 lbs. RICE 15c RED FRONT 5 lbs. RICE 15c WINN-LOVETT GROCERY CO. 117 E. First St. Center of Sanford SERVICE QUALITY — QUANTITY MEAL, 5 Lbs. 10c GA. SWEETS OR Irish Potatoes, 10 Lbs. 17c FRESH AND TENDER String Beans, Lb. 5c Large Bunches Turnips 7 1/2c Large Firm Lettuce, Head 9c Maxwell House Coffee, Lb. 29c 2 NO. 2 CANS Fiesta Peaches 25c 2 NO. 2 CANS Granday Pineapple 25c 4 BARS Small Octagon Soap 10c HARD FIRM CABBAGE, Lb. 3c TALL CAN PINK SALMON 8 1/2c BROWN ONIONS, 3 Lbs. 10c STANDARD PEAS OR CORN, 3 Cans 25c 12 Lbs. S. R. Flour 4 Lb. BUCKET LARD BOTH 64c 24 Lbs. S. R. Flour 8 Lb. BUCKET LARD BOTH \$1.22 —All You Want— Blue Ribbon Malt 45c Prince Albert tobacco, 2 for 25c EVERYTHING WE HAVE PRICED TO SELL. NOT TO KEEP. KEROSENE OIL, 5 Gallons 75c Firm and Fine Home Grown TOMATOES, 3 Lbs. 25c STEWART'S PAPER SHELL PECANS, 2 Pounds 34c MIXED NUTS, 2 Pounds 25c 1/2 GALLON PEANUTS 10c THE BEST LINE OF FRUIT AND VEGETABLES TO BE HAD—MAKE OUR STORE YOUR SHOPPING PLACE STANDARD BROOMS—Were 49c—SALE PRICE 25c

STOP — LOOK — LISTEN STOKES' RED FRONT MARKET GEORGIA PORK SMALL TRIMMED, WHOLE HAMS, Lb. 14c SMALL SHOULDERS, Lb. 11c SMALL SIDES, Lb. 10c CHOPS, Lb. 12c PIG HEADS and FEET, Lb. 5c PORK SAUSAGE, Lb. 30c IF IT'S BEEF Young Georgia Steers Loin, T-Bone, Club, Round STEAKS, Lb. 15c BEEF Roasts, Lb. 10 and 12 1/2c BRISKET STEW, 3 Lbs. 25c LARD, 8 Lbs. 55c LARGE CURED HAMS, Lb. 14c BACON, Lb. 10c Let Us Serve You

Sanford Herald

Sanford Herald... Published every Friday... Subscription rates...

Prosperity Reflected

Newspaper readers in the past few weeks have seen signs which seem to indicate a return of prosperity. "Dividend for Quarter Paid by U. S. Steel," "Hoover Credit Pool Virtually Ready to Work," "American State Bank to Pay Fifth 10 pct. Dividend," "600 Go Back on Plant Payrolls in the South," "50,000 Men Employed on Public Works," "Building Program in South Provides Much Work," "Markets Herald Prosperity Return," "War Talk Forces Cotton, Wheat Prices Up", read the headlines.

All newspaper talk, grows the pessimist. Republican propaganda, sneers the cynic. Two years ago the newspapers were telling a different story. No one felt the pain of those headlines worse than the newspapermen who wrote them. They realized better than any other class of citizens exactly what those headlines meant. The swift and steady drop in the markets, the curtailment of expenses by big business, the reduction in wages, the passing of dividends, the failure of banks, the price slump in farm products, the decline in the call money rate, spelled unmistakably to him hard times.

All newspaper talk, indeed. Those who thought so and went blithely along refusing to recognize facts, hesitating to retrench and to prepare themselves for the conflict with diminishing returns, who kidded themselves into believing that business was as good as ever by means of faked statements reflecting anything but a true condition of their business, simply went broke, that's all.

And they, the undue optimists of yesterday, are the most confirmed pessimists of today. They are the ones who are calling the steady upward trend of business "All newspaper talk".

The newspaper is but a huge public mirror into which one looks in order to ascertain the true condition of things. If you have cauliflowered ears and a broken nose, don't expect the mirror to reflect the physiognomy of Apollo. But if you have beautiful features, you can believe the mirror when it tells you so.

When And What To Buy

To buy stocks judiciously at the bottom of the market during any financial depression, takes a sixth sense in business, according to Samuel Crowther, famous economist and writer on business and finance. Highly successful business men have this sixth sense, he says, and most of them have gone ahead most rapidly during those periods when other men were despondent and inactive because of business depressions.

