



# THE OUTLET'S

# FALL OPENING SALE

**STARTS FRIDAY OCTOBER 26 TH AT 9 A. M.**

WEEKS OF CONTINUAL SCOURING THE NORTHERN MARKETS AND ASSEMBLING THE MOST POPULAR ARRAY OF MERCHANDISE ENABLE US TO PRESENT TO YOU A BEAUTIFUL LINE OF LADIES' READY-TO-WEAR, MILLINERY AND SHOES AT LOWEST PRICES.

## DRESSES

IN ALL NEW FALL COLORS,  
PRICED FOR THIS SALE AT **\$4.95**



## DRESSES

MANUFACTURED TO SELL FOR \$15.00. OUR PRICE FOR THIS SALE. **\$9.75**

## DRESSES

BEAUTIFUL NEW DRESSES IN ALL THE LATEST COLORS. A REGULAR \$22.50 VALUE. OUR SALE PRICE **\$14.95**



## Chiffon Velvets

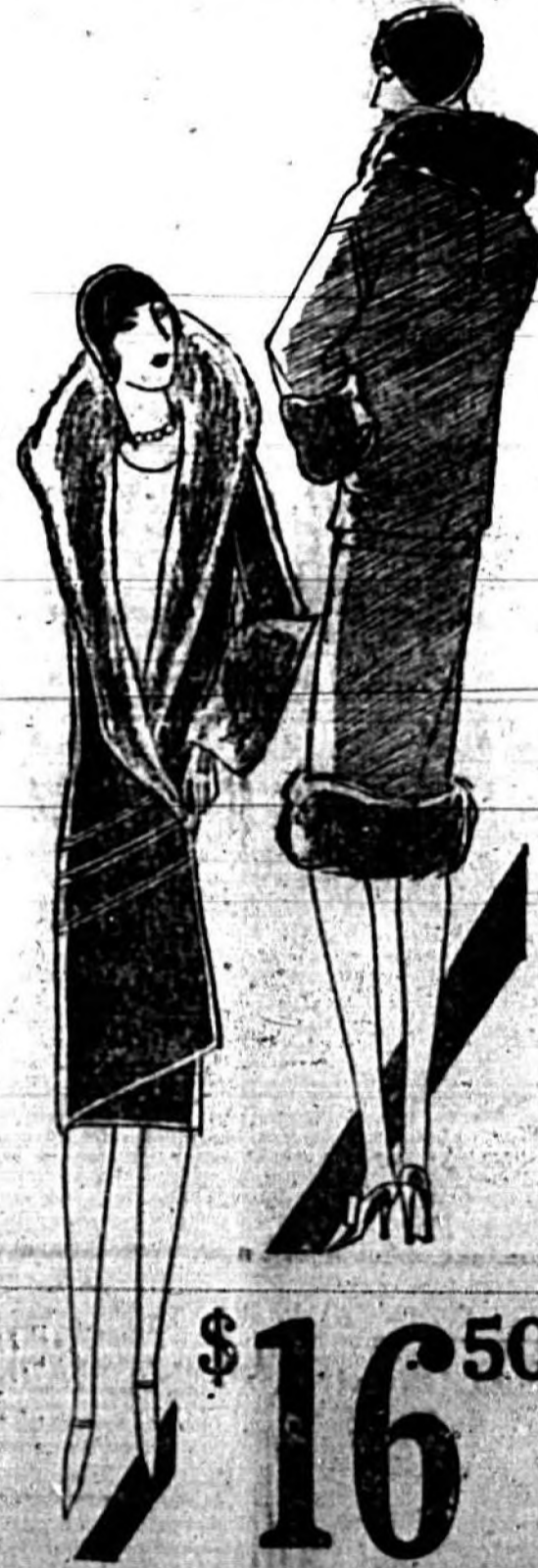
AND THE MOST POPULAR FALL MATERIALS SOLD ELSEWHERE UP TO \$28.50. OUR PRICE **\$22.50**

## HOSE

FULL FASHION. IN ALL COLORS. ONE PAIR **98**

## FULL FASHIONED HOSE

ALL COLORS FOR THIS SALE PAIR **\$1.25**



**\$16.50**

THIS BEAUTIFUL COAT WITH BIG FUR COLLAR AND CUFFS—IN SEVERAL STYLES.

