

STAR THEATRE TONIGHT



NORMA TALMADGE

NORMA TALMADGE IN "THE ISLE OF CONQUEST"

Topics of The Day

TOMORROW AND SATURDAY--James Oliver Curwood's
"The Courage of Marge O'Doone."

CLASSIFIED ADS

CLASSIFIED ADVERTISING RATES

Minimum Charge for any one
Ad.....25c
One Time, per word.....1c
Three Times, per word.....2c
Six Times, per word.....3c
Over Six Times, 1-2c per word
per issue.

Cash must accompany order. Ten
cents extra if charged.

Advertising in this column in which
the address of the advertiser is not
given but which refers you to Post-
office Box Number or Care of the
Herald, MUST be answered accord-
ingly. Please do not ask us for the
names of advertisers advertising in
this way. Usually we do not know
who they are, and if we do we are not
expected to tell you.

ROOM AND BOARD, \$11 per week,
109 East First street, over Union
Pharmacy. 163-tfc

Special reduction in men's and lad-
ies' W. L. Douglas shoes.—A. Kan-
ner, 213-15 Sanford Ave. Phone 550.
166-tfc

FOR SALE—1½ H. P. and 2½ H. P.
Gasoline engines. Brand new and
in perfect condition.—Herald Print-
ing Co. tf

FOR SALE—1½ H. P. and 2½ H. P.
Gasoline engines. Brand new and
in perfect condition.—Herald Print-
ing Co. tf

FOR SALE—1½ H. P. and 2½ H. P.
Gasoline engines. Brand new and
in perfect condition.—Herald Print-
ing Co. tf

See our line of electrical lamps.—
A. Kanner, 213-15 Sanford Avenue.
Phone 550. 166-tfc

FURNISHED ROOMS—Two furnish-
ed bed rooms. Inquire 311 Park
Avenue. 157-tfc

New line of Congoleums and Art
Squares.—A. Kanner, 213-15 Sanford
Ave. Phone 550. 166-tfc

TO RENT or for sale, large ware-
house with railroad siding.—Chas.
Tyler, care Zachary Tyler Ven. Co.
156-tfc

WANTED—Pupils, Violin and Piano.
—Ruby Roy, 206 Park Ave.
175-201-p

LOST—Scotch Collie dog, goes by
the name of Carlo. Finder will
return to fire station and receive re-
ward.

FOR SALE—Must be sold at once,
one young horse, buggy and har-
ness. Address Elizabeth M. Wil-
liams, Silver Lake. 180-3tp

WANTED—By November 15, a 4 to 6
room house or apartments, unfur-
nished or partly furnished. Best of
references given. Will rent by the
year. Address at once, "Cottage," in
office.

Buy your post cards at the Herald
office. Beautiful views, 1c each.

Get your Scratch Pads from The
Herald—by the pound—15c.

WANTED TO RENT—HOUSE OR
APARTMENT OF 4 TO 6 ROOMS.
FURNISHED OR UNFURNISHED.
WILL RENT BY YEAR. ADDRESS
"APARTMENT" CARE OF THE
HERALD. tf

Special reduction on Georgette Silk
and cotton shirt waists.—A. Kanner,
213-215 Sanford Ave. Phone 550.

PLANTS FOR SALE—Cabbage, On-
ions, beets, lettuce and cauliflower-
er. Yellow self-bleaching celery,
guaranteed French imported seed,
bought from Chase & Co., write for
prices. State quantity wanted.—W.
C. Post. 173-60tc

WANTED—Brick and cement work,
chimneys, flues, piers, cement
floors, sidewalks.—A. L. Ray, 206
Park Ave. 173-30tp

DIXIE FURNITURE CO., 321 San-
ford avenue, pay cash for furniture,
bedsteads, chairs, etc. What have
you? 174-30tc

We have just received a line of
silverware and casseroles.—A. Kan-
ner, 213-15 Sanford Ave. Phone
550. 166-tfc

Buy your post cards at the Herald
office.

LOST—Western Union branch de-
posit book. Finder please return
to Western Union office.—J. P. Hall,
Mgr. 180-tfc

Your Friends Notice Your Hat First



—No matter how raysh-
ing the rest of your cos-
tume may be. So wheth-
er you choose two or a
half a dozen Hats, be
sure that they suit your
personality exactly. It
isn't always so easy to
make this decision for
yourself but our Millin-
ery salespeople are care-
fully trained so that they
may be of great help to
you. And then our pric-
ings are all well within
reason.

J. M. DRESSNER

Special Sale

9 room house, big fire place,
both upstairs and downstairs.
Lot 50x117 ft. House faces
East. Located 714 Oak Ave.
Oranges, Grapefruit, Tange-
rine, Guava, Figs and Ava-
cado Pears trees, loaded with
fruit in back yard. Price \$7-
500.00.
\$2,500 cash, balance terms.

E. F. LANE
"The Real Estate Man"
Phone 95 206 First Street

Cold Weather

Get up your stoves while you
have plenty of time to pick
them out and we have more
time to put them up for you.

WE HAVE THEM
ALL KINDS
ALL PRICES
Ball Hardware Company

Men! It's Not Cheap Clothes You Want

but Quality Clothes
at Lower Prices

and you get them at Orlando's
largest store—for our Men's Suits
are much lower in price than
the same qualities of last year—
for instance—Men's Suits were
\$60 to \$90 last year--this season
they are priced--

\$45.00 to \$65.00
and a few at \$35.00

the same good quality clothes--
and even better patterns than in
former seasons.

And in Men's Furnishings you will
find many instances of the same
thing. How about trying us for
your new suit?

Yowell-Drew Co.

Orlando, Fla.



THE NEW-PAINT SMILE
You'll wear one too if we
repaint your auto. Why go
around with a dim, dull, old-
looking car when for a few
dollars we will paint and
finish it like new? It's good
sense also to keep a fresh
coat of paint on your car--
adds to its value if you want
to sell it or trade it in.

REHER BROS.

