## finese Pirates AndSTRIKE BOOSTS aptures Nine More PRICES IN U. S.

fish Crew Kills 12 ENGLISH COAL Five Killed An 19 Huxt In Crash Of Rail Cavs On Way To Scene Of Wreck
phed Ship Arrives
Hong Kang Ex fong kong ex- haring ON ZONE f Gruesome Battle ORDINANCE TO BE THURSDAY NGHT

caneers Flee; Pursuit Is Made Is Overpowered atch Is Changed



COOL MEATHR King Ben' Of Ho Follons hard Of David ls Arre. RANS IN EAST After 3.YearS

|  |  |
| :---: | :---: |
| And Causes Much Property Damage in Allantic State | C. Of C. OFHEAAS |
| Coastal and River |  |
| Ships Go to Cover | OSE THURSDAY |
| Score of Workmen Narrowly Escape Death When Walls |  |
|  | 300 Memberahips Expected |

Bt "Ah BETWLEN "Y" MEN MAKING CUBA, LPITUUAY IS PLANS FOR STATE HEAL BY BOTE SESSIONS HERE


Bent inin . Noldidyty Rent Nivi Released Uri Bond 0 Seven Others Including 3 Members of benton ratit

 May Ask Militia To End Trappers' War

Years ould Be Pears Old Today VILLE, N. J., Nov, 17 .
Elanor Mills, alain. with
Edward Wheeler. Hall fin



Sanity Verdict Will | Be Argued in Manley |
| :--- |
| Case on Decentber 11 |



Alleged Wife Beater, 50, Jailed Here
Upon Complaint of Fride of One Year


Physician Fears That Mrs. Jane Gibson Will Be Unable to Testify

## 

Sletson And Maryville Will Play Football In Sainford On Thanksgiving



howh been fridhnter Dised．Trom

What earme will be played under
 firn with解宫品

Yobity
both to

apat fer defent lant sut lunars Yatidetblt
Hefinaticara was it
Thoothall，haikethanll und thase
adp
STII
FOR WOUNENTS
MLanesola With Rejuvenate Dleven Comes to Michigan
Saturday for 2nd Contest；
Northweate：n Due for Win
Chicnco，Nor． 10 －$\left.(A)^{\prime}\right)-$

## 莫䔍

anz the Biz Tan chumplonshis or of the twa clevens fighting aco，Mlchhgan han the harder fitina
test，Lecausa of a schedule irre daritty that makes Minnenota
oo for the necond time of Meason．
Narth
hay hayina had twor ouny vietorion ove fylat and ls a sjecided tavorite to
down Iowa while the Wolverines
Six waeks ago the two tenims
agod like yood fortune for Mich
In．tho $f$
fill has
fin


Ohio State To Have Harvard Place On Princeton Schedule


## fryocion

## Scholastic Requirements For Athletic Team Players To Be DebatedAt Meeting



Fight Results．



## 䔍最

 Gank has the reputation xceedingly
muke 1 rrou！


## 

## Attention，Dairyn


 DAIRYMANS DEIGHT DARI FEED Supply

## Watch

 Elimination！
## $\mathrm{R}^{\mathrm{E}}$

Dent a Jord for

The Studebakel Standard Six Custom Victomin addis custom beauty to inherent Studebaker qual－ with comfort－has a hand＇s package compartment insite，and liberal space Undor the sloping rear deck for the trophies of thappl

DOAN＇S Rus

## Florida State F

Jacksonville

November 19th to 27th



## TOMORROW－－－－

marks the end of the drive for funds and new members for Sanford＇s Chamber of Commerce，the Zero Hour is here，tomorrow marks the beginning of the end，will Sanford＂Go Over The Top＂as she always has？

We appeal to you，as citizens who take a pride in calling Sanford your home，if you have not done so， do your part tomorrow and help put Sanford Over The Top－give Sanford a Chamber of Commerce and let her unprecedented progress continue without interruption．

