


AIIRICAN LIDGION BACK PHINSCAL
EDUCATION PLAN


Democrats Consistent Advocates of $\mid$ Real Estate Sharks Tax Reduction Says Correspondent Swindle Foreigner

Thip. Without it we must fres.
lay, ineffectivencas and waste.
"In the meantime, millions of In the meantime, millions of chi
dren will grow to maturity phybicall handicapped and morally 111 -equippet
for the reaponsibilitics of clizenshin This can only be avolided if the feller government will act promptly and of
fectively.
fectively.
"Competent experta have teatined
that adequate physical celucation In
younger years would hal that adequate physleal education In
younger years would have prevented
the disqualifcetion of mind younger years would have prevented
the diequalification of more than a
nillition recruits for national servico
 the atandpoint of national defonas 25 per cent; secondly, a reduction of which the Demoerats effected an esti-
 ezal government is obligated to im.
mediate action. But this training in
equally equally important in preparing the
youth of boh sexes for youth of boh sexes for the full dis. ed to reduce the higher surtax from be taken up.

 are but empty phrases for the youth
who has been denied he tain Who has been denied he training of tion on unearned Incomes was, a Den- gram of legishative reconstruction, in
body, mind and character essential to ocratic amendment to the revenue cluding a sounal policy of tux revisio
 $\left.\begin{aligned} & \text { where the federal povynment could } \\ & \text { appropriately promote the general }\end{aligned} \right\rvert\, \begin{aligned} & \text { puablican in wote. }\end{aligned}$ welfare of the citizenry, could there
be anything more fundamental that be anything more fundamental than that war shows that the only effec- to this the leppublicans fiibustered
to guarantee for all a preliminary tive equitable tnx reduction that have against the whole plan of reconstructraining for physical fithessanalim moral
and mental balance through physical education?




$\qquad$
$\qquad$
$\qquad$

| den, Johnston and whers are nmong hast August by the taxp the stars that probably will be here feity, have been sold by for the ayproaching event. |
| :---: |
|  |  |

$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$hip already has reached proportions
at season.

## KISSIMMEE-Exhibits even bette




In Annual Reports
BRADENTOWN, Nov. 30.-With

 chairmen of the several boards and
committees of the Florida annual is full of thinge. Y conference, are getting their forces lined up for a week, of strenuous of. ant Charles E. Harris, for two years fort and service, beginning on Wed- editor and manager of "Sound-Off,"
nesday, December 5, and lasting five
official organ of the Natinoal Guard nesday, Decem
or six days. Although the Florida annual condity on Thursday morning, December was in the coming to St. Augustine, b, for its opening session, several
boards and committees will meet one day early, so that everything will
be in readiness for the conference
$\qquad$ and committee is a neecessary part
of a Methodist conference, there are some boards that are generally looke church and these hol
interest of the church
PLAN APARTMENT HOTEL PENSACOLA-The of a financial and architecturnat fir Chicago, has completed arrangement
, has completed arrangemen
$\$ 800,000$ combination apart

## SKATING

AT LAKE MARY
Monday, Tuesday, Wednesday and Marsay Evening. IAL MUSIC ON TUES..
AND THURSDAY
Nder New Mander
Under New Managemen
W. Musgrave, Manser in the last few years hare been
swinded out of appruxinately $\$ 12$, 000,000 by a ring of real estate sh selling
within
$n$
York, James C. Wilson, depputy assistant district atorney, testified tonlay co investigating immigrant comploito

Chlcago, Nor. zo.-Sma Hiram Johnaon of California in
first publice adlifess since he announc ed his candidney for Republican pres
idential nimmination, sharply crittecz ed the alministration's foreign policy

A thoughtful Gift CLIPP\&RJ

## Sale on Felt Slippers

6 dozen Assorted Colors-sizes 2 1-2 to 8 . Speciats ror Sat., only 98c pair


Saturday Yowell Co. 98c pair


Sanford Daily Herald

 Haman

PRIDAY, NOVEMBER 30, - 1923 bible thought for today Look at the generations of old, and
see; did ever any trust In the Lord are; dhd ever any truat In the Lor abide in His fear, and was forsaken
Or whom did Ho cever despiso that called upon him ?-Ecclesiasticus

