## Cold Storage Plant HICCE FRNNERY osting $\$ 400,000$ PREPRRES FOR ©Be Erected Here HIANY SEASON.

North And West Align In<br>Favor Of Two-Third Rule in Op,osio.<br>Sotzin

minole And Orange
CountyMen Interest Capitalists In Plan To Build Two Plants

## pacity Of Each

 Will Be 700 CarsorkOnOrlandoPlant starts Next Monih; Local Unit Follows
 DECEMBER FIRST

| ted | Seminole Cutyoutr |
| :---: | :---: |
|  |  |
|  | Consressman C. |

## 1

 RADIO SCHEME Remus Makes Hot WLL AD FANS Verbal Assault On TO HEAR MORE Chief Justice's Son
 As Once Bootlegger Looses Control And WantsTo Fight Him Taft, Past Athelete, Is Unmoved Remus Reprimanded ByCourtWhichTells Him To CeaseAbuse
cincinnati, Nov. 19 am only started. rm go ing to tear things wide open
in this trial." George Remuis the amazing individual who
is staging a spectacular, peris staging a spectacular, per
sonally-conducted defense in criminal court against th charge of murdering his
wife, Imogene, made this

$\qquad$$\underset{\substack{\text { henen inh } \\ \text { and } \\ \text { diduer } \\ \text { Rent } \\ \text { Ren }}}{ }$mux amed prater prem
 Bobby fones Weeps
As Club Presents
Him $\$ 50,000$ Home


Tunney Pays Visit To Coolidge Who Is No Boxing Devotee

## Irs. Lake Returns <br> Prom Philadelphia



ENGLSH COURT GIVES EXTREME MARITAL VIEWS
ustice Hill Hopes. Lan May
Change So Court Canciran Decree Withoul Request

PRINCE MALIGNS BRATIANU FOR POLDILCAL MOVES

PersiaTo GétRoads Costing 45 Millions Under U. S. Expert


quadity meats


108 PALMETTO AVE SWEET MEATS JUIC We personally select We personally select
meats we buy just meats we buy just
you choose from
stock the cut you for dinner. In this
we are satisfied thet we are satisfied that
are getting the are getting the best
market affords customers and our
tomers are content because our meats

## Pork Chops 29

 Pot Roast 18-22of BEEF
Round Sirloin 35
\&CLUB STEAK

## Beef Liver

BATTERIES $\$ 10.00$ may sur oht batrey oudor at home Automotive Electric co

Another Lot Of $\$ 4.95$
Black Beauty
The Famous
Big Reduction In 31x. Cord Tires
 $x+12.2 \mathrm{Corat}$ T

Free Cronk $C$.

San Juan Garage Co.

## OPENING <br> SATURDAY NO V. 19 <br> New Tire Store MASON TIRES

HIGH GRADE FIRST LINE TIRES AT SECONDARY LINE PRICES.

| $29 \times 4.40$ | $\$ 9.10$ | OTHER |
| :---: | :---: | :---: |
| $30 \times 4.95$ | $\$ 13.25$ | SIZES |
| $31 \times 5.25$ | $\$ 14.05$ | IN |

## $33 \times 6.00 \quad \$ 18.50$ <br> PROPORTIO

FREE-50c Box of Tube Patching to Every Purchaser

## M and M TireStor

sumford

## SPECIALS

FOR SATURDAY AT

LAST DAY OF SALE Unusual Savings In Furniture

| GHT STANDS | \$2.95 |
| :---: | :---: |
| PORCH RUCKIRS | \$2.95 |
| BEAUTIFUL PICTURES | \$1.49 |
| WONHERFUL MIRRORS | $95 \&$ |
| SMALL RUGGS, $\$ 295$ | , 4.95 |
| FLCOR LAMPS | 5 \& up. |