**BARGAINS IN SILK UNDERWEAR**

## COATS FOR SCHOOL GIRLS

GOOD, SERVICEABLE COATS WITH FUR COLLARS. **\$5.95**

**FOR THIS SALE**

## BEAUTIFUL SILK-LINED COATS

SMART COATS WITH FULL FUR COLLARS. SILK LINED. **\$12.50**

**OUR SALE PRICE**

## BEAUTIFUL HATS

Our Fall Prices Are From

**\$1.98 to \$4.98**



## LADIES' OXFORDS

BLACK AND TAN REAL A&L LEATHER FOR THIS SALE. **\$2.98**



## STRAPS AND PUMPS

IN SATINS, SUEDES AND PATENT LEATHERS. GOOD FITTING, GOOD WEARING AND STYLISH. PRICED

**\$3.98 to \$5.98**



# THE OUTLET

FIRST STREET  
OPPOSITE  
POST OFFICE  
SANFORD FLA.

ORIENTAL NOTES ARE EMPHASIZED IN WINTER STYLE

Ingenious Ideas Will Be Seen in Make-up Of Paris Creations

smaller details of line, work... straight little bodies are... A slender gown... have a deep groove... The Chinese theme in fashion...

2-SIDED CHAPEAU IS INTRODUCED BY PARIS HATSHOPS

New Headwear Looks Like Combination Of Turban And Turban

ing in the back... Chapeau which will appear... The general rule is down... The new hat is a combination...

THE ECONOMIC

Table with 2 columns: Item and Price. Includes Apples, Sugar, Maxwell House Coffee, Catsup, Peaches, Pork Shoulder, etc.

PIGGLY WIGGLY

Table with 2 columns: Item and Price. Includes Bananas, Apples, Grapes, Pineapple, Corn, etc.

PIGGLY WIGGLY ALL OVER THE WORLD

BLITCH'S Red Front Store

IN THE CENTER OF SANFORD 117 EAST FIRST ST. GOOD FOODS WE ARE JUST AS CAREFUL IN CHOOSING FOODS FOR OUR SHELVES AS YOU ARE FOR YOUR TABLE.

Table with 2 columns: Item and Price. Includes Potatoes, Grapes, Cabbage, Onions, Apples, Butter, etc.

Stokes Red Front Market

Table with 2 columns: Item and Price. Includes Bacon, Pork Roast, Pork Chops, Hamburger, Sausage, etc.

Saturday Specials

Table with 2 columns: Item and Price. Includes Irish Potatoes, Snow drift, Self rising Flour, etc.

McCuller's Cash Grocery

"NEVER BUY BEFORE YOU TRY" Grocery & Feed Co. 213 SANFORD AVE. PHONE 31

RED STAR

Table with 2 columns: Item and Price. Includes Flour, Blue Wing Self-Rising Flour, Blue Rose, etc.

OIL SHORTAGE IS 3,000 YEARS OFF, AVERS AMERICAN

New Processes May Guarantee Against Any Future Famine

GOODRICH SILVERTOWNS

SAVE MONEY on Tires by buying now!

Goodrich Tire Prices Lowest in History... AND THE QUALITY IS GUARANTEED FOREVER

THIS TIME, upset custom... Don't wait until a tire is worn out...



Inland Supply Co. 1st and Elm St. Phone 703

SALESMAN KILLED

TALLAHASSEE, Fla., Oct. 25.—(AP)—A salesman was killed by a car in Tallahassee...