## Sanfor bo bu da C

he'd rather man begins to play poker house, but after ho gets married hut What are Sanford's three greatess needs? Write your opinion for The
Herald and help bring needed imHerald and help bring needed im
provement up for aiscussion. concerts in Sanford during the win ter months? Wouldn't it be a goon nish people In this capty with music. Christmas comes next. Everybod getting ready for this important dny Sanford merchants are offering sug
gestiona for sifts in Herald adver Taxpayers should be thankful tha the elty commissioners are going to
provide four new wells in the busines provide four new wells in the busines
diatret just as soon as ppossible. Thi


SPORTSMAN ATTENTION:



...Sanford Cycle Company

## GOOD COODS AND SUNSHINE FEEDS

We have juan irfuysed for the dystive of of H , wilkes



wi.kes wonder frens yoult work wonjers

## Sanford feed \& Supply Co. FEEDHAYICRAIN AND RERTILIZERS CHONE 539-MYRTLE AVE BGTIST.SANFORD.FLA

## IF YOU ARE SUFFERING

## 

## Regain Health and Happiness at the Howell Sanitarium

## 

 Dr. J. C. Howell, Physicinn in charge. Dr. Arthur N. Smith, Assistant. Osteopathy,Milk and leest Cure, Baths, Electronic Tratment, Orifial Surzery, Auto-Hemic, Iost Hinone 5is.J Foot Syslem, Elc. NIGHT CALLS 679

## ANew and Easy Way to Buy a Ford You Can Start With Only $\$ 5.00$

During the past fifteen years over $7,500,000$ Ford cars have been delivered to owners--more than a million and a half of them within the past twelve months-and yet there are still millions of families who are hopefully looking forward to the day when they can own a Ford.

The opportunity is here. The FORD W $\mathbf{W E E K L Y}$ PURCHASE PLAN brings the Ford car within reach of practically everybody.

Under the terms of this plan you can begin with an initial payrent as low as $\$ 5.00$. Just select the type of car you want-Touring, Runaboat, Coupe, Sedan, etc., and then arrange to set aside a small amount each week.

This will be safely deposited to your credit in the bank and will draw interest computed at the regular savings rate.

Before you realize it, you will be driving your own car, enjoying the convenience and pleasure of motor transportation.

Take advantage of the new Ford Weekly Purchase Plan today, and get started toward the ownership of a Ford car.

## Edward Higgins

Authorized Ford Dealer.

## Sanford's Social Side <br> Phone: Office 108; <br> MRS. FRED DAIGER, Society Editor;

 Triby-Jaformal reception at Val
dos Hotel, from 0 to 11 p. m., by
Mi col doa Hoad, from 9 to 11 p. m., by
Mr. and Br. Forrest Lake, honoring Governor. and Mra. Cary, Hance.
Yriny-N. De V. Howard Chapter, D. C., meet at the Parlor of
dea Hotel at three occlock. Thins-Woman's Club Chorus w Tryny-Mrs. James G. Sharon p. entertain tho member a of the
cry Wok Bridgo Club cry Wreak Bridge Club at oceleck honoring Mrs. Cary Hard
rides Judge and Mra. Jos ed Prday.Judge and Mrs. Joseph
Dickthnon will entertain at din
at their home on Magnolia ave at their home on Magnolia ave
at ala oclock, honoring Gov er and Mra. Cary Harden. Saturday - Membership cor Monday-St. Agnes Guild Mondy-St. Agnes Gulled
the Woman's Club at three Monday-Pipe Organ Club $n$
the home of Mrs. James G . A song of praise. There's never' a sun that rise There's over a breeze that There's never a flower that And nods across the lea,
But blooms a blessing to us If we would but nee II we would but nee
II we would but see

## There's never a night but brings us Athene of peace and rent,

There's never a dart but
To thoughts highest and bent. From the depth of a quiet tr
But trills a blessing to us To you and mel

Oh, Frfond-are you not thankful
For the wonderful, beautiful way God has of watching our us And blessing us day by day? And cant you be doubly thankful
That He lot this blessing That 1 have y

## And you have me?

## W. J. Morrison, of Tampa, spent Thanksgiving her with his family.

Mas Constance Harris, of Tavares
is tho guest of Miss Anna Mason n Is tho guest of Miss Anna Mn.
her home on Magnolia avenue. Miss Katherine Byrd has re
to her home in Tampa after to her home in Tampa after a very
pleasant visit here as the guests of Mrs. Benjamin Whither, Jot
 Mrs. Owen has been appending $\mathrm{Mr}_{\mathrm{r}}$ Mo -Or-ando spent Thanksgiving here a
the guests of the latter the guests of the latter sister, Mra
Leslie West on Sanford Heights Miss Sarita $\overline{\text { Lake attended the }}$
dance at the Orlando dance at the Orlando Country C
In Orlando last evening. Miss
was
was the guest of Miss Marion S Mr. and Mrs. John Schirard anil Mrs. Harry Walsh were a congenial
party motoring to Orlando Wednesday.

