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THE SANFORD DAI





MARKITRPPORTI
The Princess
 The opened thise bright little oye3
on the seenes of earfh, fitto did wo
dream her stay with us woold be so
hort. Immediately she began her
nission of gathering the affections

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## sity of Florio, who is attending Univer- thainosville, speent-end here wtih bome folks.

 Dr. and Mrs. Ben Caswell spentthe rfternoon most plensantly on
Satirdny in Oitando.

## Miss Mand Lake left Saturday for

 Staunton, Va., where she wiher studies at Stuart Hall.

Allen Jones motored to Kissimmee
Saturday where ho apent Saturdny Saturday where ho spent Saturdny Misses Gertrude Runge and Idn
Belle Ryder of Columbus, Gan, are
the guests of Mis Mat at her homé in West Palm Beach. Mrs. C. W. Speer leaves tomorrow
for West Palm Beach, where she will be the guest of her daughter, Mrs.
Ingraham. Mrs. E. L. Ferran, who has been
the guest of her daughter, Mrs. D. on Fridny for her home in Eustig. Mrs, Rálph Wight, Mr. and Mrs.
Harry Dickson, Mr. and Mrs. Umbach and Mr. Brossier of Orlando motored
to Cocon for the week-end. Miss Dorothy Stokes, who is at-
tending Stetaon University at De: Land, apent the week-end here with
her parents, Mr. and Mrs|. C. W.
Stokes. Mr. and Mrs. Edward Higgins and
Mra. Mary Higgins left yesterday by Boat for Jacksonville, where they
will spend keveral days combining Mrs. E. Jammes and son, Sydney,
have returned home from $a$ delight-
ful motor trin have returned home from a delight-
ful motor trip having, visited rela-
tives and friends in Sanford, DeLand and Day

## FOR VISITORS. Miss Gertrude Range

 most delightfully Friday evening ather home, honoring Misses IIa Belle
Ryler of Columbus, Ga., and Mabol Rylor of Columbus, Ga., and Mabo
Ingraham of West Palm Beach, th guests of Mre. C. W. Speer.
Late in the evening refresh Thee cream and cake were served.
The guesss included Misses Id
Belle Ryder, Nabel Ingraham, Lorene Franklin, Lucile Anderson, Evely Darrow, Elizabeth Holihan, Mr. and and Mrs. Mattfeld, Mra- Florence

## .Milane Theatre...

COOLEST SPOT IN 'SANFORD

## TODAX

AMATEUR NIGHT - 5 ACTS OF LOCAL TALENT

## "Temporary Marriage"

## Myrtle Stedman. Tully Marshall, Maude George, Stuar Holmes, Kenith Harlan and Mildred Davis. <br> Pathe Com ry and Mised Davis

Pathe Comedy-"Wanted a Story
Fox News
MATINEE PRICE
10 and 15 Cents
TUESDAY, WEDNESDAY AND THURSDAY A Keith Vaudeville Act.
Russell Sisters in a Refined Novelty A VISIONS OF SLENBOR
Also high class p
NIGHT PRICES
the above acts.
15 and 35 Cents
MATINEE PRICES
15 and 30 Cents

## FRIDAY

FAMILY NIGHT
SPRCIAL MATINEE, MONDAY, WEDNESDAY, AND
Speclat Music to all Pictures


It's hard to wait for biscuits like these


## Ford's MERRY WIDOY <br> Self-Rising Flour

'The Flour Without a Doubt

## To Have Been Established

## in this city for 36 years, means we have the

 acquaintance of many citizens old and new, and also a knowledge of their banking needs.This experience gained year after year means much to the new comer of taday.

Start your checking Account with,

## First National Bank

RESOURCES $\$ 1,500,000.00$. A COMMUNITY BUILDER

## Newest <br> I ${ }^{\circ}$ <br> ABRICS



IN LADIES' SLLK AND WOOL
POIRET TWILL DRESSES

## $\$ 12.50$ to $\$ 27.50$

We have also just received by express a new shipment, of ladies Long Coats

## $\$ 15.00$ to $\$ 22.50$

If you are interested at all in dresses and coats you should see our line before you buy.

## CHURCHWELL'S

First Street SELLS IT FOR LESS Welaka Block

## WE WANT, YOUR NAME

on our ledger and know that we can make it to your interest to do business with us. Drop in and Let Us Tell You About Our Bank.

# SEMINOLE COUNTY BANK 

We Pay 4 per cent Interest on Savings Accounts
STRENGTH-
SERVICE PROGRESS?

| GOLF <br> BOWLING TENNIS BOXING | REALM OF SPORTS <br> R. L. SHIPr, Editur |
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## BASEBALL <br> I2 新 17

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BASE BALL
FOOT BALL BASKET BALL TRAP SHOOTING


| Recruit Clouts Homer For Reds Win <br> GINANNATI, Sept, 26 ,-Cincin- |
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BANK OF OYIEDO, OVIEDD, FLA