Phone 112 Auto Painting Sanford Heights

PORTLAND, MAGENTA, WAVERLY
3 Patterns Open Stock China Just In
HENRY McLAULIN, The Jeweler



Let Us Bear the Burden of Baking

There's no need, now, for any woman to do her own
baking. For here at last is a bread which the utmost skill of
the housewife cannot improve on.
Made of the very purest ingredients, scientifically mixed by an
exclusive process, and baked to just the right turn in modern ovens.

THE NEW BUTTER-NUT BREAD

But in addition we've perfected a new mixing
process which enables us to turn out a lighter,
daintier loaf than ever. Butter-Nut is its own best
advocate. At all good gr ocers. The genuine bears
the Butter-Nut label.

MILLER'S BAKERY



The Finest Face Bleach ever pro-
duced. Does wonders for a bad complexion. As
dealt or by mail, \$1.25. Free Booklet.
DR. C. H. BERRY CO., 2175 Michigan Avenue, CHICAGO

Buy your post cards at the Herald

SALES SERVICE



PARTS ACCESSORIES

BRYAN AUTO CO.

PHONE 66

Buy Meat You Can Eat

We carry a choice line at all times.
A Trial Solicited

Pure Food Market

J. H. Tillis, Prop.
Phone 105 402 Sanford Ave.



Chilled Rubber Process
makes them
A Bear for Wear
SMITH BROTHERS
Expert Repair Work

BEAUTIFUL POST CARDS
AT THE HERALD, EACH 1c

National Madza Lamps

25 to 300 Watt in 110 Volts.
20 to 75 Watts in 32 Volts

Everything Electrical
Expert Installation and
Repair Work

GILLON & FRY

Phone 442 115 Magnolia Ave.

Seed, Our Business.
Honesty, Our Motto.
Purity, Our Watch-
word.

The L. Allen Seed Co.

COME IN AND SEE US.
(Southern Seed Specialists)
Wekiwa Bldg. Sanford, Fla.

Real Estate

I Sell It
J. E. SPURLING
The Man Who Sells Dirt Cheap

SEE URK

FOR EXPERT AUTO REPAIRING
Cor. First and Sanford Ave.

Lord's Purity Water

As Good as the Best
Daily Service Phone 66

Sanford's Most Popular Hotel
SEMINOLE HOTEL and GRILL
Under Management of
WALTER B. OLSON
Our Specialty----Seminole's
famous \$1 Sunday Dinner
de luxe.
A la Carte Service all day.



MISS KATHRYN WILKEY, Editor. Phone 428

SOCIAL CALENDAR FOR THE WEEK..

Friday—
Spendthrift Club with Mrs. E. F. Housholder.
T. N. T. with Mrs. Robert Herndon.
Evening—Parcel Post sale with Mrs. S. Puleston.

Mrs. W. J. Hill and Mr. and Mrs. Tom Jones have returned from a summer spent in England. Added to the other pleasures of the trip Mrs. Hill had the opportunity of a trip into France, accompanied by a French relative. Returning with Mrs. Hill is her niece, Miss Edith Lee, from Westcliff-on-the-Sea. Miss Lee will be the guest of Mrs. Hill through the winter.

EVERY-WEEK BRIDGE CLUB

Always a charming hostess, Mrs. C. M. Vorce delightfully entertained the Every-week Bridge Club, Thursday afternoon, at the home of Mrs. C. L. Goodhue on Magnolia avenue.

At the conclusion of the game delicious refreshments were served in the dining room.

An attractive pottery basket was given for high score which was won by Mrs. W. J. Thigpen. Mrs. Julius Schultz was the substitute for the afternoon.

Mrs. B. H. Marx, who has been the guest of Mrs. L. C. Kolb for the past week has returned to her home in Atlanta.

AT THE VALDEZ

The following registered at the Valdez Thursday:

Charles P. Bennett, Palatka; Jos. J. Taylor, Cincinnati; R. W. Cordon, D. N. Chadwick, C. C. Cook, Jacksonville; J. P. Hickey, Baltimore; S. Blum, Mrs. S. Blum, New York City; Stewart Devlin, Jacksonville; B. Wlaeberg, Atlanta; Geo. F. Gallagher, Rochester, N. Y.; Cornelias Christancy, Allandale; M. W. Vestal, Atlanta; Chas. King, Zalma, Mo.; M. I. Barre, Daytona; L. A. Woodberry, S. C.; R. W. Frick, Jacksonville; R. I. Gordon, Tampa; Chas. E. Kittle, St. Augustine; E. S. Mickler, Ocala; E. A. Wiles, Tampa; W. J. McCarthy, Milwaukee; J. F. Light, Birmingham; M. Kroner, Sanford; F. B. Vary, Jacksonville; James Hennessy, El Paso, Tex.; Grant Kilborn, New Orleans; S. M. W. Johnston, Rochester, N. Y.

SPECIAL ARMISTICE SERVICE

Chaplain Hyman is holding a special Armistice Day service, Sunday evening, Nov. 7th at 7:30 p. m. Mr. Hyman's sermons are always interesting and instructive and it is urged that as many of the Legionnaires as possible will attend the service. Remember the Baptist Temple has saved a place for you, buddy, and bring some one else to fill the place next to you.

TAKES OVER ELDER SPRINGS.

W. V. Wheeler, the owner of Elder Springs, has taken over the business of distributing the water from the Charles Electric Co., and will in the future be the distributor of Elder Springs water. The public will please take notice. 183-2tc

ANYHOW DEMPSEY AND CARPENTIER EXPECT TO FIGHT

NEW YORK, Nov. 5.—The final contract between Jack Dempsey and Georges Carpentier will be signed late today.

NEW PICTURE PLAY BY JAMES OLIVER CURWOOD, A TREAT FOR EVERYONE

"The Courage of Marge O'Doone," which will be shown at the Star Theatre on Friday and Saturday is a vigorous, fighting story of primitive men and stout-hearted, beautiful women, fierce huskies and malemutes, red-blooded adventure and rare romance, surprise and suspense, mystery and thrills staged in the vast white arena of the frozen North. It has all the zip and zest, the drama and color in its score of high lights that makes it just what it is—a prize special photoplay production. It is a classic of the North—a masterpiece of dramatic writing made into a masterpiece of a photoplay.