## This Space Paid for By the Following Firms：

Chamber of Commerce
Anthár First National Bank
Frank R，MacNeill \＆Co．

Wilson，Householder \＆Boylé
Smith Bros．Furniture Company The Sanford Herald


## $\pm$

## 4 <br> $\dot{2}$

$\qquad$


aman Wht


 And it fa, more regrettable than words can tol that to rofits in that way
In the course of the paragraph from which we have taken tising that makes such earnings possible. Wise advertining e notes, means economy for the buyers. The more goods chich the merchant can afford to mark his goods. And it was advertising that changed a million dollar business to ifty million dollar business.
But there are merchants, and other business men, who the big returns. They sell so few goods they must charge big prices in order to pay themselves a profit. Their ex to take care of the "overhead," they increase the selling prices of the articles they carry, and "let the customera pay.
Customers are learning that they will find lower price and fresher goods in the stores of merchants who advertise They have learned that advertising, as Brisbane puts it,
"means economy for the buyer." And while the customer is learning this, the successful merchant is learning that he
can make more money with a small percentage of profit on a large number of sales than he can with a large per centage of profit on a small number of sales.
"Wise advertising." says Brisbane. That means adver-
tising placed where it will reach the people it in desitable tising placed where it will reach the people it in desitable
lo reach ${ }^{\text {Great merchants who make a scientific study of }}$
their business place their advertising with the medium that nost reliably carry their message. If they wish to reach
the homes and the home people of their community. they
choose the local afternoon paper, knowing that it is the

## $28=$ <br> 2 <br>  <br>  <br> 5 <br> .

## 


paper which is actually read by the entire family.
Having chosen the messonger, the intelligent merchant
hen prepares a message that says something. He goes then prepares a message that says something. He goes
after business with a vim. And he gets resuita.
When a business concern is handling a large volume bf
business, it is decidedly in better condition to make reducbusiness, it is decidedly in better condition to make reduc-
tion in prices than it is when depending upon the hit-or-
miss patronage which is the portion of the concern that
does not advertise or that advertises without careful indoes not advertise or that advertises without careful in-
vestigation of the advertising medium.
Aggregite sales when they reach a goodly size insure
a reduction of prices. And a large volume of sales comes
to the firm that has something to sell and "tells the world" "Better to make two percent on fifty million dollars than
fifty percent on one million dollars." Most certainly, yea
Just Ask Yourself, "And Then, What?" Under that heading Wickes Wambolt, writing
Asheville Times furnishes some food for thought. A man, Wambolt says, vehemently declared to his wife,
"I'm going to take my, gun and go down and blow Bill
Balder's fool haad off." Whereupon the wife quietly asked "And then, what?"
The possible "what" was easy to see Arrest, jail, trial,
conviction, penalty-a lot of expense, notbriety. Perhaps, even, Bill might shoot first.
Wambolt, with that anecdote for a toxxt, goes on to say
that whenever a man is getting ready to do something dras-
tic or radical, or even when he is only thinking of doing

## 男

## 


$\qquad$

$$
\begin{aligned}
& E v \\
& E v= \\
& k=
\end{aligned}
$$



## F.

## 4Ty

dea to, ask himself, 'And then what?' Maybe the othe
fellow would smash the harder of the two maybe he woul
have gun or and the riffle-also maybe a lot of time, und a lot of money,
and a lot of reputation," he continues.
"When a man says, 'I'm going to tell the boss what I
think of him, he might stop and ask himself, And then would leave a job would be aicked downstairs; possibly he
toiled years to gain-be out of work for groond thess knows how ong. That's what.
"Before a man tells his wife to pack up her things and home, the philosopher points out, "it might be a good thin
to ask himself, And then what?" A torn up domestic sit-
uation, a disrupted home, a mental upsetness, children seat tered like little quail, dodging a hawk, losss, of standing, loss
of ambition, shattered dreams, loss around. "When a man declares in a rage," he concludes, "I'm going
to sue Bildad the Shuhite, it might help things if he would top a
edi, a!
thing
Whe

LEGALIZED GAMBLING

## 

ROOFING Cr Good Roofing
CHASE \& CO. Fre Portable Pm Portable Phy
Spend your mouevt
Oil, Tirss and Tued =

Rines
illing Sta Filling St




## 

## $\qquad$





CHINA. IS GIVING WORRY

## 


IMMIGRATION OF firut clas



he Chinene, how
not very diseriminasting.

they hatio




REPUBLICAN INCONSISTENCY

| REPUBLICAN INCONSISTENCY |
| :--- |
| OMAHA WORLD-HERALD |


|  | keep a man in offlce, Preaident |
| :---: | :---: |
|  |  |
| 1918 whth the war in prog. |  |
| country facing | to |
| Wilson | was |
| democratic party in con- |  |
|  |  |
| of tho government in its |  |
| fringing the country back |  |
|  |  |
| and the president felt that |  |
|  |  |
| Thd republicans "frothed |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

Was almout equ
debauchling th
preiadency, the

SOCIAL AND PERSONAL ACTIVITIES::