Detroit, Mich., who have been the this week, leave this. afternoon fo short time, returning later to
ford for a longer visit.

## Brands

$\$ 10$.
Table-Talker
Hof-Mac
Battery Co.

Do not run the risk of having your valuable papers stolen or destroyed by fire. Our vaults are fire and burglar proof. Boxes $\$ 2.00$ and up per year.


| will be introduced to Washington so-- y |
| :--- |
| ciety this coming season. She is a pop- |
| uar member of the younger set. |
| Erie Nordgren, of Stockholm, to |
| Sweden, arrived here Went | $\left\lvert\, \begin{gathered}\text { Mr, and Mrs. A. M. Griffin o } \\ \text { Wilmington, } \mathrm{N} . \mathrm{C} \text {, are the guests o }\end{gathered}\right.$ Mr. and Mrs. George F. Jenkins at and

the Gables, and all enjoyed the dinner
 lion until a late hour, while the
younger people played games on the
y orch. Everyone left assuring Mr. and Mrs. Incl that they hal spent
very pleasant evening, and wishing
them many more days of happiness
together. will spent l some time here as the
guest of his brother, W. Nordgren
 E. and Mark, are spending this week /y of this city, nt Thomas, Former o
with her parents, Mr. and Mrs. J. L. Lake Jessup. Thanksgiving day. Walker, Sr. Mr. Mack will be r
membered before her marriage Miss Georgia Walker. Motoring from Windermere last /fire by part of the men in the crowd
Sunday were Mr. and Mrs. T. D. and the ladies conked palmetto cabMack and their two children, Mr. and bare. About twelve o'clock, when the
Mrs. N. C. Beckett and their baby, fish, were fried, the tables were
 Mr. a
child 1 re
Mrs. Wife

## head her mir Store will

will be glad to learn that he has who re-
turned to make Sanford his hor
The many friends o! Harry Robson.
the young son of Dr. nad Mrs. J. N.
Robson, will be brie
Rubsunn, will be grieved to learn that
he was badly burned Tuesday after-
now. Harry nad his brother. Jack
were fins
noun. Marry and his brother Jack
were investigating the ashes of the
Episcopal Church and the youngster
fell in the hot ashes inflicting terri-
ole burns over his body.
A congenial party motored un
 old. fashioned Thanksgiving day with en route from Orlando to Mint.
Mrs. C. W. Speer, who served an
oll-fnghioned Thanksgiving dinner
 In the afternoon the young folks mo-- Celery avenue were Sundry visitors
at the home of his parents, Mr. and
jurel to orlamid, while the older ones cred to Orlando, while the older ones Mrs. Nice Swanson.
enjoyed a trip through the Celery
Rev. Eickarit of Person, Fla district. Last evening the party nt- spent a few days here the first on
tended the pictures ot the Princess. the week at the hone of Mr. and
Those from West Palm Beach were
 grahand, Miss Mabel Ingraham, Miss boys of six and ix and a half pound
Alice Morris. They were joined by so the word came to Grandma and
Mrs. A. T. Rossiter, Miss Flora Far- Grand Tyne lat and Mrs. Sharp of Washington, D. C. | will be remembered was here last