"P. D. Armour always bought when other traders imagined that the bottom had dropped out of the country," Mr. Crowther explains in an article, "The Secret of Making Money", in the December Cosmopolitan. "He sold when the others were saying the sky was the limit. Thus we have the sage advice that the way to get rich is to buy at the bottom and sell at the top.

"If only this rule were as simple as it sounds, poverty would have left the world long since. But if it were universal there would be no sellers at the bottom and no buyers at the top. Actually, it takes more judgment to buy at the bottom than at the top. For when prices are depressed and things are panicky, it is only the rare man who will buy the stocks or the commodities which will recover, for, although brokers like to talk about stocks and the like being cheap when their prices are down as compared with some former time, only a limited number of stocks are ever cheap. A certain number are dear at any price, for the concerns are on the way out and the depression has only served to hasten the exit. Bargain hunters seldom come home with real bargains."

Mr. Crowther claims that there is nothing to the usual recipes for success, nor to the popular belief that fortunes are made by unscrupulousness or by getting on the ground ahead of the others. There is every reason to believe, he points out, that big business men were admittedly financial buccaners would have far more money if they had devoted less time to cheating one another and the public and that they succeeded in spite of their money-madness and not because of it. It is seldom the pioneer who wins out and also, oddly enough, the highly competitive fields yield far higher returns than do the untried.

There are men who can feel where the money is, he says. They will take all the aids and so-called scientific advice that can be given to them, but when this goes counter to a judgment which they have arrived at without knowledge why, they will follow their own judgment—and succeed, because they have the sixth sense in business.

SANFORD, TWENTY YEARS AGO

It will be good news to our readers in general, and the traveling public in particular, that trains 27 and 28 are to be restored and that they will begin operations soon.

The second number of the high school Lyceum Course will be given by the Vassar girls, in the high school auditorium Friday, Nov. 17th.

The record made by Florida on the gridiron this season is a clean one, a record of wins over Floridaian opponents.

There are more new people in the city now than ever before at this season of the year. L. P. Hagan of Markham was in the city Monday.

Miss Allie Trafford was called to North Carolina last Saturday by the serious illness of her sister.

Another fake advertising scheme made good this week and another long-haired gent passed out with the money which he had received to spend in Jacksonville.

The annual amusements contest at the Sanford House was inaugurated this week with appropriate ceremonies. The annual also drew many of the citizens of the winter season.

The annual amusements contest at the Sanford House was inaugurated this week with appropriate ceremonies. The annual also drew many of the citizens of the winter season.

game at Deland Saturday. The boys are attending Florida University.

The Sanford Herald reflects the growth and solidity of this city. Recently The Herald was made a double weekly, now it is delivered by a special carrier and Editor, Holly states that his company will install a linotype machine of the latest design within a short time. All of which goes to strengthen the fact that our town is one of the most solid in inland Florida.

One of the most notable and enjoyable events of the early season was the lovely dance given at the Sanford House Friday evening, Nov. 10th by Mr. W. J. Thigpin in honor of Miss Dorothy E. Hayes of Tracy City, Tenn.

The charming niece and house guest of Mrs. E. D. Holden.

HOTEL ST. JAMES... 125 WEST NEW STREET... Phone 497

DO YOU KNOW?



That ship plying the route up the Pacific Coast between the main land and the off-shore islands steer during foggy weather by means of the echo from a special whistle? The photograph of such a whistle on the C. N. S. Prince Robert, which plies between Vancouver and Skagway, Alaska, is shown in the photograph.

Agreement Looms Between Germany, France Over Debts

BERLIN, Nov. 13.—(A.P.)—Representatives of American banking groups, learning yesterday that an agreement between Germany and France seems imminent of concurrent handling of reparations and private credits, said any discussion of precedence is theoretical because foreign creditors and German debtors are getting together every day.

They are discussing what shall be done after the credits expire on Feb. 29. According to one Berlin representative of a large New York bank, "no matter how such negotiations shall come first, the World bank cannot but take cognizance of arrangements made with regard to private debts."

These debts, he said, are being adjusted in daily conferences. After the British pound dropped, all the German debtors who could do so tried to get rid of their British obligations while the exchange was favorable. Likewise arrangements are being completed between American creditors and German debtors as to what is to be done after Feb. 29.