ELECTION PROCLAMATION

Under and by virtue of the authority vested in me by the City of Sanford, Florida...

THE SANFORD HERALD, SANFORD, FLORIDA, FRIDAY, OCTOBER 26, 1928

Advertisement for Merita Special for the Hallow'e'en Frolic. Includes image of a woman and text about a special cake.

SAVE MONEY on Tires

Goodrich Tire Prices Lowest in History... AND THE QUALITY IS GUARANTEED FOREVER



Inland Supply Co. 1st and Elm St. Phone 703

I'm expecting you to attend our 69th ANNIVERSARY SALE

Advertisement for AP (Associated Producers) sale. Includes image of a man and text about a 69th anniversary sale.

Table with 2 columns: Item and Price. Includes Wesson Oil, Flour, Sliced Bacon, etc.

Table with 2 columns: Item and Price. Includes Fig Bars, Cakes, Crepe Paper, etc.

Table with 2 columns: Item and Price. Includes Quaker Oats, Shredded Wheat, etc.

Table with 2 columns: Item and Price. Includes Swift's Jewel Shortening, Crisco, Apples, etc.

Table with 2 columns: Item and Price. Includes Lucky Strike Cigarettes, Tobacco, etc.

Table with 2 columns: Item and Price. Includes Mackerel, Onions, etc.

Table with 2 columns: Item and Price. Includes Soaps, Ginger Ale, Ammonia, etc.

The Sanford Herald

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

Entered as second class matter October 27, 1918, at the Postoffice at Sanford, Florida, under no. 47 of Postoffice of March 3, 1907.

WILLIAM L. DEAN Editor H. EDWARD BEAN Business Manager HARRIS L. JONES Managing Editor

SUBSCRIPTION RATES One Year \$7.00 Six Months \$4.00 Three Months \$2.50 Single Copies 10c

The Herald, Sanford's pioneer newspaper, subscribes to 17 international newspapers, 10 national, 100 local, 1000 weekly daily papers, and all the leading events of the day.

The Herald is a member of the United States of Circulation, the International Association of Publishers, Advertising and Advertising Agents, which requires every publisher to submit to a thorough audit of circulation figures in order to verify absolutely all claims of circulation as well as to insure business methods.

FRIDAY, OCTOBER 26, 1923

BIBLE VERSE FOR TODAY Num. 22:23, Be sure your sin will find you out.

The Sanford Herald is supporting the following Democratic presidential electors:

- Clyde W. Tolson, Frank Landon, Cawthon, S. W. Hoose, J. Walter Kehoe, Robert C. Parker, Stephen M. Sparkman, Sr.

THE SCOB

She knew it first! "I met him once, my dear,

In London," and her eyes shone as she thought:

"And Baron So-and-So, a dashing peer."

A young lieutenant whose grandfather fought

As Flodden Field had led her out to dance.

She had a button that adorned a king,

A ribbon from a Cavalier of France,

Coolly to last you through an evening.

Her name sweet fashion's charities has graced,

Yet sick and beggared passed her shawls.

No poor relation ever could have found

Her jeweled lorgnon with its brittle stars.

Now she is dead she greets Christ with a sob,

He was a carpenter, but she knows God.

BY VIRGINIA MCCORMICK

If people won't shop in weather like this, they simply won't shop at all.

If Mae Murray had any more curls on her hands she'd have to open an establishment and start a clearance sale.

"Red" Grange had the reputation of being the greatest of the great, but we know he could not be famous for long without someone laying claim to him.

As it looks around here the attempt to force Democratic nominees into running for Smith is a result in the election of a complete Republican ticket.

Al Smith took Boston by storm and left it the same way. It was like a West Indian hurricane which comes in two parts, the first half being an enthusiastic attack on the first.

Some men we know are the usual type—a lot of crust and some indignation.—Cherbourg Press.