## Rent a

## Safe Deposit Box

## First National Bank

community builder

 guest of old friends, Mr. and Mrs. C. Short's Duck Farm, Logwood.
Hirrechl at that Hirschl at their pretty country home.
Mrs. Trumond Boll and baby came home Friday of last week from the Fernald-Laughton hospital. Her sis-
ter and husband, Mr. and Mr. Dan
Hodges of Sanford were Sunday call-
ers to see them and their parents. ers to sse them and their pa
Mr and Mrs. Ehrensperger.
Mr , and Mrs. Ed Sutton and Mr, and Mrs. Ed Sutton and chit-
den, Mrs. Susie Holt and daughter,
and Mr. and Mrs. M. C. Lloyd and
 children and Miss Johnnie Lucas en-
joyed the afternoon fishing at Deep
Creek on Sunday, catching quite a
few former good editor, Bob Holy,
wish him well in his new work Mr. and Mrs. Elmer Lundquist and
children went to Piedmont Saturday children went to Piedmont Saturday
afternoon to bring back his mother,
Mrs. J. E. Lundquist visiting friends there for two weeks.
Mr. and Mrs. Lloyd and children $\left.\begin{aligned} & \text { and Miss Lucas have been on a trip } \\ & \text { to Wnycross, Ga., and back making } \\ & \text { the trip in their car to visit relatives }\end{aligned} \right\rvert\,$ and also stopping in Jacksonville.
Her sister's child was very ill but
is better now. Thy are expecting
to spend Thanksgiving with Mr. and
Mrs. Horace Lucas nt Astor, Fla. Mr. and Mrs. Wester and sons, Mr.
and Mra. Rrhnherz and the twins of Lake Mary were over Sundry, nd dr--
ing much to the service at the church with their music on the pastas, violin
and voc!. They are noways a treat
when they come $\frac{1}{2}$




The Business Car That's Also a Family Car
The extraordinary utility of the Buick five passenger four-cylinder Touring Car makes this model particularly suited to serve the needs of business. Its rugged chassis and powerful valve-in-head engine insure uninterrupted make this car more than ordinarily safe to make this car more than ordinarily safe to
drive. Yet with all of its advantages, the Buick Four Touring Car is very low in first cost, in upkeep costs; and is as satisfying for family use as for business purposes.

## SANFORD BUICK COMPANY

206-20s Magnolia Avenue-Phone 367

## When better automobiles are built, Buick will build them



What makes the smart woman smart? Her shoes have much to do with it . . . always she is seeking the newest of the new. Now, once each month we present not just the
newest, bur the best style of the month, combinnewest, bur the best style of the month, combing Ir is ow: exclusive privilege to present these Calendar Styles by Johansen . . . the Dante is Black Satin Combined with) finest $b^{\circ}$ ace suede $\$ 9.00$
Woodruff \& Watson Sanford, Florida

## THIS BANK IS GROWING

BJCAUSE-
OUR FIRST CONSIDERATION IS GOOD SERVICE TO DEPOSITORS.
WE WHLCOME MODEST ACCOUNIS AS WELL AS LARGE ONES, AND GIVE THE SAME CORDIAL ATTENHON TO ALL DEPOSTIORS. OUR METHODS ARE MODERN AND PROGRESSIVE.

Our Resources are Large and our facilities adequate tor every Banking Need

## SEMINOLE <br> COUNTY <br> BANK <br> SERVICE

STRENGTH-
PROGRESS

## In The World Of Sports

SAIFORD HIEH FINS CLOSEE GAME FOOTBMLL RELITS PROW SPRIGGFILD ATHILTICCLUB

Bach and McLucas Were Outstanding Stars of
Game For Celery Feds, Reed and Lewis Game For Celery Feds, Reed and Lewis
Featured for the S. A. C.'s


| mami beats the purple hurricane yesterday$\qquad$ |  |
| :---: | :---: |
|  |  |
| sthol defated Ginesilic 16 to 13 |  |
|  |  |
|  |  |
|  |  |
| Gintesville ted tios sore on the very |  |
|  |  |
| An interorped pass nand an 15 |  |
| $\begin{aligned} & \text { yard run by Izor gave Miami another } \\ & \text { touchdown in the fourth period and } \end{aligned}$ |  |
|  |  |
| (exlle came back and forward ${ }^{\text {a }}$ |  |
|  |  |
| its five yard line. Gainesville gained |  |
|  |  |
|  |  |
|  |  |
| Quarterback Truby's great playing, but Miami grained when it counted |  |
|  |  |
|  |  |
|  |  |
|  |  |
| burn Tigers yesterday failed to crosseach other's goal line in their annual |  |
|  |  |
| 1 |  |
| del |  |
|  |  |
|  |  |
| stand. Auban taking the meld with the betting against them displayed |  |
|  |  |
|  |  |
|  |  |

## BIGAUCTIONSALE Horses,Mules and Cows

One Carload of Georgia
HORSES AND MULES
One Carload of
COWS
Will Be Sold At

## BRADYS STABLES

SANFORD, FLORIDA SATURDAY, DEC. 1st

Auction will start promptly at 11 o'clock rain or shine E. E. BRADY, Auctioneer




 - $\operatorname{lin}$ tempeh is the central division with pored places in the northern and wat.
err divisors. There was-a reaction to warmer weather at the close of the subnginal, temperatures had persist.
ed for several days. PTa dry weather of previous week last seven days, except that light, 10-
cal towers occurred on the 23rd and aLg; the omounfa were esenerilly
lezzi than one-quartor inch. Rain set E In, however, over the western divis-
ion on the last day of the week;
dimounts approximately one -hale inch, amounts approximately one-half inch
beng reported from the west coast beng g reported from the west coast
To dato Fort lauderdale has receiveed about 34 inches leas rain than at about 32 theches leas; Miami 25 inches Aillensplevous exception was Titua,
vile with about 12 inches in exeat of 1022.

