

AUTOMOBILE PAGE

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The 1923 Associated
Tours Guide for Mo-
torists is Now Ready

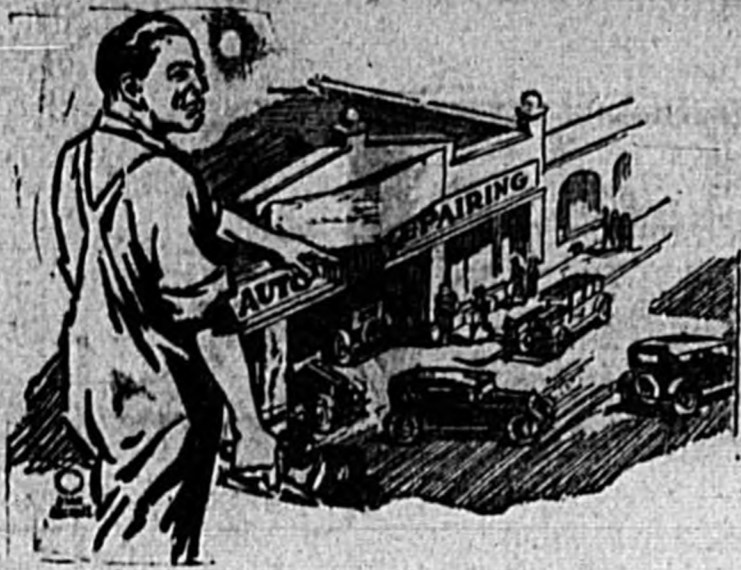
ARE YOU A
GOOD DRIVER?

Order of DeMolay
Met on Wednesday

touch, please and give every boy a good time.
Several weeks ago over five hundred dollars worth of equipment was ordered and it is expected to arrive in time to put on the degrees at the next meeting in the proper manner. "The Girl from Upper Seven" will be given again so as to raise money to pay for these things.
Refreshments of ice cream are served at nearly every meeting. Not a single one of the boys will ever regret the few hours that they have spent once every two weeks at the meetings and the interesting talks that are given by the above mentioned gentlemen.

See Yowell & Co's
Men's and Boys' adver-
Monday.
The Herald delivered six times a week for 10c.

Garage Phone 464-W



GENERAL REPAIRING
STORAGE—WASHING—GREASING
ROAD SERVICE

Rive & Walker

316 West First Street—Sanford, Florida

Motorists who are planning vacation tours during the summer months will be pleased to know that the 1923 Associated Tours Guide, the official road book compiled and published by The Automobile Club of America, is now ready for distribution.
By following the carefully selected itineraries and clearly defined road maps with which the Guide's 104 pages are filled summer vacationists are enabled to tour by motor through the most charming sections of the Eastern United States and Canada to seaside, mountain and country resorts. All tours in the Guide are compiled with a view to scenic charm; the roads mapped are the best stretches of hard highway that the country affords.

For transcontinental motor tourists there is a double page Atlantic to Pacific road map showing the several routes across the United States, accompanied by complete itineraries for this increasingly popular trip. For those visiting the New England country there is a map of the recently adopted road marking system. A large folding road map of the entire country east of Chicago accompanies the Guide.

A feature of the Associated Tours Guide that motorists particularly appreciate is that the itineraries are arranged to allow for logical stopping places at the end of each day's run at towns where accommodations may be readily secured. Synopsis of state motor laws, ferry schedules, and lists of good hotels and garages also go to increase the Guide's usefulness to the automobilist.

For the accommodation of car owners the Guide will be distributed thru local news dealers, bookstores and drug stores in all parts of the country or may be obtained by remitting 50 cents to cover cost and postage to The Automobile Club of America, 247 W. 54th Street, New York City.

NEW OVERLAND RED BIRD
COMPLETES CELEBRATED LINE

The enthusiastic reception given the Overland Red Bird, the newest addition to the Overland family has been remarkable for the glowing comments on an achievement, acknowledged by a critical public to be one of the most complete models of its kind introduced in motoring circles this year.

Everywhere this latest creation of the engineering and designing departments of the Willys-Overland organization has met with undisguised popular favor and reports from salesrooms spread across the continent indicate that this car singly, has attracted greater crowds of interested motorists than any display put on the floors in some time.