It is a gem of the genius of James Oliver Curwood. A born thriller, it travels swiftly and breathlessly along studded with smashing incident that

SATURDAY AT PRINCESS

Harry Carey in "SUNDOWN SLIM"

Also "Vanishing Dagger"

Lord's Purity Water

As Good as the Best
Daily Service Phone 66

keep the suspense and anticipation on edge—makes you guess and guess wrong until the toppling and unexpected climax smites you. It never lags for an instant. One literary critic has proclaimed it a story ready made for the motion picture screen; another has called it hard to beat and declared it the best story that James Oliver Curwood has ever written.

AT THE STAR THEATRE TODAY

Vitagraph Presents James Oliver Curwood's "THE COURAGE OF MARGE O'DOONE"

Also Two-Part Comedy

BEAUTIFUL POST CARDS AT THE HERALD, EACH... 1c

**Salt Mullet
Mullet Roe
Fat Mackerel
Nice Fryers and Hens
All Good
and
Churn Gold Olio
Clover Hill Butter**

L. P. McCuller
Sanford, Florida

**WE WANT YOU
In the Sanford Baptist Sunday School
NEXT SUNDAY**

And every Sunday of the Year.

OUR GOAL

An average attendance of 600

We tackle BIG THINGS and want you to join us IN THE TACKLE

"We've Saved a Place For You"

Corner Park and Sixth.



REHER BROS.

Auto Painting

Phone 112

Sanford Heights

THE NEW-PAINT SMILE

You'll wear one too if we repaint your auto. Why go around with a dim, dull, old-looking car when for a few dollars we will paint and finish it like new? It's good sense also to keep a fresh coat of paint on your car—adds to its value if you want to sell it or trade it in.

Six Kinds of Safety

Have you every paused to consider the safety of the bank where you deposit your money?

The first consideration is the capital, which should be ample to meet the requirements of the community the bank is to serve.

The next question to consider is the officers in charge. They should be men of experience, high character and successful. Without men of ability no institution can succeed.

Then there is the question of confidence. The public should have confidence in the officers and in the bank.

These three principles determine the success of a bank.

We adopted these principles in the outset of our career and we expect to live up to this high standard and increase our usefulness to the community as the years go by.

We Offer You:

- 1ST: LARGE CAPITAL AND WORKING RESERVE.
- 2ND: TRAINED MEN IN CHARGE—MEN OF SEVERAL YEARS EXPERIENCE.
- 3RD: THE CONFIDENCE OF THE PUBLIC, WHICH IS PROVEN BY THE DAILY ADDITION TO OUR LINE OF DEPOSITORS.
- 4TH: PROTECTION BY TWO EXAMINATIONS EACH YEAR BY THE STATE BANKING DEPARTMENT, TWO AUDITS EACH YEAR BY AN INDEPENDENT RECOGNIZED PUBLIC AUDIT COMPANY AND TWO SWORN STATEMENTS SUBMITTED TO THE STATE COMPTROLLER BY THE CASHIER, GIVING THE BANK'S CONDITION IN DETAIL, ALL OF WHICH INSURES REGULAR, SYSTEMATIC AND THOROUGH OPERATION OF THE BANK.
- 5TH: THE ADVICE OF A COMPETENT BOARD OF DIRECTORS, WHO MEET WITH THE OFFICERS REGULARLY EACH MONTH AND ADVISE THEM AS TO THE OPERATION OF THE BANK.
- 6TH: INSURANCE OF ALL DEPOSITS EVERY DAY OF THE YEAR, THIS IS A PROTECTION NOT COMMONLY FOUND IN BANKS AND IS AN ABSOLUTE PROTECTION FOR YOUR FUNDS, IN ADDITION TO ALL THE OTHER USUAL SAFEGUARDS.

THESE ARE REASONS WHY YOU SHOULD DO BUSINESS WITH US, AND WE BELIEVE THAT NO BANK CAN OFFER BETTER INDUCEMENTS.

PEOPLES BANK OF SANFORD
WE WANT YOUR BUSINESS

"SAY IT WITH FLOWERS"

Pansy plants, Calendula plants, Snap Dragon plants, \$1.50 per hundred. Ferns, Palms, Colens and other potted plants. See Stewart The Florist, 814 Myrtle. Phone 260-W. 180-3tc

**SPECIAL BARGAINS
FOR THE FIRST
COMPLETE HOUSE BILL
CARTER LUMBER CO.**

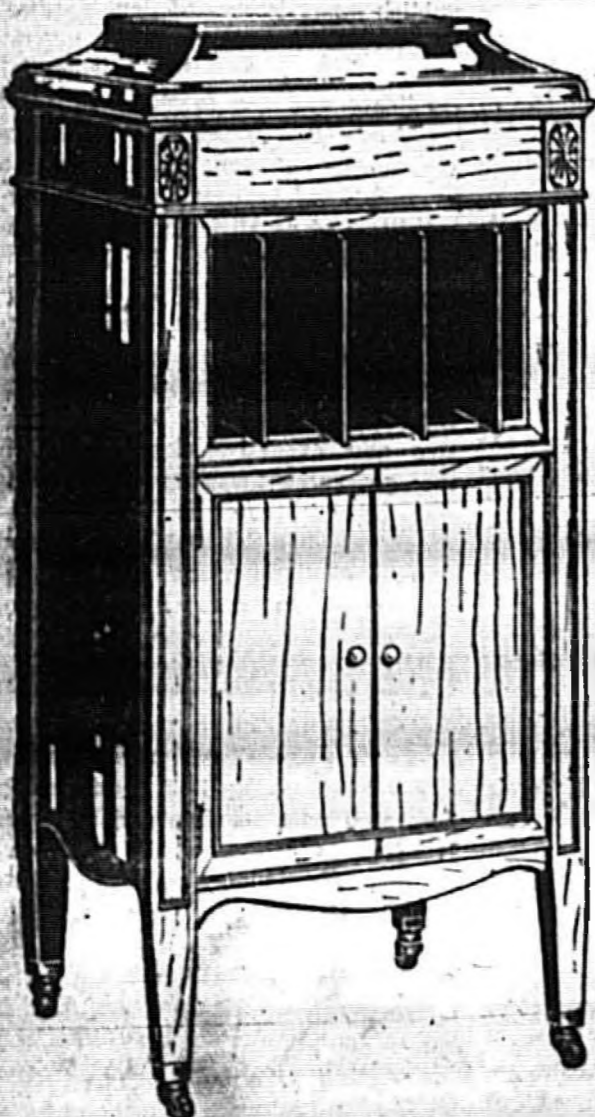
Try a Herald Want Ad.—It pays.