> Northern Division. The lack of soil moisture, especialIs on uplands, is being acutely felt by oats, truck, ranges, and, in many instances, citrus trees. The bright, cool, and dry weather, however, wa
very favorable for the harvest very favorable for the harvesting of
sweet potatoes and the grinding of sweet potatoes and the grinding of
cane Plowing for spring crops wa
well advanced. Fall potatoes in the
Hastings district ar well advanced. Fall potatoes in the
Hastings district are fair to good

some were slightly damaged by frost. Truck is doing well on low lands | Lettuce is heading nicely in the 'San |
| :--- |
| ford district. The shipping of cit | rus fruits was active. Ranges are

poor. Central Division. Light scattered showers occurred
on -one or two days, but the benefit lo l
was. alight, soil, especially on up-
lands, being very dry. Fields are dusty, and some citrus tres are
wilting, an unfavorable condition at wilting, an unfavorable condition at
this time. Truck on low lands is in on fir to good condition, and shipments continued. Strawberries made fair IV poor; improve them. Oats are most at-
The cool, weather was at this time, ar.
only $\$ 5.00$. Before you realize it you will be diving your own Ford


## Milady's Shoppe

COME IN AND LOOK AT OUR
FULL LINE OF NOVELTIES ITS WORTH WHILE Wonderful Bead Bags elusive Novelty Bags Hand cr坆

## Dry, cool, and sunshiny conditions

 ing the last day -a timely rains dar are was insufficient, especially onuplands. Shying uplands. Shipping satsuma oranges,
digging sweet potatoes, and syrup
making continued oats and rye was delayed; the early
planted making slow growth. Frost did slight damage to truck and stand
ing cane. The dry weather was fave-
orable for general form work grable for general farm work. Rang
es are poor. The need of soil moisture is gen
rat in the division, except the recent oral in the division, except the recent
y overflowed portions of the Ever
lades ambled trucking to be resumed-onw
actively prosecuted. The shipping of
beans and cans and other truck was reported
from the Moore Haven district; plow-
ing and planting beans were damaged by frosts west
of Rage Okeechobee the coastal region for fruit trees and truck.
MITCHELL, Meteorologist in chary For quick results use Feral
Want Ads. They are read by nearly

Humane MILANE THEATRE.. TODAY IS YOUR LAST CHANCE TO SEE Douglas Fairbanks In "ROBIN HOOD"
special music by five piece orchestra Prices: 25,50 and 75 Cents; Reserved Seats on Sale at the Milane Theatre





When Ti N aw of office
SUPPLIES

GEE US BEFORE BUYING R STOCK
We is CoMpleat a choice line of CHRISTMAS GREETING ChRISTMAS DECORATIONS TINKER TOYS FOR CHILDRENIS BEN BK, AND come in and look our STOCK OVER
COMMNANS GIFT AND STATIONERY 207 Magnolis_Phone 101-J

A 85.09 deposit on a Ford car will be placed to your credit in any Sanford Bank and will gular rate.


Insured yes, but for how much?
The question of how much Insurance
you should carry cannot be answered Monthly your manurance agent knows
how much it would cost to replace Your property. When you have settled
that fact you have answered your Adequate insurunction, means sure in-
dimity in a bize well known commany. This agency represents the
Federal 1 Insurance
Company many years this company has born
saving the victims of fro from fin for safe and sure insure-

## A. P. Connelly \& Sons

 sanford,
## 

SILVERWARE AND JEWELRY THE GIFT OF THE AGES
$A^{\text {Dazzling cluster of Silver and Jewelry today delights }}$ CHESTS OF
shiverware
Community Plate and
sterling silverware CUT GLASS AND CHINA, vanity cases.
In Sterling and Plated Ware

## diamonds

Most wonderful showing of
diamonds in the city. Price rom $\$ 10.00$ to $\$ 1000.00$ WRIST watches alova, Gruen and Ely gents' watches Our, Prices Are Right ur gift counselor.