Don't they give you pain?—Sanford Herald. The men—see the men.—Cherbourg Press. Hgfg

After all investigation has been completed, it seems that the little Communist hairs actually did not get that thirteen story building and were not pushed as was so often suspected. This another good story has been spoiled.

Smith's program promises to state socialism, according to Mr. Hoover. Some funny ideas of Smith, DuPont, and others like them, going in for socialism.

What the Boston hasn't given Smith is such an enthusiastic reception as the Tea Party was in the beginning of the fight against him. And maybe what Wednesday night's program will prove to be.

Al Smith said Hughes would be a good deal of blame, but we are sure that the only blame of view is the blame of view.

The only fellow's responsibility and year

Messages To Mars

The unusual things are always the most fascinating to a crowd, and that is constantly cupping its ears to hear something new. Small wonder then that the attempt of an English scientist and psychic devotee to communicate with the planet Mars. Failure of the effort brings nothing from scientific progress but rather confirms the improbability that was voiced before Professor Mansfield Robinson actually started his novel but serious experiment.

Professor Robinson, according to his own declaration, recently made an etheral journey to the planet covering the distance of some thirty-five million miles in two minutes flat with no time out for "gasping" or "resting" flat tires. The Professor, however, said he found himself in the acquaintance of a fellow passenger, a young woman, namely "Tomaruru," a young woman, presumably, in a way home after a delightful visit to good-looking westerners. His newly found girl friend, the Professor asserts, promised him faithfully to answer any message that he might send following his return to an unbelieving world.

Recently Professor Robinson, just to show his skeptics, filed a message to "Tomaruru" with the British postoffice department. The government wireless station transmitted the note over a high-powered radio station and then waited patiently for a reply. After several hours no answer failed to put in its appearance, and the disappointed psychic blamed the postoffice department for failure of the test, declaring the message was filed at 2:15 o'clock, whereas everyone knows the best communication with the heavenly body can be established at 4 o'clock.

Despite the fact that the experiment failed to substantiate his contention that Mars can be gotten near the radio, Professor Robinson thinks it did prove that radio on the planet are as fickle as they ever dared to be on earth. Since the Professor failed to satisfy us in one particular, we failed to be convinced in the other. Therefore, no better proof is submitted to the contrary, we will cling to the old-fashioned idea that earthly women surpass those of any other world in the matter of capriciousness.

The Mother Of A Village

Arthur Brisbane, prolific editorial writer of the Hearst organization, is a firm believer in prolific women. "What this country needs," writes Arthur in effect, "is more women with broad hips, more women who combine health with the maternal instinct, more women to propagate in this sparsely settled land. The state of Texas, under intensive cultivation, could feed the entire population of the globe. What we need is women who will fill it with healthy, growing children."

We believe that the personification of the Brisbane ideal has at last been found. Not among our younger generation, not among our sophisticated flapper-wives, not in the celery delta of Seminole, nor in the swamps or pinecland of Florida, not in the mountains of North Carolina, or the valleys of Virginia, not even on the sidewalks of New York, but far away in sunny Spain where the red blood of Spanish caballeros runs hot, and saintly señoritas dance the fandango and attend bullfights.

There, in Ferrol, nearly a hundred years ago, was born Antonis Fernandez Lopez, destined to give birth to many new ideas, and to many descendants. Of her many children, five are still living, who have given her thirty grandchildren and forty-eight great grandchildren. She has fifteen children-in-law and thirty-seven other relatives. The total for her family is one hundred and thirty-five, which is the population of the whole village.

She has just died at the age of ninety-seven, having lived much in her time. Over her tomb has been placed this inscription, "Here lies the mother of a whole village." To which might easily have been added, "Well done, thou good and faithful servant."

