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Japan Issues Sharp WarningToChinaIn Loan Controversy


INCHOT GIRDS $\begin{aligned} & \text { Colonel Forbes Declares } \\ & \text { ARMOR TO KILL } \\ & \text { He And Dr. Cook Will Try } \\ & \text { POWER TRUSTS }\end{aligned}$ Long Flight To South Pole


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## November Sale of Suits and Overcoats

## FOR MEN AND BOYS

4 DAYS-Wednesday, Thursday, Friday, Saturday-4 DAYS


Men's "Snit-Tex" and worsted OVERCOATS in the New Season's Shades

Gray, Tan \& Brown In All Sizes . Values to $\$ 37.00$

Sale Price Tuesday to Saturday
\$26.50
\$26.50
 Tan and Brown. These are Exceptional Values. Some With Two Pair of Pants. Former Price up To $\$ 35$ Special To Close Out.
$\$ 16.75$


One Lot of "Curlee" Suits, In Tan and Gray. Fancy All Wool Mixtures. Values to $\$ 37.50$. Some of These Suits Have Two Pair of Pants. Special To Close Out. \$29

## EXTRA

One Lot of Mens Wool Worsted Suits
in
Shades of Gray,


$$
\begin{aligned}
& \text { Boys Four-Piece } \\
& \text { CRAVENNETEDRSUITS } \\
& \text { Values up to } \$ 25.00
\end{aligned}
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            s16.75
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One lot of boys
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# A LTERATIO <br> A L L <br> N S <br> E X T R A <br> THE <br> YOWELL <br> CO. 

Williams And Higgins Formed First Firm
Fifteen Years Ago Fifteen Years Age
In City Substantial Sales Record Has Been One Of Best Many EmployeesHave Been Working With
Firm ForLong Time






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=entione READY TO GIVEUP



Specifications Of The New FordAreAnnouncedHere;

## High Speed Is One Feature

 To See WhatitsLikeToviewOthers Chasearoundracks
At Teriffic Rates of Speed At Teriffic Rates of Speed
Los Angeles. Nov.

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Sanford Merchants Are To Hear Ohio Expert Thursday

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## We will tell you

## all about the

## NEW FORD CAR

Come to our showroom this

FRIDAY

## EDWARD HIGGINS Inc.

Authorized Ford Dealer
Corner Palmetto ave. \& Commercial St. Phone 331

## The New Ford Car will sell

## Complete details of the new car which will be

## officially announced

## this FRIDAY

Tnew Ford car you will be delighted with its low, smart lines and the artistic color combinations. There, you will say, is a truly modern car.
4inuit a still greater thrill awaits you - when you slip into the roomy seat behind the wheel and start away for your first side. Then you will know that you have fount the most unusual value ever offered in ${ }^{2}$ low-price car.
ginourwill like the feeling of speed and poyyer, that the new Ford gives you-the comfortable, prideful feeling that comes from having a car worthy of any occasion and equal to every emergency

You will like the flexibility and safety of the new Ford car as you weave in and out of city traffic-its flashing pick-up as the light turns green and the sign says "Go." You will like its smooth, quiet steadiness on the open road where you can lazy along according to your mood, or do 55 and even 65 miles an hour if you/desire. The new Ford has unusual speed-no doubt of that!

## a smart, low, speedy car that

has been built to endrie
The new Ford will climb hills that you never chought a low-price car would climb on high. It will pass cars that you never bought you could pass. The longest crips will seem easy, for here is a car that puts new joy in motoring.
fin 2 foch of cill another teason why the now Ford car is the most outstanding value ever offered in a low-price car. An important three-word season that means a great
deal to you - endurance - durability long life.

The new Ford car is made to stand up under thousands upon thousends of miles of steady running over all kinds of roads. It has even more stamina thatithe Niodel.'r Ford because we have learried to make every part stronger and sturdier without increased weight or greatly increased cost.
Many of the Model 7 Ford cars are still in active service affer $75,000,100$,000 and 150,000 miles. This new Ford car will do even better. In the words of Henry Ford: "It is our ambition to have cycry piece of machinety or non-consumable product that we turn out so strong and so well-made that no one ought ever to have to buy a second one.'