SANDURA, AND GOLD SEAL CONGOLEUM ART RUGS. MONEY BACK GUARANTEE
$\$ 4.95$

| $\$ 5.95$ 5x10 1.2 | 74.95 |
| :--- | ---: |
| 8.95 |  |

$\$ 6.95^{\text {0x12 }} \quad \$ 8.95$

10-PIECE DINING ROOM SUITE Mahogany Finish
$\$ 89.00$
Apex Vacuum Cleaners

The, Sanford Herald




 | mintith |
| :---: |
| trut |

Tell The People
The Fairmount Sentinel of Minnesota recently brought to our attention most forsefully the fact that many business
houses, unusually successful when anvertising campaigns are carried on, frequently fail wien such campaigns are suspen-
ded It cites the exampli of Quaker Oats which for a good
many years was one of the most widely advertiod many years was one of the most widely advertised foods in
this country. This concern figured it had reached the hights this country. This concern figured it had reached the hight
of suecess and its mangain oprofit was tremendous.
lit te.
lieved its produt was so well
lnown that lieved its product was so well known that it was no longer
neecsary to advertise. Immediately upon the cessation of
the campaign, its lusiness shrunk until the company was on the verge of bankruptey. Now it has doubled its former advertising space in an effort to get back into the limelight
and recoup its lost business.
We are wondering if there are not some Sanford monWe are wondering if there are not some Sanford mow-
chants who have not quite caught the idea of advertising.
We are occasionally met with the statement that "WWe have. We are occasionally met with the statement that "We have
done business in Sanford for many years. Everyone knows.
us and what we have to sell. Advertising would not help us any."
That was the attitude of Quaker Oats when it stopped thing. It soon forgets, and turns quickly from the old to the new, It it st the thing that is constantly brought to the attention of the public that sells.
Pillisbury flour is one of the most suceessful concerns
the country and is perhaps the mout widely in the country and is perhaps the most widely advertised.
Its advertising manager is paid to draw a salary larger than
the president of the United ta gum, the makers of Camel and Chesterfield digarettes, and
Camel's tomato soup owe their success largely to their big Camel's tomato soup owe their success largely to their biy
advertising campaigns. Henry Ford has spent more money on printer's ink than any other one individual and seems to
to have received excellent We would like to see some locai merchant who is not
satisfied with the volume or his husiness catch the idea of
these other business men. Business cin always be improved these other business men.
by judiclous advertising.

## Judge Gary On Success

Success, that goal which every man uspires to attain,
has been the subject of numerous books and addresses which
have come to the publicument have come to the public's nttention fram time to time. Ad-
vice nlong this line is easy to give and while almost every
man who has achieved suceess has gained it hy means different from others, yet cescentinlly they have ali head to poo-
sess nome attributes that nre necessary to any kind of suc-
As we have juat said, there is an unlinited supply of at-
vice at hand on this sulbject. Most of it is lunke. However. there are those requisites of success which everyone must
recognize. They are very interestingly set forth in a bist of
ten maxims which the hate Judye Fllert if it ed after vears of experience and consideralile thought on the matter. Coming from a man like Judge Garv, the sugyestions
nro weil forth listening to and they contain not only good
cound but Judge Gary's rules apeak for themuelves
ont 1. Be honest, truth ful sincere auls serinus. Being
slippery and tricy may gin you temporary advantages, but in the lo ng run it will be your unitorng
 gress
others.
The main thing to rely upon in n morisis and physically. The main thing to rely upon in a crisis of emergency
being
fit condilin. as arithmetic, spelling. grammar. Reograment and suit ory. Also get all the technical eclucotion you can.
5. No matter how much nutural ability you have,
must be stimulated by persistent efforts to improve It must he stimulated by persistent efforts to improve
the mind and store it with useful information. A gool memory is of incalculuble benefit. companiong. You thould know men of experience and
higher rank than yourself, Nothing sapa character like undeairable companions who are only lient on self. indulgence rather than self-improvement.
up with energy, persistence and thoughtfulness: II have had to fight steadily against laziness all my life." he
8. Be loyal to employers, friends and country,
reputation for loyalty induces people to give you positions of trust and responsibility

$$
\begin{aligned}
& \text { 9. Cultivate stability. Dou't he a rolling stone. } \\
& \text { 10. Most important of all: Observe the Gollien } \\
& \text { Rule. This gets. you farther in the long run than any } \\
& \text { other maxim of life. }
\end{aligned}
$$

## As Brisbane Sees It



## 

## IN CHINA a labor party is t.

 Leelared and mirt of Chinn's 400too poo join Confucius, and per-
haps hear what he thinks oo
tighting in WHEN BERTRAND RUSSELL



Sce. Yellows are ass
vhites atout kiling.


## 


 Now the intelligent Loew company
gives hr stion a day fro 100 days
to tell athout it in vauleville.




WANTED
An unusually good op portunity for any couple that wishes to mnrry to re and wedding presents all furnished by the Sanford
Kiwanis Club Kill be perform. Ceremony will be performed by any may desire, and will he as sacred as any other wed ding ceremony. If Interest ed, Phone 05, or write E. F
Lane,

Box 329, | Lane. |
| :--- |
| Fla. |



Another Lot Of \$4.95
Black Beauty
The Famous

## Big Reduction In

## $31 \times 4$ Cord Tires at $32 \times 4$ Cord Tires at

Sinclat Crank Case Service-All The Popular Oils
Westinghouse Batteries
San Juan Garage Co.