THE DIAMOND PALACE
307 E. FIRST STREET
P. WEINBERG, Prop


At this store the inexperienced woman in march of sifts may shop with the same confidence as the man- h buying sifts for him. We pride ourselves on helpful service as well sa rixhthotion Prices

JUST GLANCE AT THESE SUGGESTIONS
AND YOU WILL KNOW WHY TEE OUT
LET IS THE HAPPY HUNTING GROUND FOR MEN'S GIFTS.

MEN'S CAPS
Wo have just received a wonderful line of Caps. New styles, something different to anything that has been offered your be fore, and the season's most popular colors.

## ALL WOOL SWEATERS

have some most wonderful values in these heavy ribbed, guar anted all wool Sweaters. Just come in and give them a look.

## DRESS SHIRTS

Silk Shirts in attractive patterns, also fy line MARLBORO MADRAS SHIRTS: Guarantee 5 t colors. Complete line of Men's Shoes and Furnds diff prion that are Beck The Out st

FOR RESULTS Y TRY A HERALD WANT AD FOR RASILIS

## How About That New Suit?



SPECIAL PRICES TOMORROW (SATURDAY) $\$ 27.50$ Men's all-wool Suits, at per suit....... $\$ 22.50$ $\$ 30.00$ Men's all-wool Suits, at per suit....... $\$ 25.00$ $\$ 35,00$ Men's all-wool Suits, at per suit....... $\$ 30.00$ ALSO SPECIAL PRICES ON BOYS' CLOTHING


First Street, Welaka Block


YOUR 1924 FOOD BUYING
$\square$
 Sut
deel:2
Pege

| YOUR 1924 FOOD BUYIN my helen harrington downino |
| :---: |



Building State Roads

$\qquad$

## 

Need Some Help Tomorrow?
Just Telephone a Want Ad to the

## Sanford Daily Herald

Today. Your message will reach the men or women you want to reach. From the many who respond, you can easily choose the fittest

## Telephone 148

 THE GREATEST MARVEL OF THE TIMES the talking, seeing, playing, wonderful

## STUDEBAKER

## 

## The Talking Studebaker

 reached heights of perfection $m$ automobile mechanics as have their geniuges he car will be on display and action , Thursday, Friday and saturdas December $6,7,8$. afternoon

startled

The Talking, Hearing, Seeing, Musical and Otherwise Intelligent Car

$\qquad$
$\qquad$

CHESTS OF
SHVERWARE Community Plate a 847 Rodger's Ware
STERLING SILVERWARE CUT GLASS AND CHINA, Vanir Cases Sterling and Plated Ware
Reasonable Prices Reasonable Prices

## DIAMONDS

host wonderful showing of from $\$ 10.00$ to $\$ 1000.00$ WRIST WATCHES Bulova, Gruen and Elgin GENT'S' WATCHES In all standard makes Our Prices Are Right

THE DIAMOND PALACE 307 E. FIRST STREET

WEINBERG. Prop.


At this store the inexperienced woman in mareh of gifts may shop with the same confdence as the man-hn buyiag gifis for him. We pride ourselves on helpful service as well es roekbothom Prices

JUST GLANCE AT THESE SUGGESTIONS
and you will know why tae out-
Let is the happy hunting ground FOR MEN'S GIFTS.

## MEN'S CAPS

Wo have just received a wonderful line of Caps. New styles, something different to anything that has been offered you be fore, and the season's most popular colors.

AĹL WOOL SWEATERS
We have some most wonderful values in these heavy ribbed, guar anteed all wool Sweaters. Just come in and give them a look. DRESS SHIRTS
Silk Shirts in attractive patterns, also fi line MARLBORO MADRAS SHIRTS. Guaranteer colors. Ccmplete line of Men's Shoes and Furnis Good news to the carefy prices that a The Oukt Opposite the Postoflice

FOR RESULSS TRY A HERALD WANT AD FOR RASULTM

## How About That New Suit?

 t the
more
ssocinton
seveland, oho
ANCE
Spreali prices tomorrow saturdar
 $\$ 27.50$ Men's all-wool Suits, at per suit....... $\$ 22.5$ $\$ 30.00$ Men's all-wool Suits, at per suit...... $\$ 25.0$ mennmen ALSO SPECIAL PRICESON BOYS' CLOTHINL

## CHURCHNEWS


EVEREITTRUE BY CONDO


YOUR 1924 FOOD BUYING
by helen harrington downing


$\square$

$\qquad$ The ma

## chasing



## Talking Auto Its Coming To Sanforc




$$
\begin{gathered}
\text { title } \\
\text { Goo } \\
\text { They } \\
\text { an w } \\
\text { over }
\end{gathered}
$$

Need Some Help Tomorrow?