According to L. G. Peed, General Sales Manager of the Willys-Overland, this Overland Red Bird will unquestionably span a gap in the line of Overland motor cars, which is now universally recognized as being complete. This new model is one of the outstanding, finest examples of automobile construction that has yet been shown to the American motorist.

Dealers are clamoring vociferously for large allotments to satisfy the demand already noticeable in every section of the country.

OAKLAND HAS THE GOODS.

Around the rim of the United States, across the continent and half way back again—that's the length of a tour that could be made in an Oakland car absolutely protected against excess oil in the combustion chamber. This is the conservative minimum written distance guarantee—15,000 miles—that is given by the Oakland Motor Car company on every car sold today. So far this guarantee has cost the Oakland company less than one cent per car to make good.

AUTOS RAISES LAND VALUES.

Between 1910 and 1920 farm land values increased 93 per cent, as an average, throughout the country. Some states went as high as 110 per cent. Firestone tire men see in this increase a direct compliment to better highways, quicker and more economic far transportation and better marketing conditions in general.

Motor vehicle owners and prospective owners are expected to pay out at least \$2,500,000,000 for cars and trucks this year.

Ninety-seven per cent of the milk going into Cincinnati daily is carried by motor trucks.

By E. T. STRONG,
General Sales Manager, Buick Motor Company

Suppose that you were to ask one hundred average motorists this question: "Are you a good driver?" Without hesitation, each would say, "Absolutely." And yet if you were to examine that one hundred in the fine points of driving, not more than two or three would deserve to be qualified as expert drivers. Not more than that number could show by their driving that they were getting out of their cars all that manufacturers were putting into them. And most of them would demonstrate that they were either abusing some particular feature or neglecting to use some other part that the manufacturer had developed for a definite purpose. Except for acquiring a certain ease, which comes with practice in anything, most motorists are but little better off as drivers than they were when they started.

Good driving is more than the ability to steer, to shift gears, use the accelerator and to get in and out of tight places. These are the fundamentals and when these are mastered, the act of mere driving ends and the art of driving begins.

Driving is a science, just as farming, running a store, or cooking is a science. One can manage to get along without giving it a great deal of thought. But the man or woman who gains the most in comfort, convenience and economy, is the one who is constantly endeavoring to improve his or her driving.

The good motorist is always looking for new methods that he can apply to his own driving. He learns how to drive with safety over strange roads, how best to make both right and left turns in the country as well as in the city, how to go down steep grades, how to start and stop on grades, how to approach strange or dangerous crossroads or railroad crossings, how to drive over the top of hills, how to negotiate sand and mud, how safely to pass vehicles going in the same direction and how to meet those approaching him. These are but a few of the things which a driver can do in the common way or the expert way.

If he does them in the expert way, he is an efficient driver. Not only is he getting the most out of his car, but he is being the easiest on his car. And at the same time, he is driving safely and not endangering his life and the lives of his passengers, as well as the lives of other motorists and pedestrians.

With motor cars increasing in number so rapidly, the need for efficient driving, universally is really great. The man who is inefficient in his driving is a far greater liability to his community than the efficient driver who speeds.

Since the days when fifteen miles an hour was the top speed for a motor car, most of us have connected fast driving with danger. We see a car hurrying down the street at more than the usual rate and we say that the driver is careless. If brought into court, he would no doubt, be branded as reckless.

As a matter of fact, the fast driver may be a lot safer at large than the inefficient driver who creeps along at a snail's pace. We know of an experienced motorist who had the occasion to make a trip of about 140 miles with two different drivers. The first driver covered the distance under ideal weather and road conditions in about five hours. The second driver made the same trip during a rain, when the roads were slippery, in less than four hours. And the second journey was by far the safer. Why? Simply because the second driver was efficient.

How many of us are real students, anxiously trying to find out how we may improve our driving? How many of us are giving this important matter the attention which it deserves?

Careful analysis would show, no doubt that no other thing, which effects so many lives in so many different ways, is receiving such little consideration as the driving of motor cars.

What we have in mind is a wider and more extensive application of the principles of right driving, which includes much more than strict obedience to traffic regulations.

We would like to see more fine driving, more real thought on the part of drivers and more kindly treatment of other motorists. These things are possible and they are bound to come eventually. If they were here today, how much better driving conditions would be for all of us.