TRY A HERALD WANT AD

**An Important Announcement To
The Ladies of Sanford and Vicinity**

Mrs. Byrd Cochran, factory representative from the home of the IDEAL FIRELESS COOKER at Toledo, Ohio, will demonstrate the many good features of this well known fireless Cooker all this week at our store and the ladies of this section are cordially invited to call and see for themselves what can be accomplished with the best Fireless Cooker on the market today. See our Window Display.

Hill Hardware Company



**Full Line
Columbia
Phonographs**

Prices from \$50 to \$300

Terms to Suit Yourself

The most complete line of Records in the city.

Line of Violins, Guitars and Mandolins

Prices Right

H. L. GIBSON

SANFORD DAILY HERALD

Published every afternoon except Sunday at The Herald Building, 107 Magnolia Avenue, Sanford, Florida.

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One Year \$4.00
Six Months \$2.00
Delivered in City by Carrier
One Week 15 Cents

Member of the Associated Press

Some nice weather, we say.

We are lucky to be in Florida, the best ever.

Where the coal bills do not worry and the sun shines 360 days in the year.

Stand by your home merchants and you will always have a good town. There is nothing coming back from your dollar spent elsewhere.

After a careful summing up of all the states in the union and having heard from Ft. Christmas we have come to the conclusion that Harding has won the late election.

This is real lettuce weather and the growers should be making money in a few weeks. Now is the time for the merchants to be talking about prices through the Daily and Weekly Herald. Keep old prosperity at home by keeping the people trading at home.

The American Legion of Seminole county is the niftiest bunch of boys that you will find anywhere. They are full of pep and they are taking a great big lead in all public movements. They put on the election returns in great shape the other night and it does us old codgers good to see these boys with the real stuff in them. Their big Armistice Day celebration will be another good one. Help out these boys who are the greatest heroes that ever walked the earth. They are your boys and our boys and the greatest boys ever, God bless their rough neck hides and hard boiled souls.

Daytona voted for Harding because he visits there in the winter. This is a much better reason than most people had in voting for him and displays as much sense showing conclusively that people studied the important issues of the campaign and after a careful study of the League of Nations and other unimportant items voted for Harding thus making a landslide for the intelligent voters of the United States—and we are happy to say that we are ignorant down here in Sanford. St. Petersburg was right there also and voted for Harding with the thought that perhaps he would some day honor that town with his presence. And then Orlando wanted him there and one precinct in Orlando voted for him. Maybe after we get our million-dollar hotel ready Sanford will give him the hotel vote.

STEADY, MEN.

The reports from Ocoee yesterday about the killing of white men and negroes and the burning of houses and the lynching of one negro started many rumors here that had no foundation. It was even rumored in Orlando last night that Sanford was having trouble. As the mouthpiece of the people The Herald wishes to caution everyone to keep cool and keep quiet. There will be no trouble of any kind here and there need never be any if everyone will do their part toward the upholding of the law at all times. Lawlessness coupled with moonshine liquor makes trouble nine times out of ten and impetuous youth jumps into trouble that takes their elders many

J.P. says
"EVERY MAN WANTS A HOME, COMFORTS FOR A FAMILY, FRIENDS, TRAVEL, RECREATION, EDUCATION, FOR HIS CHILDREN AND INDEPENDENCE AS A SAFEGUARD AGAINST OLD AGE. THE 8 PER CENT CUMULATIVE PREFERRED STOCK OF THE SOUTHERN UTILITIES COMPANY WILL HELP TO SOLVE THE PROBLEM. THERE'S NONE BETTER."

years to get them out. We would caution the younger ones to watch their elders and take counsel from them before plunging into any and all kinds of trouble and usually something that does not concern them. The election is over and passed quietly and strictly according to law. Let us all forget it now and live in peace and contentment. There is no trouble here.

WHAT MR. HARDING WILL DO.

Now that we are to have four years of Republican administration, many are wondering just what Republican-elect Harding and his Republican house will do. That they are up against a stiff proposition is apparent to everyone and if they carry out their set program they will have more trouble than any administration has ever had without any exceptions. The following from a Washington despatch gives an insight into the future policies of the Republican administration:

The first important step of the new administration, party leaders believe, will be the calling of a special session of congress to consider the following questions:

- (1) The passage of a resolution declaring the war with Germany at an end, furnishing the basis for a proclamation of peace by the president.
- (2) The repeal of all war legislation not automatically ended by the proclamation of peace.
- (3) The drafting of a new revenue bill in harmony with Republican theories of taxation, removing many taxes now placed upon business and industry.
- (4) A revision of the tariff—upward—to supplement the changes in the revenue bill and give additional "protection" to American industry.
- (5) The passage of a budget bill, to make possible a business-like administration of national finances.
- (6) The institution of a congressional investigation of the federal bureaus and departments as the basis for legislation to redistribute executive functions and eliminate duplications of work and authority.
- (7) Revision of federal trade commission powers in line with Republican ideas.
- (8) A revision of the immigration laws to make admission of immigrants more difficult.
- (9) The restoration of free tolls for American ships passing through the Panama canal, as a legitimate aid to American commerce.

All these matters, which will be urged for early action by Harding as president, must wait, however, for action by congress before they can be carried into effect.

Matters that will be taken up directly by the new president, under authority of existing law or of party pledges, include:

- (1) The opening of negotiations for an "Association of Nations" or a modification of the league of nations, through which peaceful relationship with the rest of the world might be fostered.
- (2) The abrogation of commercial treaties with some 20 nations, as provided under the Republican merchant marine act, as an aid to the freedom of our merchant shipping,

unless President Wilson should in the meantime give notice of their abrogation, which seems unlikely.

(3) The negotiation of a separate peace with Germany, following passage by congress of a peace resolution.