Just Telephone a Want Ad to the

## Sanford Daily Herald

Today. Your message will reach the men or women you want to reach. From the many who respond, you can easily choose the fittest.

## Telephone 148

 THE GREATEST MARVEL OF THE TIMES

> THE TALKING, SEEING, PLAYING, WONDERFUL

STUDEBAKER

## The Talking Studebaker

 Thum






 Mraty.









dinncr given the
cafeteria which was
by these gentlemen.
Plans were also made for a Rum-
mage Sale to be given for the benefit
of the Brotherhood of St. Andrew,
of the Brotherhood of St. Andrew,
whose buildings and equipment was
lost by the recent
After the business had been trans-
neted, the annual election of officers
took place, which resulted as follows:
President, Mrs. R. J. Holly; first vice-
cording secretary, Mrs. M. S. Wig-
gins; corresponding sceretary, Mrs
D. Bishop; registrar, Miss Brenda
Stringfellow; press
EN Chicken pilleau
gave a chicken pilleau on the
shore Thursday
cent attendance. Mr. C. C. Locke was
ct
The Lake Mary skating rin
opened Tuesday night under the man-
agement of Mr. William Musgrave
Thanksgiving night. There was quite
Miss Holscloth
The Methode Mary, at the
The Methodist Sunday Schoo
ating rink while the sun
nd everyb be a "free for all'
haye a good tim
their guests on Thanksgiving
A. C. L. Miss Annie Milane and
Selma Thornby.
and
Inke Mary Wednesda

## Sanford's Social Side <br> Phone: Office 108; <br> MRS. FRED DAIGER, Society Editor





French froek of back brocade, the
oodice of white satin beaded in crys-
tal.

| Governor and Mrs. Cary Hardee |
| :---: |
| $\cdot$ |

## WOMAN'S CLUB

 COLUMNMrs. Heary Wight, Editor
 Moses-Miss Ida M. Grey.
Tri-Mrs. W. F. Talbot.
Snake-Mrs. W. F. Talbot.
Carcesss Mrs. W. D. Brownlee.
Lady Teazel-Mrs. S. P. Arrington. Carceless-Mrs. .I. D. Brownlec.
Lady Teazel-Mrs. S. P. Arrington.
Later
Maria-Mrs. S.
L. Shinholser.







leader will present a Christmas play
"Why the Chimes Rang." This beau-
tiful and familiar story has been
dramatized in a very charming way
and aside from being seasonal will
FOUNTAIN INNdent.
MRS. E. D. D. MOBLEY, secretaryrecombends foley kidney

The contents of the inner vemel of
a double boiler will cook much mone a double boiler will cook much mono
rapidly if the water in the outer comartment is salted in proportion of partment is salted in proportion oo
half a cup of salt to two quarts of
water. hear stetson glee club. Robs Calomel of Nausea and Danger Medicinal Virtues Retained and 1 n -
proved-Dangerous and Sitkenigs
Qualities Removed. Perfected TabQualities Removed.
let Called "Calotab"
.

Take advantage of the new Word Weekly Pur chase Plan today, and get started toward the ownership of a Ford car

FREE RADIO DEMONSTRATION

## You are cordially invited to visits ny home on Sanford Heights

 and enjoy a free Ratio Demon any oblisation to buy.blluy hofmann
 Regular Sunday Dinner

NOTICE

## Coad of thack and galvanized pipe 

Seminole Cafe..