FREE!

Ice Cold Chero-Cola to each Customer Saturday and Sunday

WHY BUY MAIL ORDER TIRES

When we meet these prices and give you Quality?

LOOK OVER THESE PRICES

Fabric 6000 Miles		Cord 10000 Miles	
30x3	\$ 7.10	30x3½	\$12.50
30x3½	8.10	32x4	20.05
31x4	12.80	33x4	21.20
32x4	15.20	34x4	22.10
33x4	16.75	34x4½	26.50
34x4	17.50	35x5	32.80

Frank Akers' Tire Co.

Phone 447-W—Road Service

FIRST ST. and ELM AVENUE—SANFORD, FLORIDA

What an Automobile Owner Likes—

SERVICE

WE HAVE IT

Jordan

SALES—SERVICE—Our Storage Capacity is Unlimited

REPAIR DEPARTMENT

Specialists to take care of your car properly and at reasonable prices. All of our mechanics are registered.

TIRES TUBES ACCESSORIES ROAD SERVICE
FREE AIR AND WATER
GAS—OIL

Park Avenue Garage

F. D. McBride, Prop. J. E. Crenshaw, Mgr. Repair Dept.

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Sanford Motor Company

THE ONLY EXCLUSIVE DODGE REPAIR SHOP IN SEMINOLE COUNTY, FLORIDA

New and Up-to-date Repair Shop with
All Parts for Dodge Cars

SKILLED DODGE MECHANICS TO WORK ON YOUR CARR

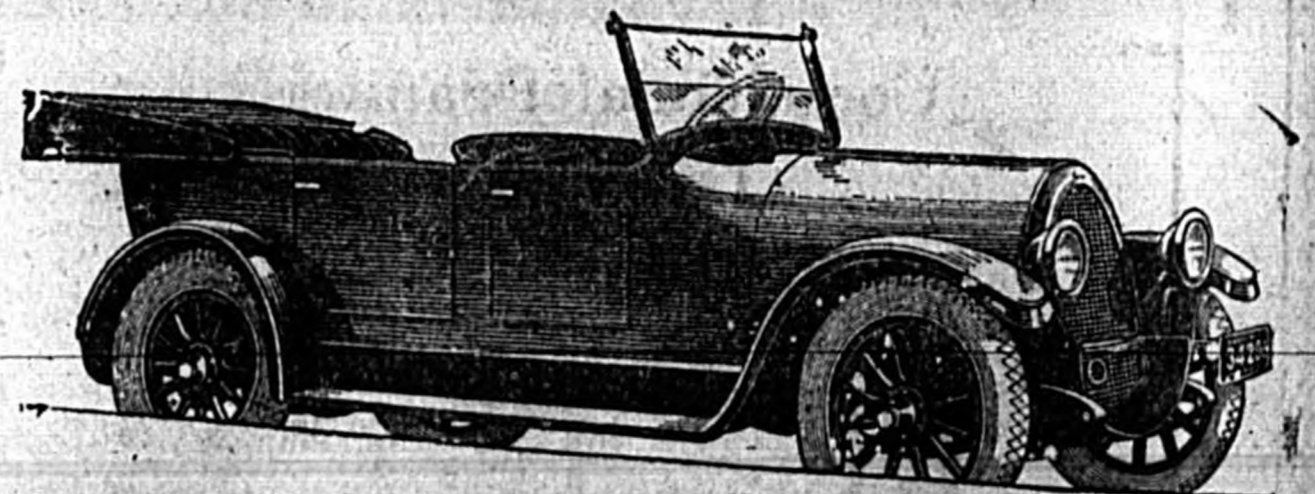
All Work Done on Flat Rate Basis—We Can Tell Before We Start What Your Job Will Cost

SALES — PHONE 3 — SERVICE

Corner Oak Avenue and Second Street—Sanford, Florida

FRANKLIN

\$1950



The Powerful New Open Car

New Body—New Motor

Advanced in power, dependability and good looks, and priced the lowest in 21 years. More than ever the greatest road car made—the most comfortable, most economical, and easiest to handle. The lower, longer, roomier body is built of aluminum. Finest leather upholstery, new fittings and instrument board. New motor—more power, more speed, more economy. New pressure air-cooling system which guarantees perfect motor performance under conditions that would stop any other engine made. New demountable rims. Quality to the smallest detail. The outstanding touring car value of 1923. List price factory \$1950.