"TOTING FAIR" WITH THE PUBLIC

Within a short time the Southern Bell Telephone & Telegraph Company will make formal application to the Florida Railroad Commission for an increase in telephone rates in Florida. Prior to the filing of the formal plea, the telephone company is conducting a publicity campaign which is designed to familiarize the public with the affairs of the company.

More and more the great corporations of the country are adopting a policy of taking the public into their confidence. They are realizing more rapidly now than ever before that their policies be "the public be pleased," rather than "the public be damned." Be it said of the Southern Bell, however, that this is one of the pioneers in this procedure. For a great many years the company has maintained a well directed publicity bureau, the whole aim of which has been to keep the public in touch with its affairs.

It is estimated that with an investment of between \$2,000,000 and \$3,000,000 in Florida, which is based upon the actual value of the equipment and labor at the time it was installed and not at present day values, and without the slightest taint of watered stock, a dividend of less than 3 per cent is now being earned. It is pointed out in the series of advertisements which the company is now running that a budget of improvements which has been prepared calls for an expenditure of \$5,000,000 in Florida for the next five years. In order to have this it is contended that new capital must be secured. In order to secure this new capital it is pointed out that the return must at least be fair and the contention is that this is impossible under the present schedule of rates.

The Southern Bell is to be commended for its policy of opening its books to an interested public. No business that hasn't the confidence and esteem of the public cannot have permanent success. It is essential these days. The Metropolis does not wish to put itself on record as unequivocally favoring whatever relief the Southern Bell may seek. But it does take the position that the Southern Bell has a greater chance of getting what it is after by treating fair with the public, and this is apparently what it is seeking to do and this is to be commended—Jacksonville Metropolis.

The Florida Industrial School for Boys, located at Marianna, made a splendid showing at the West Florida Fair held in Marianna. The boys captured fifty-five prizes, forty-five of them blue ribbon awards, for various kinds of exhibits.

As an example of the rapid growth of the East Coast of Florida it has been ascertained that one-third of the population of the state is along this strip of sea coast.

SEVEN things for which no one has ever yet been sorry—

- 1.—For doing good to all.
- 2.—For hearing before judging.
- 3.—For thinking before speaking.
- 4.—For holding an angry tongue.
- 5.—For speaking evil of none.
- 6.—For being kind to the distressed.
- 7.—For being a REAL CHRISTIAN

The Presbyterian Church
will help you do these things
COME SUNDAYS, 11 A. M. 7:30 P. M.

PORTLAND, MAGENTA, WAVERLY
3 Patterns Open Stock China Just In
HENRY McLAULIN, The Jeweler

Cooking Apples
50c peck
(12 lbs.)
Deane Turner
Phone 497 - Welaka Building

JONES CASH STORE

Specials For Today

- MAXWELL HOUSE COFFEE, per pound **40c**
- SNOWDRIFT LARD 8 pounds for **\$1.85**
- SNOWDRIFT LARD 4 pounds for **95c**
- ARGO SALMON Can **35c**
- GOLD MEDAL FLOUR, 24-lb. **\$1.85**
- GOLD MEDAL FLOUR 12 pounds **95c**
- GOOD HAMS, Per pound **44c**
- BUTTER, Best Creamery, Per pound **68c**
- TOMATOES, 2 pound can **10c**
- CAMPBELL'S SOUPS, Per can **12c**
- BEST TABLE PEACHES Per can **43c**

JONES CASH STORE

IT IS THE DESIRE

of each and everyone connected with this bank to keep it where it rightfully belongs—in FIRST PLACE in the hearts of the people of this community.

The desire for service and the opportunities for accommodation are unlimited if you will but let YOUR BANK know your needs.

First National Bank

F. P. Forster, President. B. F. Whitner, Cashier.

Under New Management
HOTEL BREAKERS
On The Ocean Front
Bath House in Connection
Delicious Meals—Everything New
AUTOIST'S POPULAR STOP
Daytona Beach, Florida
W. D. HUNT, Proprietor

CHULUOTA INN
Will Open Season 1920-21 on
Thanksgiving Day
Turkey Dinner
NOW MAKING
Pecan Nut Roll
Fresh Daily
\$1.00 POUND
Water's Kandy Kitchen

We Guarantee All Battery Repairs
Every Battery repair we make is guaranteed for six months. We are able to do this because in repairing any make of battery we are licensed to use patented features which have made Vesta batteries famous.
Sanford Battery Service Co.
L. A. RENAUD, Prop. Phone 189
BEAUTIFUL POST CARDS **1c**
AT THE HERALD, EACH

Here's Real Cut Prices On Staple and Fancy Groceries

These prices are for SPOT CASH and I ask you to compare them with big city prices. I must reduce my stock and for the next 60 days will slash prices to bedrock.

24-lb. Gold Medal	\$1.50	All Grades, tall	\$.14
24-lb. Pillsbury	1.95	All grades, small	.07
24-lb. Velvet	1.90	Plantation	.11
24-lb. Allmix	1.90	SARDINES	
12-lb. Gold Medal	.98	4 cans for	\$.25
12-lb. Pillsbury	.98	Mustard Sardines	.14
12-lb. Velvet	.98	ROAST BEEF	
12-lb. Allmix	.98	1-lb. cans	\$.25
TOMATOES		1-lb. can Roast Beef Hash	.35
No. 1 can	\$.08	Advance Tripe	.30
No. 2 can	.10	Red Crown Tripe	.35
No. 3 can	.17	Red Crown Sausage	.42
CORN		Nekco Sardines	.22
Justright	\$.12½	Hippolite	.28
Helmet	.12½	Oil can, 5-gal.	\$.25
Fancy Maine Smilax	.22	Meal and Grits	.05
PEAS		Navy Beans, lb.	.10
Apple Blossom	\$.12½	Lima Beans, lb.	.12½
Wilson	.19	California Peas, lb.	.12½
Over Sea	.24	Head Rice, lb.	.09
COFFEE		SOAP, STARCH and WASHING POWDER	
Maxwell House, 1-lb.	\$.39	Borax Soap	\$.05
Maxwell House, 3-lb.	1.12	Wood Chuck	.04½
St. Regis, 1-lb.	.40	Oct. Soap	.08½
St. Regis, 3-lb.	1.20	Argo Starch	.08 1-3
Morning Joy, 1-lb.	.40	Grandma's Powder	.04½
Morning Joy, 3-lb.	1.20	Sea Foam	.05
Robin Goodfellow, 1-lb.	.50	Oct. Powder	.05
Luzianne, 1-lb.	.38	Macaroni	.07½
Coffee & Chicory, 1-lb.	.35	Best Sugar Cured Meat	.42
Arbuckles, 1-lb.	.34	Sugar Cured Meat	.35
SALMON		Lard Comp.	.22
Jolly Tar	\$.22	FEED	
Happy Vale	.17	Granola	\$ 4.25
Smilax	.38	Laro	4.63
Argo	.38	Shorts	3.50
Pilaid's	.19	Just Scratch	4.50
PORK AND BEANS		Oats, Best	3.00
3-lb. can	\$.12½	Little Joe Dairy	3.95
No. 1 Van Camp's	.11	Bran	3.45
No. 2 Van Camp's	.19	Winner Scratch	4.25
No. 3 Van Camp's	.28	Western Corn	3.40
Snider's	.11	C. S. Meal, 7 p. c.	2.95
		Gumbo	4.75
		Purina Scratch	4.50