## Nour children's food

The foods your childrer strength and health in later years.
Remember this; they!must have yell. balanced meala Their lood shoudd contain
 salts. These sals sactashape nish the different fluidd and tissues, young fitho hpdy tissues, young trint tha qPdy
strong and active. Bakings that are made of bood plain white hour ang baking powder contar a silse Allow your children to eat hardy of these bakings together with fruits and dairy products. This forms an ideal food balance.
When making quick rising breads Iand pastries su:h as: bisquits, muffos, cakes,
vaffes, etc., don t inil to use Calumet the eqgnomu Baking Powder, It gontains
more than the Ordinaty leavening stren athyiththe aUOIItil dill madfer That why it filps 19 dw bin and efsiny thgesteand 1 isfi Millions of mothers usi Calumet daily because they are interested in their child-
ren's welfare - their present and future health:

## PACKED IN TIN

KEEPS STRENGTH IN
 or Accredited Schools




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Standing Back of Your
Mousetraps

A shoe manufacturer whose store in New York City is in a rather out-of the-way localiity recently called the attertion $o^{\prime}$ the reading public to these familiar lines
"If a man can write a better book, preach a better sermon, or make a better mousetrap than his neighbor, though he build. his house in the woods, the world will make a beaten path to his door."
For many years people have beaten a path to this shoe manufacturer's door. He has proved the truth of this famous aphorism.
And where did he publish this quotation which he applies with such pride to his. business?
Why, in an advertisement, to be sure-for this manufac-
turer is a consistent and regular advertiser, and when he has anything to say, he says it through his advertising. It may fairly be assumed that he would not look for a thriving business in the best of mousetraps, or shoes, if people were not told about them as people expect to be toldthrough advertising.
Of course, people do find out which are the best mousetraps, the best shoes, the best tires; best breakfast foods, and buy them in preference to others.
And people today are pretty well aware that when a manufacturer puts Advertising back of thie things he makes, he is telling the world that the path to his door is a broad highway.

Published by the Sanford Herald in co-operation with 2r. The American Association of Advertising Agencies


To Have Been Established
in this city for 36 years, means we have the acquaintance of many citizens old and new; and also a knowledge of their banking needs.

This experience gained, year after year means much to the new comer of today. Start your checking Account with,

First National Bank
RESOURCES $\$ 1,500,000.00$.
A COMMUNITY buLl.DER

PRICES NOW REDUCED

Effective at Once
Reduced Prices on HUPMOBILE OPEN CARS
Are Announced as Follows:


Sanford Daily Herald


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## SENTIMENT-Old and New Things Worth While Picked Up Alonk the Way; Some From Pens Long Ako Laid Down: Some From Pens of Later Daya,

THE AUCTIONEER'S GIFT.
The auctioncer leaped on a chair, and hold and loud and clear
Ile pourred his cataract of words-just like an nuctioneer. An auction sale of furniture, where some hard motragee
Was bound to get his money back and pay this lawyer's fee.
A humorist of wide renown, this doughty nucionecr;
His joking raisce the loud guffaw and brought the jecri
He scentered' round his jests like rain, on the unjust and the Sanustee
burst.
$\qquad$
$\qquad$
years";
He natue the crockery and sold the silverware;
At last they passed him up to sell a little baty's chair.
"How much? How much? Come make a bid; is all you money
And spent? a , cheap, facetions war came ep and bid "one cent."
Just then a sad-faced woman who stod in in silence there

"Hers, madam, take your Laby's chair," said the softened auc And in the ounner of the chair, our frican, the morterase
Objects to this procecding tet him send the bill to me.

Gone was the tone of raillery; the hemorist auctioncer
Tumed shame-faced from his audience to trush aside
The laughing crowd was awed and still; no tearless eye wa
When the
chair.
ce the weeping woman reached and took her lietle baby
chair. $\quad$ Written Many Years $A_{\mathrm{EO}} \mathrm{BY} \mathrm{S}$, W. Foss.




## School

 Days Are Here...Everything for the school boy.We can Completely outfit the boy from three years on up.

BOYS SUITS
"Daday Junior"
Everysuit with an extra pair of pants; these
suits are all of the latest style with quality

## $\$ 10.00$ то $\$ 17.00$

BOVS SHOES
The Famous Red Goose Shoes. Every prir of shoss fully guaranteed to give
satisfaction; sizes from 6 years
to 14 yeans
$\$ 1.85$ то $\$ 4.75$
SHOES FOR THE OLDER BOYS AND YOUNG MEN The Thompon Shoc, Emerson Shoo and John C. Rolerts Shces. All in the late
snappy and conservative, We are offering these shock at rock bottom prices.
$\$ 4.50-\mathrm{TO}-\$ 9.00$
BOYS UNDERWEAR
Kaynce and Topkis
$80 c_{\text {and }} 85 \mathrm{c}$

HATS
The popular Jackson Hat, th
and at price that wih please

## $\mathbf{\$ 4 . 0 0}{ }_{\text {to }} \mathbf{\$ 6 . 0 0}$

## Kayne Blouses and Shirts for the Young Boy

 Many Styles and colors to choose from and popularly priced from, each Each - $\$ 1.00$ TO $\$ 2.25$ - Each> STOCKINGS
> Hole proof stockings that wit
rough play, of the boy. Per pair
> 35 $\mathrm{c}_{\text {то }} 55 \mathrm{C}$