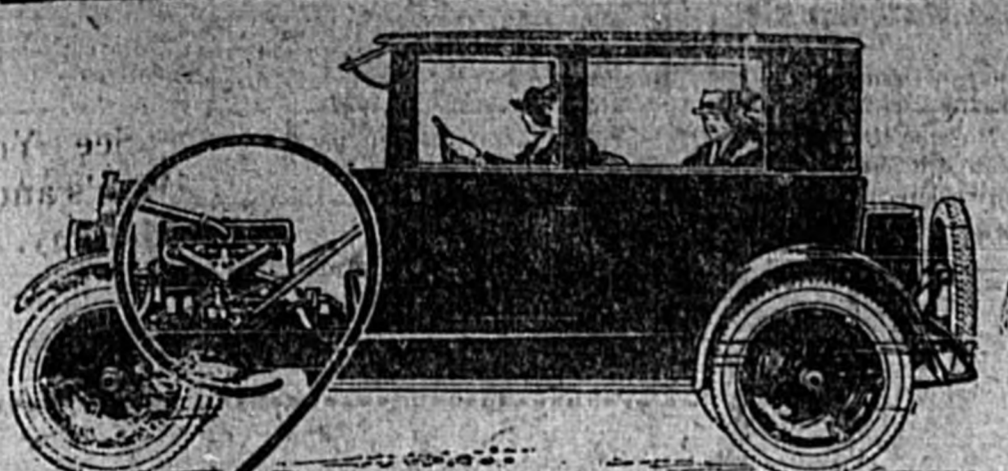
Franklin Motor Co.

ORLANDO, FLORIDA

Phone 812-W

North Orange

AUTOMOBILE PAGE



Why do Oakland Engines keep running so smoothly?

LISTEN to an Oakland 6-44 engine that has delivered twenty thousand miles of service! Its smooth and silent flow of power amazes you! What is the reason? Sturdy crankshaft and connecting rods of the finest metals! Costly patented bronze-backed bearings! Lightest of moving parts reducing vibration to the minimum! A pressure feed lubrication system constantly bathing moving parts in oil! Cylinders honed to the smoothness of glass! And above all—accuracy and precision in manufacture. Drive a year-old Oakland—and you'll understand why Oakland's "Mileage Basis" gauge is such a true representation of real quality.

The Touring Car \$995
All Prices f. o. b. Pontiac

Roadster	\$ 975
Sport Roadster	1145
Sport Touring	1105
Coupe for Two	1185
Coupe for Five	1445
Sedan	1545

KENT VULC. WORKS
Oak Avenue and Third Street

Oakland "6"

Seminole-Overland Company News

The Seminole-Overland Company are there with the goods in the Automobile line and they have four cars for you to choose from—the Overland Red Bird, the newest of the new and it is sure some car for the money and is one of the snappiest cars on the market today; the Willys-Knight, and they have left nothing undone in making these cars the greatest ever built, and with this season's production there are models to choose from and they are the work of experts; then the Paige, the most beautiful car in America, with every convenience that the heart could wish for, the equipment is perfect in every detail and to ride in a Paige is like taking a sail through the clouds; the Jewett, made by Paige, is a lighter car than the Paige, but is one of the sturdy, handsome looking cars of today with six cylinders to take you whizzing over hills and through the country whether on business or pleasure you will always find that your Jewett will be there with the touch of the starter pedal and carry you on your way with the grace of a fleet deer.

Don't forget that the Seminole-Overland Company are the distributors for these four fine makes of cars and will at any time be glad to give you a demonstration on any of the above cars. They always have them on the floor at their show rooms and you are invited to call on them at any time and see the cars perform.

Mr. Smith, the manager of the company, says that they are receiving shipments about every week of these cars and there will be a couple of car loads of the new Red Birds due to arrive the first part of next week.

Millions Added to Automobile Taxes

Central States to Feel Heaviest Burden

CHICAGO, June 9.—Millions of dollars will be forthcoming from the pockets of motorists in a number of middle-western states during the coming year as the result of laws passed by legislatures of the winter and spring.