Generator Starter and
Ignition
Service Our Specialty
AUTOMOTIVE ELECTRIC CO.

Drink - Elda
Springs Water

The Best Eve
FLORIDA STATE FAIR
Jacksonville NOVEMBER 17 To 26
Don't Miss
COT RID OF POI:
Kentackian Finds Black ha
Great Aid ln Reliert
Feels 0 . K .

wa not wat a time when my was eaturated piand polion
wain not pro
time

tll my amall done evera
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For sale ove
package today
Blact preace

## SPECIAL!!


and yoir oub battrex
Ford Batterles need no introduction. Radio Rallery
Edward Higgins, Inc.
Palmet to \& Commercial Sts.
Phone 33

that women
desicen ... Durability BUICK that men
demand

-unmatched performance . . . unrivalled comfort... sturdy construction that assures ag life-you'll find them all in Buick!
Buick for 1928 has won tremendous popularity among men and women alike, because it combines the style that women desire with the durability that men dernand.
SEDANS 11195 to $8155 J$. . . COUPES 11193 wo 11830

Sanford Buick Co.

Social And Personal Activities


## Social Calendar

MILANE THEATEER BOOKS BIG FHM LES MIISERABLLE
 A. R. ilitual is written by mrs Whitner and mrs. rossiter

MILANE THEATRE PROGRAM | Wrek of November 218t. |
| :--- |
| $M O N D A Y \& ~ T U E S D A Y$ |

anlous picture of human phassion, pat hoo and romince
 ES MISERABL.
WEDNESDAY
Miles and miles of smiles with those two verv "EMILE BROTHER SMILE" Specta THURSDA
Special Thankseviving Program
"THE FIGHTING EAGLE"
medy "Rushing Rusiness"-Milane Review
ovelly Song Side Number by Mr. Brockham
"SWANEE, SHORE" FRIDAY
authenic portraval of the greatest chanucter
civil war days starring Fred Thomyson and
Car and the wonder horse Silver KingSATURDAY
Tom Mix and Tony star uain in a picture that
-TUMBI ING RIVER" 'hllitren's. Matinee at 10 A.
coming 1 ITRICTIONs
brice Glory"- Bart Carroll's Vanities
Lt The Churches


Missionary Society
To Meet On Monday
(IIIID
TODAY
Hopt Gilheria Nom
ten uontear
homiswoun hemo

monday \& TUESDAY vetor Marcab


The Soul of a Saint in the Body ofa Giant
that was JEAN VALJEAN
immortil charicier in that worid literary masterpice by Vietor Illugo-prince of romantic writers. . Arid now you can see him, fuithfully partrayed in a colpasal screen production of the greatest story of all timema- monement in film to Hugo, the Mater.

## At The Milane

Mandiuy and Tuescha
Nov. 214t \& $22 \pi / 4$

## Thanksgiving Specials

## 3 Day's

Monday - Tuesday - Wednesday 1.4 off

We are Offering
1.4 of

A TWENTY-FIVE PER CENT DISCOUNT FOR
CASH
ON THE FOLLOWING ARTICLES


McLAULIN
Jeweler

# MONEY 

 \$100,000 WORTH OF HIGH-GRADE FURNITURE TO Te SALE STARTS MONDAY NOV. 21 st. $\because$ NINE A. M.
## FREE PARKING SPACE

 FORCED TO SELL THIS STO

Whis Ten Teams Play Final Qhmes Today With IlliniOhio In Centre OF Siage



Soathern Teams To Special Series of lest For BigGames Talks T'o Be Given PlayedOnThursday By Baptist Minister athyyy Now in


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|  | LONGWOOD DAIRY |

## Hunting Season is Here




WILL Fart SEEN Jesse Janes Ifere
Wilane Picture HERE SLIORTMY Coning On Fida

Edourd Higings Gets Report




Florida's Centers Will Come from This Quartet


## Jicksp -itasy

SECURIT
LUMBER


AUTO RACES
AT EOMCWOOD THAMKSCIVIMG DA $2 \mathrm{P} . \mathrm{M}$.
AF.M.

Chesterticld nolaes donil change willie the fashions

## ery Day Brings New Opportunities To Those Who Make A Habit Of Scanning Herald Want Ads