Four-whoel brakes and standard, selective gearr shift
On the right, we are printing, for the first time, the complete detrils of the new Ford car. Read them over carefully, especially the paragraphs dealing with the new engine, the new bodies, the new standard, selective gear shift trantmission with roller bearings, the new fous-wheel brakes, the new hydraulic shock absorbera, the new mechanical design ignition, the new oiling system and the new dry-plate, multipledisc clutch.
Then decide that whatever else you do Friday you are going to set aside at least fifteen minutes to get the full scory of the
 ausomobile. If is the advanced expression of a wholly new idea in modérn, economi. cal transpartation.

bical/And Personal Activities man

## Social Calendar

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at he City Hall, music by
ring's Globe Trotters of
nal luncheon at one o'clock
necss Issena, at Dato iven by the Abigail Bartlo-
apter N. S. D. . . . ..honor-
Broks White, state re. apper Ms. White, state re-
Cars leave here at $10: 30$
Crom the home of Mrs. John Azarian Circle of the First
Church will have an all
cing party at the home ing party at the home n
A. Anderson, 915 Elm
Aedne THURSDAY
Side Parent Tea Side Parent Teachers As-
Swill met at 3.15 oclock
South Side Primary School.
rsal of the Christmas
of
 Che Womand and turkey sup. Guid and St.
Cuilds of Holy Cross Epis.
hurch at the Parish House.
 L. Class of the First
Church will meet ati.30
ht the home of Mrs. Barney
520 Laurel Avenue. Donald P. Drummond wiit
nthe members of the Fort-
Bride eluh at her honie

| a Lakes. <br> J. C. Bennett will entertain mbers of the Book Lovers 2:30 o'clock at her home on ia Ayenue. |
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## No. 4 of the Methodist Vill meet with Mrs. Burke Celery Avenue, at 3:00

## 



Room Class of the Pres-
h Curch will have recep-
Cmusical ait 8 oclock at the
Club.

## cen's Story Hour

at the library
rents matinee at the Milane
rat 10 oclock under the rens matinee at the Milane
oat 10 oclock under the
oof Mrs. co . . Myers cir
he Presbyterian Chureh. leen-Mallory Circle of the
patist Church will meet at
fock, the home of Mrs. E.
fek on Park Avenue. nole PaESDAY
 hiry of the Campenil. Los
mt American Legion wvil
t:00 oclock at the Hut.
ht Club Dance Is Delightful, Affair
of the largest and most
tocial affairs of the fall
was the dance given Fri-
ning for the members of

Mrs. GeorgeW.Knight Hostess To Duplicate
Mrs. George W. Knight was
hostess Tuasday afternoon at an an
most delightrull
social
affair



 Rainh Stevens.
At the tea hour the players were
toined by Mrsi Fred HIntermitar
of Scranton. Pa.. Rifreshmenta consisting of a tempting salai
courso with coffee were served
the hostess assisted Miss Cox WinsHonors For Her Riding Skill
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PLANT CITY-
provements under
City-post otfice

## BIG DANCE

Wednesday Night, Nov. 30th., 1927

## City Hall Auditorium

Paul King's Globe Troters Orchestra of Indianapolis, Ind. Admission
LADIES 25 c
Dancing starting at $99^{\prime}$ clock.
TODAY


## $4 \pm$

 Mrs. J. D. Jinkins returnedme Sunday evenin from Mary
ile, Tenn., where she was called
 Manina home by Miss Jinkins, W
pailed home neturn to Maryville C
vill
ne until after the holidays. The many friends of Mr, and "TH "RiCH BUT HONEST" Oar Gang Comedy
THE OLD WHOLLOP" A novelty in Technicolor
"ROAMNG AROUND
THE CARRIBEAN"
Aesops Fables Xesops Fables
THE HUMAN FL THURSDAY

KBEP comely BEAU sbeging in Trim"
Milane Reviaw influenza at th
metto Avenue.

Paul Kins Troters
 Club At Pretty Party

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Now On Sale At

## Mi-Lady's Shoppe

BEAUTIFUL LEATHER LEAF I
FERNS
Only 10c Each
You Will Want Several of These
Thursday Sale $\quad$,
$\$ 3.00$ to $\$ 5.00$ Hats
Christmas Cards

| Mrs, Jaileg WClls at her home on Oald Abenue. | home Wedneghay affernoen 7 Palmettry whetemind 4 . iting her brother and be accompanied home by the niece Miss Eleanor Evans. |
| :---: | :---: |
| Mrs, William Cory and Mrs. Edmund Corry of Quincy who |  |
| to their home form Tampe left Tuesday and were accompanied by Trs, J. Ball. |  |
|  |  |
| Mr. and Mrs. Harry Cramer announce the birth of a daughterSaturday morningNovember 26 Saturday morning Neve ovember 26at their home on West First Street. |  |
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| land Tuesday where he spent the afternoon on business. |  |
| Mrs. James G. Sharon returncid home Tuesday evening from Mad |  |
| ison and Jacksonville where she visited relatives for the past five |  |
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| $\qquad$ |  |
| Miss Ashton Thomas leaves Wednesday for her home at Jacksonville after a pleasent visit here |  |
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| with here sister Mrs. Jane Smith. |  |
| Willliam Musgrave spent Tuesday at Jacksonville on buisness. |  |
| E. A. Douglass returned home Tuesday afternoon from Tampa where he spent several days onbusiness. |  |
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Thursday Sale $\quad$| $\$ 3.00$ to $\$ 5.00$ Hats |
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| Christmas Cards |$. \quad . \quad$.



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

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