"Thus," said the banker, "the World bank committee which can be created under the Young plan to look into these questions will be faced with accomplished facts Finance Minister Flandin said

Connie Bennett Is To Wed Ex-Husband Of Gloria Swanson

LOS ANGELES, Calif., Nov. 13.—(A.P.)—Constance Bennett, one of Hollywood's highest priced actresses, and Henry James in Vailley de la Falaise de la Couray, French marquis, filed notice yesterday of intention to wed.

The way to their marriage was cleared when Gloria Swanson's divorce from the marquis became final a few days ago.

As the couple appeared at the clerk's office, Miss Bennett fled as a news camera bulb flashed. "She'll be back," predicted de la Falaise, "she hasn't signed yet. Nervous you know, a high strung girl, Miss Bennett."

In a moment the actress returned, but she kept her hands before her face, revealing "fingernails manicured a brilliant crimson. She gave her age as 36, and the marquis his as 33.

TERMITES

The Insects With A \$40,000,000 Appetite

More than Forty Million Dollars in damage to houses and buildings is caused by Termites each year. They are the most destructive and difficult to exterminate of all pests known to the property owner today. Doing so is costly and difficult to estimate. They usually occur in hiding, their work is all done in secret, intimate contact with their habits until costly damage is done.

The Vermithin Co. of Orlando, Florida, has a new method of exterminating Termites, which is safe and sure. It is a chemical which is applied to the wood and it kills the termites. It is a new method and it is the only one that is safe and sure.

Cure Is Offered By Newsman For Free Publicity Menace

LOS ANGELES, Nov. 13.—(A.P.)—People who bathe in purple bathtubs and wash dishes in green sinks shouldn't toss stones at advocates of color advertising in newspapers, members of the American Newspaper Publishers' Association indicated yesterday.

The question of color advertising, a pale mauve at the start of the publishers' three-day convention here, turned into a rich red yesterday as advocates and opponents strove to tell what they thought their readers would think if the news were served in the color scheme of the day.

Color advertising is one way of keeping abreast of competition, A. E. MacFarlane of the Chicago Tribune said.

"We went into the volume of business done by newspapers since they adopted the four-color scheme for advertising and we were astounded at the increase of receipts," MacFarlane said.

Unsolicted publicity that soon found its way into the editorial waste basket has been turned into new revenue for America's newspapers, John B. Long, Los Angeles general manager of the California Newspaper Publishers' Association, said in outlining the California plan of handling press agents.

Long said the plan consisted of use of the waste basket, use of the Muck-sticker, and the publicity control bureau.

Long explained the blue sticker was attached to "handouts" by editors in charge and turned over to the advertising department which followed the lead, with sales talks that such publicity could not be handled except through paid advertising.

REVOLT IN ECUADOR

QUITO, Ecuador, Nov. 13.—(A.P.)—President Moreno was given extraordinary powers by Congress yesterday to deal with the revolt in the province of El Oro. He issued a decree prohibiting the assembly of more than five persons. It was reported the rebels have cut all communications.

Monday, Nov. 16, is the day of our Special. Have your Christmas Pictures made now. Weibald Studio

CROSLLEY NEW

Auto Wash-Pull... 49.95

Ask For Demonstration

SAN JUAN GARAGE

Phone 449

CHOOSE - - WISELY



Business and Professional

DIRECTORY

ATTORNEY: H. S. White, Attorney-at-Law, 305 First National Bank Building. DIRECTORY: Why not advertise through a medium that is read by everyone... LUMBER: Hill Lumber Co., 13th and Holly. PRINTING: The Herald Printing Co., Printing of distinction at reasonable costs. AUTO PAINTING: ROY SCHMIDT, 3rd and French. AUTO TOPS: TOPS, 306 W. 2nd St. AWNINGS: Hathaway's Awnings, Window Shades, Hem-stitching, Phone 41. BEAUTY SHOP: Powder Puff Beauty Salon, Lulu Miller, Prop., 106 Magnolia, Phone 104-W. BARBER: Standard Barber Shop, W. E. Horne, Prop., 111 S. Park. CLEANERS: COLONIAL CLEANERS, 205 EAST 2nd ST., PHONE 421. DAIRY: Biggers' Dairy, 1500 W. 1st St., Phone 449. SAN JUAN GARAGE: Phone 449.





NEW SIGNS ARE VERIFYING BUSINESS UPTURN

Series Of Constructive Developments Reported Thursday

NEW YORK, Nov. 12.—(A.P.)—All Street's belief that the way economic stability and better...

1.—The stock market's refusal to dragged down by a fresh setback in grain, for the first time in fortnight.