LET THE REPUBLICAN party, ever during one administration point to a record such as achieved by the Democratic party during the years of 1912 to 1920, and then its leaders can look with all the satisfaction at their command upon something accomplished for the people as a whole. The people of the nation have every reason to elect the Democratic party's standardbearer to the presidency—Governor Al Smith. The opposing party has not been able to find one single thing detrimental to his candidacy. The people should consider that they will vote for Smith and the party that really accomplishes something, the party which can honestly look back with satisfaction.—Sarasota Times.

WHAT WOULD BE the attitude of California voters toward a Florida man nominated for President? They would vote solidly against him, regardless of party lines. In a case where the interests of Florida and California conflict, where would Herbert Hoover, Californian, stand? Which state would he favor? Florida is suffering now because of discriminatory citrus freight rates, favorable to California. How much more will it suffer if the interstate commerce commission, controlled by a president from California?—Tampa Tribune.

A HEINOUS CRIME

ST. AUGUSTINE RECORD

Alison is the most heinous crime, the most despicable and conceivable. When someone decides to "sell out" to the insurance company by selling fire to his property, it is with the deliberate intent of defrauding the underwriters. As a matter of fact, the public is robbed as well as the insurance company, for when arson is committed, the expense of the fire must be spread over the entire community, in the cost of fire insurance. In this way the innocent pay for the misdeeds of the guilty. Thus it is evident that financially, the repression of arson is a vital matter to everybody, and that as a matter of public safety the fire bond should be abolished to serve his purpose.

There is a still more important reason why the public should be financially interested in curbing this heinous crime—the loss of life from fire is appalling, thousands being killed every year, particularly in some form. The fire-stricken community must be throughly informed as to the danger of fire, and the steps to be taken to prevent it. The standard of living should be raised, and the standard of living should be raised, and the standard of living should be raised.

Owners of small cars will rejoice that an airplane crashed a track the other day.—Florida Herald

There is only one thing a woman loves better than being told a lie, and that is to find it out for herself.—Philadelphia Record

The thing about the "Mystery" is that the public seems to be interested in it.



JOHN TEMPLE GRAVES II

This Afternoon

Entire Change Of Programme To Night

SEE AND HEAR VITAPHONE SPECIALTIES William Demarest

AND A BEvy OF FEMINE BEAUTIES AND A LAUGHABLE MUSICAL SKIT "THE WIFE'S AWAY"

Four Aristocrats VITAPHONE'S POPULAR INSTRUMENTAL AND VOCAL GROUP PRESENTING A NEW SONG OFFERING

Movietone News ALSO

George Bancroft IN "THE DOCKS OF NEW YORK"

WITH BETTY COMPTON BACLANOVA

CONTINUOUS TO 11 P. M.

Adults 40 Cents Children Under Ten Years 10 Cents

MILANE

Edward Bok, donor of the great collection at Lake Wales, is an extraordinary sort of chap. One of his hobbies is to carry a basket of precious stones in his pockets. He reveals in the feet glitter and rattle of them. This particular hobby is said to be worth about fifty thousand dollars.