## In The World Of Sports

 LAKMLAND MUST BATILE TAMPANS FOR STATE TITLE

Syracuse went out to Lincoln, Neb., and won from Nebrash
Unersity' 7 to 0 -but not without $n$ struggle. This show

## Celery Seed




$\qquad$
$\qquad$R
${ }^{\text {chawes }}$
3



come
Eir

CHILDREN'S COUGHS

## Sun-Proof PAIN T

When You Paint Us
Sun Proof, Sold Only by SANFORDPAINT

GOOD GOODS AND SUNSHINE FEEDS
 bur first thimment hast heen rececied and these feeds res
 es sell lwe BiAck IF Y OUN ARE SOT SAATSFFED:
Come in and lect us stow you this execleneni line
"WILKES WONDER FEEDS WILL WORK wonders

## Sanford Feed \& Supply Co FEEDIHAY=GRAIN AND FERTILIZERS

## GATORSREADY <br> FOR ANY TEAM

osceola items TIME TABLEN EFFECT NOV. 13TH

$$
\begin{aligned}
& \text { Mrs, Lemoine and Mrs. Ed. Bass } \\
& \text { motored in town and spent Thanksgiv- } \\
& \text { ing with Mr. and Mra. Sam Webb. }
\end{aligned}
$$



$$
\begin{aligned}
& \text { ing with Mr. and Mrs. Sam Webb. } \\
& \text { Mrs Katie Summersite had choi }
\end{aligned}
$$ practice and

marshmallow
Thanks

Mr. A. D. Jurney attended the Elk
meeting Wednesday night, also spen
Thankgiving in town.
We are very sorry to hear of Mrs
Chas. Dann's being sick. Hope she'1 Che are. Dann's being sick. Hope she'
soon, be out again.
Mr. and Mrs. E. M. Erbe are ex peeting their daughter, Mrs. Florence tertaining a number of their friends
at a dance Monday night.
Dr. and Mrs. Martin made a fllying
trip to Jackonville to spend the trip to Jacksonyille
week-end on buiness

 nurse, Mrs. Albury came on a short
visit with them.
Mr. P. J. Fighter is making a flyink Mrs. Thompson's sister, Mrs. Clark
Conviu is visiting her this week. Mr. and Mrs. Lemoin and Mr. Wi
liams are motoring in to the picture tonight.
 Mr. and Mrs. G. I. Morris enter-
tnined a few of their friends Sunday Mr. and Mrs. Peter Glenn, Mr. n ter, Miss Doris Miller.
Mr. and Mrs. Ce. W. Cannon a
brother, Mr. A. E. Cannon, also Mr
Gcorge MeDaughe nand her daughter Mrs. Norman Swanson spent
giving on Iake Horncy. ReGular meals served
Pheonix, single meals, by

## wew white wa

St. peterashurg

## 

##  <br> $\qquad$

igilit


LITTLE TOTS' NURSERY TUNES

SONGS, GAMES, STORIES ON RECORDS

## F. P. RINES



## 

 They need a balanced ration and you get he right balance

Old Beck Sweet Feed
It has beon the otandard work ration of tean

 Seminole Feed ORO.

## Two Sides of Turnover

The alert husiness man dealing with present dny conditions knows that he hig wort hing " joblher, or banker, he sees that one thing with a clear vision unbiased by tongue.

And yet many of them-entirely too many-thinking on only one sile of Turnover. They thiuk of it as menning rapid selling-putting money nut creatlo il out quickly and at a profit. They renize har hey must put greatly
tribution.

The other half of Turnover is the consumer. All selling plans nald efforts fail if the consumer doesn't want to buy. His desire for the product must he crated. He must meet the seller half way. He must be in a mood to

That is the function of Alvertising-to create consumer demand and consumer preference. With this demanil as a fact all selling plans have a silcceed without an existing demand is for salesmanship to nesumume to task that helongs to advertising-the task of creating demand.

If the present efforts that are leing put into selling were amply supported by a enrresponding effort to create consumer demand through Adinto an era of ans conditions of this country' would be rapidly chnnged hing else.

The proof of this is in the fact that right now, under these very conditions, the manufacturers who are putting proper. emphasis on creating a lemand for heir product, as well as selling it, are doing a big business wously to get through intensive selling.
(Published by the Sanford Daily Herald, in co-operation

| $=\mathrm{E}$ ALL | RD RE |  |  |
| :---: | :---: | :---: | :---: |
|  |  |  |  |
|  |  |  |  |
|  | \% |  |  |
| + | $\pm$ |  |  |
|  |  |  |  |
|  |  |  |  |
| Numm |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  | mamum |
|  |  |  |  |
| 5umim | + |  |  |
|  | $=$ |  |  |
|  |  |  |  |
|  | Ex | \%umem | = |
|  |  |  |  |
|  |  | \%ix |  |
|  |  |  | 52 |
|  | - 7 |  | - |
|  |  |  | -2w |
|  | R ${ }^{\text {a }}$ - |  |  |
|  | $=-2$ | \% | - |
|  |  |  | -mam |
|  | , |  |  |