2.—A resumption of the advance silver bullion market.

3.—The reduction of \$26,000,000 the volume of currency in circulation, shown in the weekly federal reserve statement, and providing fresh evidence of the halt of currency hoarding.

4.—Unofficial reports from Europe that Germany and France had reached an agreement as to the method of procedure for finding a permanent basis for short term credits and reparations.

5.—Preliminary meeting of railroad executives to decide upon measures to restore their credit, through making effective the Interstate Commerce Commission's condition grant of higher rates, and possibly through wage reductions.

6.—The decision of Belgian copper producers to prolong their stay in New York in the hope of finally reaching an agreement to curtail production and stabilize the industry.

7.—Continued good demand for United States government securities and other high grade investments popular with banks and institutions.

The stock market was quiet, and had intervals of strength, although a drop in New York Central in the last few minutes, resulted in cancellation of most of the earlier gains.

This drop was attributed in brokerage circles to gossip over the possibility of a further reduction in Central's dividend, now on a quarterly basis.

Wall Street was inclined to look for a definite decision as to how the carriers propose to accept the Interstate Commerce Commission's freight rate increase at tomorrow's general meeting of the executive association. Immediate results of wage discussions were not anticipated.

The rail shares were strong at 10:45, but generally closed with small losses. The general level of the market at the finish, however, as indicated by the price average of 90 representative issues, was but 3-10 of a point below the closing level yesterday. Trading was in light volume. The bond average was a little higher.

On the national metal exchange, silver prices rallied 1 to 1 1/2 cents, and the turnover set a new high record at 9175 ounces.

WASHINGTON, Nov. 12.—(A.P.)—Two things which could be interpreted as encouraging business indications yesterday appeared in the columns of figures which make up the federal reserve board's weekly report.

One was that money in circulation decreased \$26,000,000. A \$24,000,000 decrease two weeks ago was taken by the administration as a sign that hoarding has been checked.

The other was that the United States gained \$55,000,000 gold in the week, bringing its total to \$1,246,000,000.

Gold had been leaving this country since the middle of September a driblet of gold had been made in some quarters that an attack was being made on the dollar. This, however, found no credence in official circles.

The board reported that money in circulation was \$1,040,000,000, more than a year ago, the total being \$5,517,000,000.

OTTLLEY RESIGNS WASHINGTON, Nov. 12.—(A.P.)—Because of duties developing from the Hoover credit pool, John K. Ottley has resigned as Georgia state representative for the president's organization on unemployment. He has been succeeded by Robert W. Woodruff. Ottley will continue his work in the banking program.

ORLANDO—Portion of public alley west of Orange Ave. and running between West Church and West Pine streets, vacated to secure title to property for chain company which plans erection of \$200,000 store in this city.

FLORIDA-HATCHED guaranteed chicks, Orange Hatchery, Apopka, Fla.

12—Wanted LIBERAL ALLOWANCE on your old battery, 316 W. First St.

26—Miscellaneous For Sale 20 GAUGE Single Barrell shotgun, Triangle Station, French and Park.

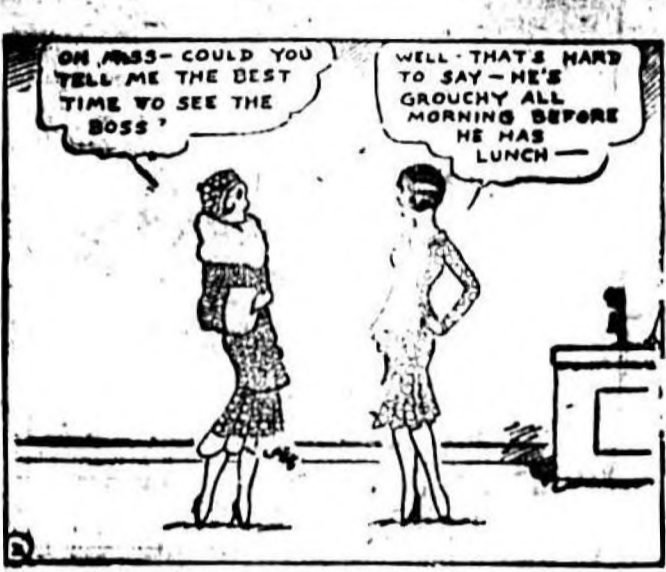
LEGAL NOTICE IN CHIEF COURT, TWENTY-THIRD JUDICIAL CIRCUIT, IN AND FOR THE COUNTY OF FLORIDA, IN CHANCERY. ORANGE COUNTY BUILDING AND LOAN ASSOCIATION, a corporation, Plaintiff.