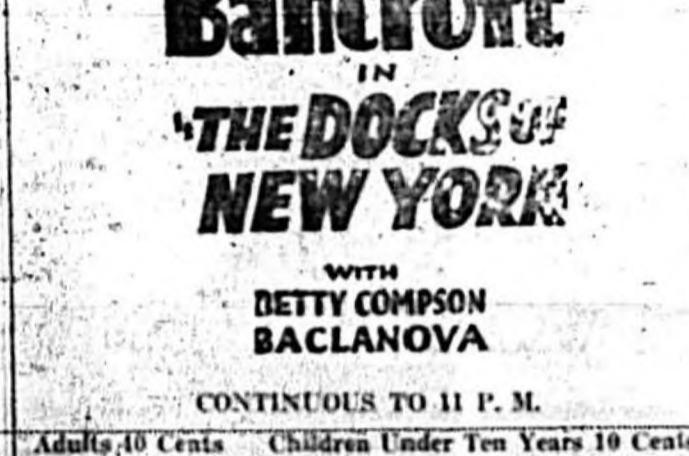
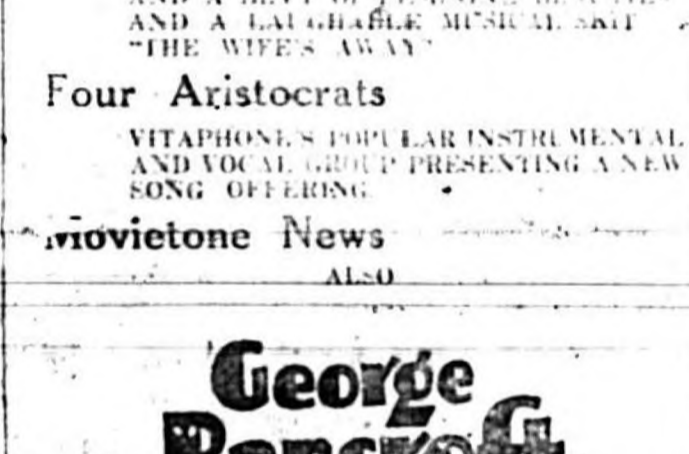
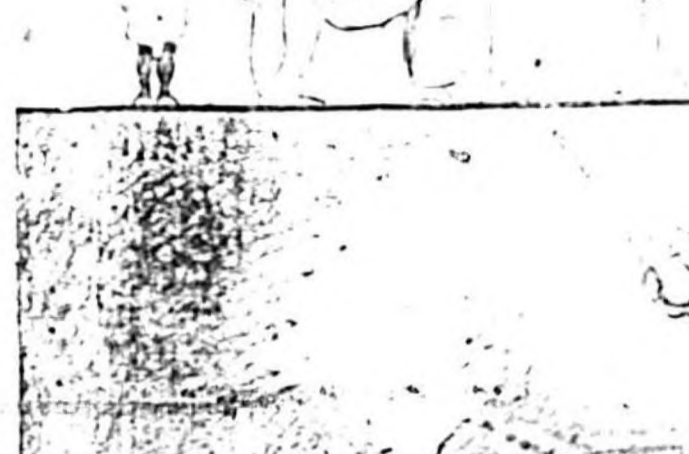
The laws of nature have no policemen, but how you suffer if you break them!—Albion Globe.

FOOT SPECIALIST

COOKED FOOD SALE!

The Daughters of Wesley Church, First Methodist Church, will hold a cooked FOOD SALE Saturday, Oct. 27th.

THE CONDUCTOR



LOSSING'S QUICK SERVICE TRANSFER

THE CONDUCTOR

An actual loss is the...

Elton J. Moughton Architect

A.P. CONNELLY & SONS

BRADLEY'S FERTILIZERS

MILLIONS OF SATISFIED USERS

DOUBLE ACTING MAKES BAKING EASIER

CALUMET BAKING POWDER

ICE For Dining Rooms and Restaurants

Refreshing to every diner is a frosted glass of water chilled with crystal-clear ice.

SAVE FLAVOR WITH ICE



DISARMAMENT IS NONSENSE, AVERS G. BERNARD SHAW

No Good Will Come Of Conference, Thinks Noted British Writer

LONDON, Oct. 25.—(INS)—Disarmament is all nonsense. It is not a war with rifles and machine guns, they will go to war with sticks and stones.

"Disarmament" conferences talk about disarmament, but they do not disarm. They are only a waste of time.

"The Powers will insist on the disarmament of the Axis powers, but they will not disarm themselves."

"Disarmament" is a word which has no meaning. It is only a word which is used to deceive the people.

"The only way to disarm the Axis powers is to disarm the Axis powers themselves."

"Disarmament is a word which has no meaning. It is only a word which is used to deceive the people."

EVERYDAY MOVIES



"Every time I hear the Democrats talk I think they're right, and every time I hear the Republicans talk I think they're right."