Texas appears to have passed the most radical increase. It is estimated that \$10,500,000 additional will come from the pockets of motorists and wholesalers of gasoline. Two taxing measures dealing with automobiles were passed in Texas. One places a one cent tax on each gallon of gasoline sold by wholesale dealers, while the other revises the present system of motor license fees and increases them approximately 100 per cent. It is estimated that the gasoline tax will net the state \$2,500,000 and the license fee increase will bring \$8,000,000.

Indiana now has a law imposing a tax of two cents a gallon on gasoline, estimated to yield \$3,000,000 yearly. This will be devoted to good road purposes. In addition the legislature passed a law effective next January 1, increasing the license tax on automobiles.

In Oklahoma a tax of 1 cent a gallon on gasoline was included in a bill passed by the legislature. This is expected to yield \$900,000 annually. In Oklahoma City an ordinance recently passed puts the charge for a city license at 50 cents and is expected to yield \$18,000 to the city.

Tax legislation in Kentucky, passed in 1922, which became effective this year is expected to net \$300,000 to the state.


In Ohio 87 bills directly affecting automobile owners were introduced in the legislature, but the only one that was passed increased the tax on trucks.

Only one state showed a decrease. This was in Minnesota where the method of taxing was changed. It was estimated that while the average car tax for last year was \$17, the average for this year will be \$16.44. However, the legislature passed a bill to submit a constitutional amendment to the voters at the next regular election authorizing the legislature to fix a tax on gasoline.

In both Michigan and Iowa a tax of 2 cents a gallon on gasoline was passed by the legislature but was vetoed by the governors.

In Iowa a law was passed placing motor bus and truck transportation lines under the supervision of the state railroad commission while a ton-mile tax was imposed on these lines to draw from them a contribution to the state highway maintenance fund. A law was also passed requiring that automobile registration fees be based upon current list prices.

LINCOLN MOTOR CARS




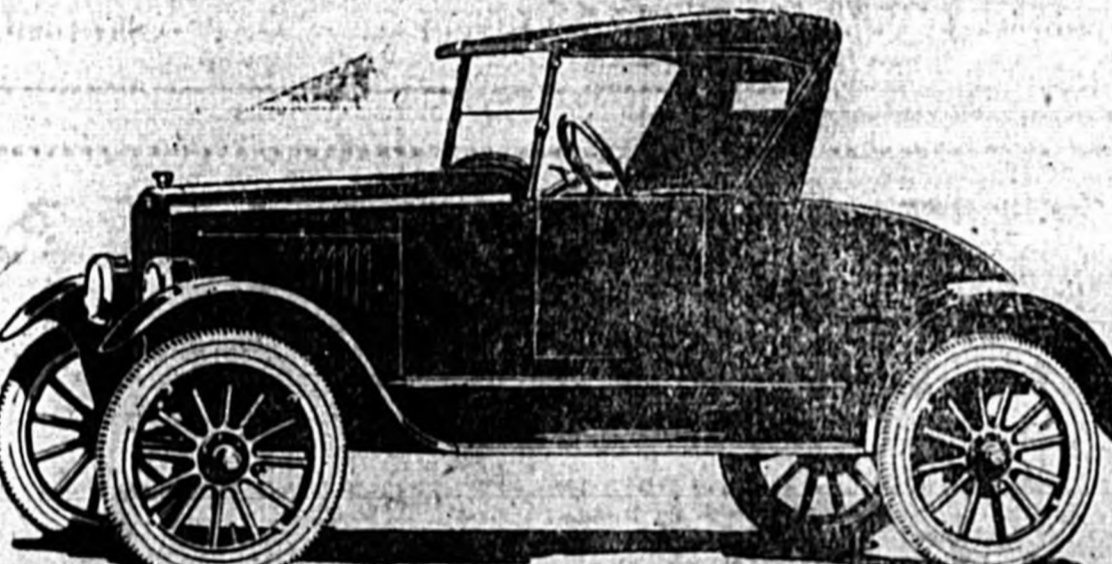
COUPE—Five Passengers

Of importance to every purchaser of a quality car is the fact that there is a Lincoln representative in nearly every city and town in the country.

This assures immediate, interested, and capable attention to any possible requirement for service and parts, an element in satisfaction, the importance of which cannot be overestimated.