LAWRENCE G. LATIMER, et al., Defendants. ORDER OF PUBLICATION. To LAWRENCE G. LATIMER and ALBERT E. LATIMER, his heirs, it appearing from the sworn bill of complaint herein filed, that said defendants are residents of the State of Florida, and that you are residents of the State of New York; that your residence and address are 187 West 61th Street, New York City, County of New York, State of New York, which is an address at your address is known to the Plaintiff; that there is no person in the State of Florida, the service of a suit, process upon whom would bind you, and that the Plaintiff believes you can be over the top of 23rd Street.

IT IS FURTHER ORDERED that you and each of you appear in the bill of complaint herein filed, in an or before Monday, the 15th day of December, A. D. 1931, otherwise the allegations and claims therein will be taken as confessed by you, and a decree in accordance with the bill of complaint will be entered against you.

IT IS FURTHER ORDERED that this order be published once each week for four consecutive weeks in the Sanford Herald, a newspaper published in said County and State of Florida, and that the first publication be made on the first day of October, A. D. 1931. (SEAL.) V. R. DOUGLASS, Clerk Circuit Court, By A. M. WEEKS, D. C. OTLEY & GIBNEY, Attorneys for Plaintiff.

FRITZIE RITZIE



Bank Official Has Pistol Duel With Duo Of Holdup Men

ST. LOUIS, Nov. 12.—(A.P.)—L. Gregory Dowling, 27-year-old vice president and cashier of the Midland Savings Bank here, battled two robbers with pistols yesterday. Although struck by three bullets, Dowling killed one of the robbers and seriously wounded the other as they attempted to holdup the bank.

Police identified the man killed as Bennie Bethel and the one wounded, in a serious condition with a bullet wound in a lung, as Jimmie Woods. Both have been arrested frequently in robbery investigations in recent years.

Dowling was reported in a not serious condition at a hospital. One bullet struck him in the left hand, another in the right leg, fracturing it, and another struck his vest button and was deflected. The shot in the leg and on the vest button knocked Dowling down, but he arose each time and continued to battle.

MADISON, Ind., Nov. 12.—(A.P.)—Two banks in adjoining rooms were robbed simultaneously here yesterday by eight bandits who obtained \$22,500 in money, \$8,000 to \$10,000 in bonds, and a quantity of silverware.

The National Branch Bank and the Madison State Deposit and Trust Company were the institutions robbed.

MULBERRY—S. H. Sweet grocery and market moved to new location, in remodeled building on east side of Atlantic Coast Line tracks.

AS AIR LINER SOARED OVER ANCIENT CITY



JERUSALEM—An unusual view as the giant "Graf Zeppelin" soared over the city of Jerusalem. The picture was made as the colossus of the air, flying low, passed over the old section of the city. Directly below the airship is the Mosque of Omar.

Key West Factory Is Scene Of Big Blaze

KEY WEST, Nov. 12.—(A.P.)—Fire which broke out early yesterday in a vacant 3-story frame cigar factory here destroyed the building and two nearby structures

and damaged several other houses. One of the residences adjoined the cigar factory. The other, of two stories, was across the street. Damage to adjoining residences, generally from sparks and cinders extended to the next block.

Full fire department forces were called out, along with the personnel of the Navy yard here. Owners of the cigar factory building said there was no insurance on it. It has been vacant for some time. Early estimates of damage placed the total at about \$50,000. The scene of the fire is three blocks from the Navy yard.

LEGAL NOTICE

NOTICE OF APPLICATION FOR TAX DEED UNDER SECTION 216 OF THE CONSTITUTION AND STATUTES OF THE STATE OF FLORIDA. Notice is hereby given that MCINTOSH INVESTMENT CO., purchaser of Tax Certificate No. 1118, dated the 5th day of August, A. D. 1929, has filed said certificate in my office and has made application for tax deed to issue in accordance with law. Said certificate embraces the following described property situated in Seminole County, Florida, to-wit: SEC. 18, Twp. 21 N. Range 30 East, 40 acres. The said land being assessed at the date of the issuance of such certificate in the name of M. R. & HEAVY L. HENKST. Unless said certificate shall be released according to law tax deed will issue thereon on the 23rd day of November, A. D. 1931. Witness my official signature and seal this 15th day of October, A. D. 1931. (SEAL.) V. R. DOUGLASS, Clerk Circuit Court, Seminole County, Florida, By A. M. WEEKS, D. C.