New York Stock Exchange Reports

Table with columns for various stock categories and their respective values. Includes items like American Locomotive, American Lumber, etc.

City Slated For Cuts In Millage And In Valuation

(Continued From Page 1) The speaker said something should be done to improve the city's financial condition.

The meeting of the Chamber of Commerce and Hotel Owners Association was held last night at the Chamber of Commerce.

Mr. Highleyman referred to a letter made here by General Miller, which advised information that 1,000 persons in Sanford would receive an average income of \$1,000 a year.

Sanford Avenue Bakery Red Hot "Best Bread" "Best Whole Wheat Bread"

Sanford Avenue Bakery F. L. NIXON, Prop. Corner Sanford Ave. and Fifth St.

SMITH, SURE OF VICTORY, RESTS IN NEW YORK

(Continued From Page 1) At New Haven, Bridgeport, South Norwalk and Stamford, the speaker was met by thousands of people.

Governor Smith has been told by his advisers that his chance of winning New York's gubernatorial election is greatly enhanced.

The final week of the campaign has been pretty well mapped out for an Governor Smith's opponent in Philadelphia.

Sanford Avenue Bakery Red Hot "Best Bread" "Best Whole Wheat Bread"

Sanford Avenue Bakery F. L. NIXON, Prop. Corner Sanford Ave. and Fifth St.

Stokes Seed Services. Secure Celery Seed For Late Planting. Golden Plume \$20. Francis C. Stokes & Co. Seedsmen.

Lawton's "Money-Savers". Sugar 5 lbs. 29. Potatoes 5 lbs. 11. Apple Butter 29. Apples 19. Grapefruit each 5. Peas 13. R. W. Lawton.

WANT AD RATES

Standard Daily Herald. Terms: Cash in Advance. 10c a line per day. 10c a line per day.

Advertisements. Advertisements are accepted on a non-exclusive basis. The advertiser is responsible for the accuracy of the information.

Business Service. Business Service. Business Service. Business Service.

Sanford Avenue Bakery Red Hot "Best Bread" "Best Whole Wheat Bread"

ONE UNKEYED

By F. L. Potter. There's one unkeyed bolt in the world's great machine, but it's not the bolt in the machine.

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Business Service. Business Service. Business Service. Business Service.

Sanford Avenue Bakery Red Hot "Best Bread" "Best Whole Wheat Bread"

CLASSIFIED BUSINESS DIRECTORY

CUT THIS DIRECTORY OUT FOR HANDY REFERENCE. LOCKS-KEYS. WATER. FILLING STATION.

Advertisements. Advertisements are accepted on a non-exclusive basis. The advertiser is responsible for the accuracy of the information.

Business Service. Business Service. Business Service. Business Service.

Sanford Avenue Bakery Red Hot "Best Bread" "Best Whole Wheat Bread"

Florida Markets

JACKSONVILLE, Fla., Oct. 25.—(INS)—Cottonseed oil market today reported by the Florida state market.

Advertisements. Advertisements are accepted on a non-exclusive basis. The advertiser is responsible for the accuracy of the information.

Business Service. Business Service. Business Service. Business Service.

Sanford Avenue Bakery Red Hot "Best Bread" "Best Whole Wheat Bread"

Sanford Avenue Bakery. Red Hot "Best Bread". "Best Whole Wheat Bread". Parker House Rolls. Apples. Peas. R. W. Lawton.

W. H. LONG. WESTERN MEATS EXCLUSIVELY. PORK CHOPS. PORK ROAST. SMOKED BACON. BEEF LIVER. PORK SAUSAGE. PICNIC HAMS. VEAL. STEAK. NECK BONES. BEEF. PIG EARS. CHOICE LAMB.

Advertisements. Various small ads for services, real estate, and businesses.

Comic strips: CICERO SAPP, LOOY DOT DOPE, JOE JINKS. Includes dialogue and illustrations.