EDWARD HIGGINS

Authorized Ford and Lincoln Dealer

Commercial Roadster

The Gray has the comfort, the dependability, the economy, and good looks that you want and have the right to expect in your automobile. Note that the roadster car is now fully equipped, including windshield rubber, dash light and speedometer. It is an automobile that you will be proud of.

PRICES			
F. O. B. Detroit			
Touring	\$520	Coach	785
Roadster	490	4-Door Sedan	835
Coupe	685	Chassis	420

Exceptionally good terms

You can also save money by having your car overhauled at our first class repair department. All work absolutely guaranteed.

GRAY MOTOR SALES CO.

PHONE 558-L-1

Foot of First Street Sanford, Florida

King of the Road

The new series are what years of workmanship and design have created in the Cadillac.

The eight cylinder power plant of the Cadillac is one of the greatest achievements of the day, no vibration, noiseless and of Herculean power.

The most distinguished car in America with the many open and closed car designs to suit your wish.

See us today. We will be glad to demonstrate the advantages of owning a Cadillac.

SALES -- SERVICE

Orlando Cadillac Company

NORTH ORANGE AVENUE — ORLANDO, FLORIDA

SANFORD MORTGAGE LOAN ...COMPANY...

Offers for sale unsold portion of its capital stock
at Par \$100.00 per Share

SUBJECT TO INCREASE IN PRICE WITHOUT NOTICE

The Sanford Mortgage Loan Company was organized in April, 1922, with an authorized capital of \$250,000, of which \$50,000. was promptly subscribed by leading local financiers. The balance of \$200,000 was left in the treasury pending observation as to local requirements.

Officers of the Company are:

S. O. CHASE, President

COL. GEO. W. KNIGHT, Vice-Pres. and Gen. Mgr ALFRED FOSTER, Secretary and Treasurer

Other Directors: B. F. WHITNER, H. R. STEVENS, L. I. FRAZIER

Other Prominent Stockholders:

F. P. Forster

J. D. Davison

Stella P. Evans

J. A. Shepherd

Ellen Mahoney

O. P. Swope

Sheridan Jewett

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Fred T. Williams

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Henry Nickle

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H. P. Smith

R. C. Chapman

Dr. C. J. Marshall

C. W. Stokes

A. F. McAlister

From the beginning of its operations the Company has been unable to supply the demand for Mortgage Loan funds and it is anticipated that the entire capital of \$250,000.00 will at times be insufficient to meet this demand.

The success of the company is very gratifying to its officers and directors, earnings at the rate of 17½ per cent per annum having been shown upon the money employed. A dividend of 8 per cent has been declared, and the additional profit passed to the surplus and undivided profits account of the company. These earnings are a result of turnover of capital and do not represent the profit on individual loans.

In the editorial columns of the Sanford Herald of June 6th, there appeared this significant comment: "Real estate is the finest security in the world and especially Sanford real estate and yet it is a difficult matter to borrow money here to build homes—and it is not difficult to borrow money in cities with less backing than Sanford."

THE PRIMARY PURPOSE OF THE SANFORD MORTGAGE LOAN COMPANY IS TO PROVIDE ADEQUATE FUNDS FOR NEEDED HOME BUILDING OPERATIONS IN SANFORD AND ADJACENT TERRITORY. It is also contemplated to make long term loans on other improved real estate within this field.

The stock of a well-managed mortgage loan company is the safest investment under the sun, being backed by first mortgages on real estate based upon valuations of not to exceed fifty per cent of the actual value and in many cases at a lower percentage of value. The risk, if any, is distributed among numerous mortgages, each and every one of which is negotiated only after conservative appraisal and complete investigation by the loan committee of the Company. Coupled with this element of safety is a percentage of profit greater than can be found in any other investment which possesses the necessary safety to make it desirable to shrewd investors. There has long been vital need in Sanford and vicinity of a strong financial institution of the character and with the plans and purposes of the Sanford Mortgage Loan Company. Its stockholders will surely profit largely in a financial way through their investment in addition to having the satisfaction of knowing they are doing something constructive for the community in which they live.

A cordial invitation is extended to call at the Company's office at 115 Park Avenue, where detailed information will gladly be supplied.

Sanford Mortgage Loan Company