BOYS AND YOUNG MENS' SHIRTS Just received a new lot now on displ
the popular colors ranging in price
$\$ 1.50$ то $\$ 4.75$
GET THE BOYS READY FOR SCHOOL. NOW IS THE TIME:
Sanford
Shoe \& Clothing Company
218 East First Street Mëisch Building
needed and what can be done in bet
tering working and living conditions. BUROPEAN MARKETS

## © FOR FARM PRODUCTS

 EMama
## Do. Not Overlook the Shoe Sale Going on at D. L. Thrasher's Store

An opportunity to shoe the children tor school at an Unusual Saving
Because we are closing out our women's and children's Shoes, many lots of Shoes at less than halt price, none above actual cost. Others are saving money by taking advantage of this Sale--why not you?

## D. L. THRASHER

 WASHINGTON, Sept. 25.-Super





 behandeled by "an effectiye ngency, public instinct which demands that he ion of what coal means to the coun-
with with sufficient funds, experience and be exposed and ultimately foreed out try, what conditions and handica FOR FARM RRODUCTS
NERDRD SAYS HULL
WASHINGTON; Sept; 25.-Cordell
Hull, Demoeratic, naftonal chairman,
in a statement Sunday dealing with
agricultural conditions, declired Euro-
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cipal needs of the. American farmer
"It is a sec these satre spectal stitcerst Re
publican national leaders urge as an publican national leaders urge as a
remedy of reliet that the farmers cut
down production ant tha Americons own production
at more bread.
"If they are at all serious and
disposed to give real farm relief," he saifa, thley rihi give the farmers much enily did amoing other ways by con-
vening congress and 2 . effecting. vening congress and effecting prompt reduction of existing pron-
teering tarif rates and transporta-
tion rates, and by offering some morion rates, and by offering some moral and conomic co-operation to sta-
bine and unfetter international
trade conditione trade conditions so that $250,000,000$ underfed people in Europe can pur-
chase all our surplus foodstufs at
top prices fixed by the supply of top prices fixed by the supply of
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Notice! Subscribers! If your Herald has not reache your home by $5: 30 \mathrm{p}$. m. do NOT wait until the next day to notify the office. If, after 5:30 p. m.
the carrier has passed your house, call, 148 nnd a ch copys will
be delived to your home immediately by in special carrier. The cffice will be bpen
calls up until $6 \mathrm{p} . \mathrm{m}$.


## We handle Yoclow Circulation, Manak



When Teacher Greets Johnny and Sister--will they Look Spic and Span? Will they'be singled out on the very first day of school as children properly clothed?
They will, if you bring them to The Yowell \& Co., first Our new Fall apparel assures a lasting good appearance for the boy or girl of any size.
The Yowell Co., school outfits are a joy to the youngsters -and the low prices are'a joy'to their parents!

## The Yowell Company

Police and Students Have Big Battle During Snake Dance

a branch of the Florida Cilruan Ex.
hange, this kummer in making adill.
and


Football Season's On!
All football, basket ball and Tennis equipment, in fact
we carry a complete we carry a complete
line of sporting goods.
"SEE US TODAY"

## 4 sanau spriss

Our schools will open on Monday, October the first and we urgently ask you not to

## School Books and Supplies

Do not wait until the mad rush of the opening day, then to be disappointed by the supply of boolss being exhausted before you can be wited on. Please get your supply at once

Don't forget the Palmer Method School Tablet, Websters, and Co-Ed Composition
Mobley's Drug Store
hurt in the fight, President Vinson Aiken is ovidently determined to
 refor charges against them. instance say aches? d Tires at mail order prices at wights One difference between the callfornians and the Japanese is that the latter are mot speaking of the late
The Horald for firat class job work $\begin{aligned} & \text { lisaster as the great fire } \\ & \text { disa }\end{aligned}$


Purity and scientific accuracy in drugs, plus rock-bottom prices that's what haswon for us an enviable reputation in this community.
We carry complete lines of everything a modern drug store should handle, with quality emphasized inall departments

## Bower's Drug Store




Phone 498
QUICK SERVICE TRANSFR
Houschold Goods, Pdinos, 'sifes,
Trunks and
Bdegage
Transferred Anyw
SANFORD NOVELTY WORKS
V. c. COLLER, Prop.
General Shop and Mill Work
CONTRACTOR and BUILDER

| S. O. Shinholser |
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| A. P. Connelly \& Sons cornbligied 1000 lleal Botate, Lomna nad Lrancance |
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STEWART the Florist Flowers For All Occasions

SANFORD MACHINE COMPANY

General Machine and Boiler | Cyllinder Grinding |
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| Sanford. Flar |

## Jackson's Transfer

We Haul Anything, Anywher



George A. DeCottes

FRED R. WILSON

ELTON J. MOUGHTON Fird ARCMPLect
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CHELIE MAINES LAWYER i:-
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W. J. THIGPEN Real Estate
 Henry McLaulín, Jri, Opt. D.
 Automobile Body Buil
ing and Repairing

Watching Justice Done







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## FOR RENT



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