Great reductions on Jams, Jellies, Preserves, Pickles, Peanut Butter, Salad Dressing, Olives, and all relishes. These prices are for SPOT CASH ONLY, and nothing will be delivered, so bring your cars and load up.

Mrs. G. C. Cates
106 W. First Street

READY-TO-WEAR OPENING SALE

A Page That Proves The Economy of Shopping in This November Sale

With a Notable Decline in Prices on High Grade Merchandise of all Kinds

\$1.49 yd.—SILK SALE—\$1.49

Will be the Talk of the Town

3500 yards by express today for Opening Sale Saturday. The biggest buy in silks ever known for this town. Taffeta, Satins, Georgette, Crepe de Chine, Foulards, Shirt Silks and fancy poplins, in all light and dark shapes, 36 inch wide. These silks are retailing for \$2.75 to \$3.50 per yard. But by buying this big assortment direct from the mills we are going to put the 3500 yards on sale at \$1.49 yd.; Saturday, November 6th, for one week. On display 1st. Floor. See window.

\$14.82 35 Silk and Serge Dresses bought for this one week sale. Navy, Brown, Black. **\$14.82**
These dresses would be cheap at \$22.50. Sizes 16 to 40. Sale price . . .



Woolen Dresses

Now is the time to buy them. Over 100 Serges and Tricotine dresses. Every one of them have the style and at astonishingly low prices. See the two lots at

\$14.82 and \$19.82
Brown, Navy and Black

Silk Frocks

For Afternoon

Reduced

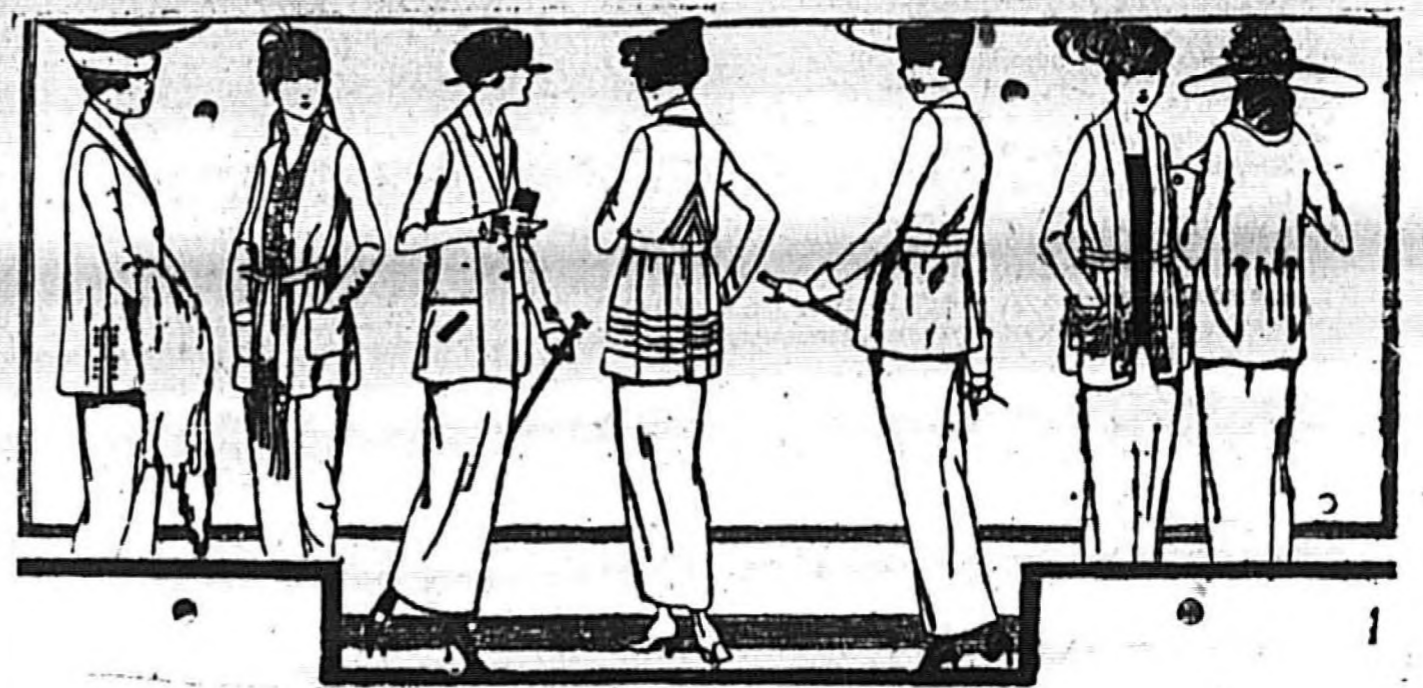
Beautiful quality Charmouse, Satins and Kittens-Ear Crepe in new rich shades.

\$19.82

\$29.82

\$39.82

Brown, Navy, Black



"Suits"

With the uncommon style and qualities many of the Fall and Winter Suits take as their hobbies irregular lines—however this showing embraces a number of Tailored Models at very striking prices. Navy and Brown. Rich in shades. Made of Tricotine, Dovetyne, Broadcloth, Serges and Zalama.