BUY YOUR ICE from the warmest ice with the Orange Emblem. ICE logo.

WANTED ADS FULL

1—Announcements

HAVE YOUR WATCH repaired by one who really knows how Briggs, Jeweler, Mag. Ave.

CHIROPRACTIC ADDS life to years and years to life. Dr. W. E. McDougall, Floral Heights, 8 Sanford Ave., phone 568-M.

3—Automobiles

1929 CHEVROLET COUPE. New Paint, New Rubber, 3325. Newly new Harley-Davidson motor cycle. Real & Sons, Myrtle Ave.

4—Business Service

LANEY'S DRUG STORE—Prescriptions, magazines, fountain service. PROMPT deliveries. Phone 103.

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

5—Help Wanted

DEPENDABLE PERSONS to handle Watkins routes in Sanford and New Smyrna; customers established; excellent earnings. Write J. R. Watkins Co., 90-3 Kentucky St., Memphis, Tenn.

9A—Poultry

FLORIDA-HATCHED guaranteed chicks, Orange Hatchery, Apopka, Fla.

12—Wanted

LIBERAL ALLOWANCE on your old battery, 316 W. First St.

26—Miscellaneous For Sale

20 GAUGE Single Barrell shotgun, Triangle Station, French and Park.

LEGAL NOTICE

IN CHIEF COURT, TWENTY-THIRD JUDICIAL CIRCUIT, IN AND FOR THE COUNTY OF FLORIDA, IN CHANCERY. ORANGE COUNTY BUILDING AND LOAN ASSOCIATION, a corporation, Plaintiff. LAWRENCE G. LATIMER, et al., Defendants. ORDER OF PUBLICATION. To LAWRENCE G. LATIMER and ALBERT E. LATIMER, his heirs, it appearing from the sworn bill of complaint herein filed, that said defendants are residents of the State of Florida, and that you are residents of the State of New York; that your residence and address are 187 West 61th Street, New York City, County of New York, State of New York, which is an address at your address is known to the Plaintiff; that there is no person in the State of Florida, the service of a suit, process upon whom would bind you, and that the Plaintiff believes you can be over the top of 23rd Street. IT IS FURTHER ORDERED that you and each of you appear in the bill of complaint herein filed, in an or before Monday, the 15th day of December, A. D. 1931, otherwise the allegations and claims therein will be taken as confessed by you, and a decree in accordance with the bill of complaint will be entered against you. IT IS FURTHER ORDERED that this order be published once each week for four consecutive weeks in the Sanford Herald, a newspaper published in said County and State of Florida, and that the first publication be made on the first day of October, A. D. 1931. (SEAL.) V. R. DOUGLASS, Clerk Circuit Court, By A. M. WEEKS, D. C. OTLEY & GIBNEY, Attorneys for Plaintiff.

CAN YOU BEAT IT By Maurice Ketten

Comic strip 'CAN YOU BEAT IT' by Maurice Ketten. Panels show a man with a 'LOVING CUP' for a woman, a man with a 'GOLF CLUB' for a woman, and a man with a 'SMALL CUP' for a woman. The man says 'I AM PROUD OF YOU JOHN!' and 'LET'S HAVE A LOOK.' The woman says 'WHAT A SMALL CUP!' and 'THEY WANTED TO SHOW THEIR APPRECIATION FOR WHAT I DID FOR THE CLUB AND ALL THE MEMBERS WERE EAGER TO SUBSCRIBE TO IT.' The man says 'ABOUT THE THINGS AND MEMBERS I SUBSCRIBED TO I RECEIVED TEN FIFTY FIVE CENTS.' The woman says 'THEY DIDN'T GO CRAZY OVER IT.' The man says 'THE STORE IS SENDING ME A BILL FOR IT SAYING I CAN'T COLLECT FROM THE CLUB.' The woman says 'MONTH LATER' and 'CAN YOU BEAT IT?'

It Was The Year 1620



The Pilgrim Fathers Landed At Plymouth "Yonder"

—lies the best spot of all this country. There we should go to build our homes," we imagine the leader pointed out to his followers.

No stores or business houses existed on the New England shores of our country, but even then those hardy pioneers of this most powerful nation in the world, always chose the best of what was offered.

Today —the wise man chooses the best of what the present offers, whether he is in the market for groceries, merchandise or—

JOB PRINTING WE SOLICIT YOUR BUSINESS HERALD PRINTING COMPANY PHONE 148.