\$29.82 \$32.82 to \$69.82,

Extra Special!—79 Ladies' Coat Suits, Navy and Brown, as long as they last for **\$22.82**

Coats

Wide Range of Styles, all Low Priced

In our coat display you will find just what you want because we have 200 coats to select from. Some plain styles, some with large cape collar, in every color that is being worn.

Opening Prices

\$12.82 to \$49.82



Blouses

of Georgette and Crepe de Chine and Tricolette. Some in the new suit shades, Brown, Navy, Taupe, Black and White.

One Fourth off for one week

Fur Sale

50 Real Nice Fur Scarfs

Taupe Fox
Brown Fox
Black Lynx
Red Fox
Black Wolf

20 per cent off

Could not be rebought at these prices.

"Middies"

Heavy Twil, fast colors. Some plain white, for—

\$1.82

75c Brassiers \$1

All sizes, some lace trimmed and plain for—

52c

20 per cent Off

On our big line of SWEATERS for Ladies' and Children.

LADIES' and MISSES' SINGLE MIDDIES—SUITS

\$12.82

Muslin Underwear

A big table of Gowns, Teddies and Pajamas—

\$1.82

One Table

Of winter Underwear, odd lots for—

42c

No extra charge for alterations on garments over \$20.

YOWELL CO.

Every Thing New That's Good
2nd Floor

20 to 50 per cent saved on everything you buy at this Sale

Little Happenings
Mention of
Matters in Brief
Personal Items
of Interest

In and About The City

Summary of the
Floating Small
Talks Succinctly
Arranged for
Herald Readers

TRAIN SCHEDULE

No.	Arrival	Departure
No. 82	1:58 a. m.	2:03 a. m.
No. 84	11:45 a. m.	12:05 p. m.
No. 80	3:05 p. m.	3:25 p. m.
No. 83	2:43 a. m.	2:58 a. m.
No. 27	8:05 p. m.	8:40 a. m.
No. 89	3:05 p. m.	3:25 p. m.
No. 85	7:30 p. m.	7:35 p. m.

Trilby Branch
No. 100 8:00 a. m.
No. 24 3:25 p. m.

Leesburg Branch
No. 158 7:50 a. m.
No. 22 7:35 p. m.

Ovelde Branch
No. 127 3:40 p. m.

Mrs. Durant, of Lake Mary, is in the city today on a shopping trip.

If you do not get your Daily Herald on time phone 481 and it will be forthcoming.

Mr. and Mrs. Chenoweth, of Cleveland, Ohio, are the guests of Mrs. Stephens, of Melonville avenue.

We are glad to note that F. P. Forster of the First National Bank, is still claiming Ohio as his birthplace.

Hon. Forest Lake is attending to business connected with the State Road Department in Jacksonville and other points.

Mr. and Mrs. C. A. Raulerson, of Geneva, were in the city this morning, coming in to shop and see their Sanford friends.

Mr. and Mrs. W. C. Satcher and baby and Mrs. C. W. Entzinger were among the Longwood folks visiting in the city today.

The Western Union has a large force of men putting in new connections and wires and getting their equipment here in first class shape.

W. A. Whitcomb has opened a real estate office in the Miller building in the rear of the offices occupied by the Sanford Truck Growers, Inc.

Get some of those late postcards at the Herald office. The Valdez Hotel, the Welaka Block, the Seminole Hotel and other points of interest. Only one cent each. Send a Sanford card to your friends.

Fleetwood's place served a combination lunch today that was something great and a large crowd took advantage of the price to go there and eat their dinner. Fleetwood's is becoming popular with the public.

The big Weekly Sanford Herald is out, having been mailed early this morning to every reader in the county and adjoining counties. The Weekly Herald is one of the best advertising mediums in the state and the merchants should have space in every issue.

Among the new advertisers in the Daily Herald is H. C. Gibson, who is the agent for the Columbia phonograph and records. He has a full line of new records, sheet music, musical instruments and read his daily advertisement for your information in this line.

Mr. and Mrs. A. H. Moses have arrived in the city for the winter months much to the gratification of their many friends. Mr. and Mrs. Moses are among the progressive citizens of this city and own some fine residential property upon which they intend to build this winter.

B. W. Herndon has moved his offices from the First National Bank building on First street to the First National annex building on Park avenue where he will add real estate to his insurance and other lines. With all the activity on real estate in this city there will be many new real estate offices open up this winter.

Mr. and Mrs. R. R. Eldridge have arrived in the city and will be at home at their country residence near Paola for the winter months.

Mr. Eldridge is among the prominent vegetable brokers who operate in the Sanford section each winter and both Mr. and Mrs. Eldridge have many friends here who are glad to have them home again.

Hunting season opens November 20th. Are you all ready? See advertisements in the Daily Herald about the stores that will fit you out. You can get everything you need in Sanford and also get the best hunting in the world right near this city.

Yowell & Co., have 3,500 yards of fine silk for sale. What do you know about that, my lady? 3,500 yards of fine silks that have been selling everywhere for \$2.75 and \$3.50 per yard and at Yowell's Sale tomorrow they will be sold for \$1.49. Some cut in price but nothing more than the big cut that this firm are making all along the line. They are having a sale and it means so much to the careful buyers who are looking for real bargains. Read the ad in the Daily Herald and reduce the high cost of everything. This silk sale is the greatest thing that ever happened here in the past three years. Get your pocket book ready and attend the big sale tomorrow.

The Sanford Odd Fellows and the Orlando Odd Fellows played a game of ball yesterday to see which was the best in the way of ball players and the Sanford Odd Fellows won the game by the score of 27 to 2.

NOTICE, FARMERS—I am offering about 300 yards of seed bed covers 9 feet wide, any length wanted in fine condition, used only one season; price one-half of present cost of cloth.—J. R. Davis Farms, Bartow, Fla. 177-8tp

Arthur Flake, of Nashville, Tenn., administration secretary of Sunday School work in the South, is here for the week. Tomorrow at 2:00 p. m., fifty autos will leave the Baptist church on a booster campaign. A photographer will make photos of this auto party and on Sunday morning will photograph the 103 officers and teachers and the whole school. A write-up of the occasion will appear in the Sunday School Builder, one of the most influential and widely read religious papers of the South. The local Sunday school has enjoyed a phenomenal growth during the past seven years and the pastor, and officers and members are determined to increase the membership to the limit.

City registration books will be open at the City office from November 6 to November 21, 1920.

L. R. PHILIPS,
182-3tc City Auditor and Clerk.

L. J. Baker
COR. SANFORD AVE, FOURTH ST.
Just Opposite Rivers Bros

SPECIALS FOR TODAY
MAXWELL HOUSE COFFEE, per lb. **35c**
BLUE ROSE RICE, EXTRA GOOD, PER LB. **10c**
2 CANS TALL CREAM **25c**
MOTHER'S CRUSHED OATS, 1 1-2 LB. PKG. **15c**

LOTS OF OTHER GROCERIES AT GREATLY REDUCED PRICES

LEXINGTON
MINUTE MAN SIX

1918 DODGE 550.00
1919 LEXINGTON, 7-Passenger 1400.00
OVERLAND, 5-Passenger 350.00

UNITED STATES, KOKOMO AND MILLER TIRES, ALSO COMPLETE LINE OF ACCESSORIES
DAY AND NIGHT SERVICE
B. & O. Motor Co.
Distributors for
SEMINOLE, LAKE, VOLUSIA, ORANGE AND OSCEOLA COUNTIES

NICKY ARNSTEIN PLEADS NOT GUILTY CONSPIRACY CHARGE

(By The Associated Press)
WASHINGTON, Nov. 5.—Nicky Arnstein plead not guilty in the District of Columbia Supreme Court on an indictment charging him and others with conspiring to bring stolen securities from New York into the district. Bail was denied.

INVESTIGATING BURNING OF STORES AT SCOTLAND, GA.

(By The Associated Press)
McRAE, Ga., Nov. 5.—Officials investigating the burning of five stores at Scotland and other towns, is believed to be of incendiary origin.

BRITISH RECOGNITION OF MEXICO WILL FOLLOW LEAD OF UNITED STATES

(By The Associated Press)
LONDON, Nov. 5.—British recognition of Mexico is expected to follow recognition by the United States, the former Mexican minister at London said today.

HARDING TO CONSULT WITH STATESMEN ON WORLD PROGRAM

(By The Associated Press)
MARION, Nov. 5.—Soon after his vacation Senator Harding expects to take steps toward consultation with statesmen on his campaign promise for formulation of America's program toward the world's peace society, it was announced today.

GERMANY'S TREASURY FACES BIG DEFICIT MUST HAVE MONEY

(By The Associated Press)
BERLIN, Nov. 5.—Germany's treasury faces a deficit of \$70,000,000,000 marks, Dr. Helfferich, former vice-chancellor declared in the Reichstag. Minister of Finance Wirth said he would introduce a bill for a sacrifice tax and ask for credit of a billion marks to buy cereals abroad.

Office supplies at the Herald.

The Logical Treatment "ENERGIZER"

For Many Human Ills.
A prominent business-man woke up last Monday with a real case of Sciatic Rheumatism. He was "Energized" twice and on Thursday he was found "cleaning-house" at his store. Ask him.
A younger well-known man came in Friday with an immovable stiff Neck—Neuritis, probably—and in 20 minutes he went out with his neck O. K., and feeling better ALL OVER.
BUT—why wait till it strikes you? Surely there is enough PROOF all around us that "a stitch in time" is much more intelligent than any other way.

L. C. CAMERON
Box 399 Sanford, Fla. Phone 184

Rivers Bros.

CORNER SANFORD AND FOURTH

Specials For Today

MEN'S ALL WOOL GENUINE MELTON TROUSERS, A REAL \$10.50 VALUE, **\$6.50** TODAY.

MEN'S HEAVY FLEECE-LINED UNDERWEAR, THQ \$3.00 KIND, PER SUIT **\$2.20**

BIG LOT OF LADIES' GINGHAM HOUSE DRESSES, Worth \$2.25, Today **\$1.85**

Manhattan Soft Collars



RITZ

Full Line Manhattan Shirts and Soft Collars

Sanford Shoe & Clothing Co.

Campbell-Lossing Post

Of the American Legion have just about completed all their plans for the big time on Armistice Day. From the advance dope that they have given out, this day will be some day. Now, Mr. Man, in order to thoroughly enjoy this day, see that you are fully equipped with your fall needs—see that you will be among the well dressed.

Check This List of Things Your Fall Wardrobe Probably Needs

- | | |
|---------------|-----------|
| GOOD SHOES | FALL HAT |
| STURDY CAP | GLOVES |
| HANDKERCHIEFS | MUFFLER |
| NECKWEAR | COLLARS |
| SOFT SHIRTS | UNDERWEAR |
| HOSE | PAJAMAS |
| SUITS | OVERCOAT |
| RAIN COAT | SWEATERS |

Then bring the list to our store and let us put ourselves and our store at your service. We believe we can make buying a pleasure to you.

Don't Forget the Big Cut in Clothing Prices

Perkins & Britt

"The Store That Is Different"

RESPONSIBILITY

RESPONSIBLE banking is the policy under which this institution has been managed since the first day the doors were opened.

That this policy is appreciated is indicated by the constant and gratifying growth in business.

It is the desire of the officers of this Bank to continue adding new accounts of those individuals desiring most efficient and responsible banking

On our record of RESPONSIBILITY your patronage is invited.

Seminole County Bank

Is owned, controlled and managed by home people, who are interested in the development and upbuilding of Sanford and Seminole County

With our large resources and strong financial connections we are in position to assist our customers at all times in the handling of their financial needs. LET US SERVE YOU.

4 Per Cent Interest Paid.

Seminole County Bank

We Have Bought This Space FOREVER

We will have something interesting to tell you every day and we want you to read this ad---its costing us good money to get this message to you.

Watch it tomorrow for our first spasm

FLEETWOOD & COMPANY

TRY A DAILY HERALD WANT AD FOR RESULTS--1c A WORD