

Proper Lighting Important Problem Confronting American Homes Today

(Extract from "Lighting Primer")

Lighting in the home is an important matter, for it affects not only personal convenience and happiness but eyesight and health. Proper lighting is therefore the concern of every one that lives in a home, whether they own their home or merely rent it.

The rules that govern good lighting are few and simple, yet definite. Modern equipment is available which makes it possible and practical for renters as well as owners to have plenty of good lighting in every room without undue cost.

In many homes that the present generation considers well lighted, there still exist two evils, gloom and glare.

The eye is a wonderful organ because it does not always complain immediately. People often make it work under a great difficulty and strain it. One can see under a dim light, but one can see more easily and more quickly if he has more light.

When people live day after day with too little light eyes become weakened and soon they are compelled to wear glasses.

Then people know that they have strained their eyes until they cannot do their work without help. The first thing in proper lighting, then is to be sure that there is light enough and that the light is properly shaded and placed where it is needed. Nature provides people with eyebrows and eyelashes to protect the eyes from glare. Yet nature does not provide for too much light and if discretion is used so that the sun's rays do not strike the eyeballs, no harm to the eyesight results.

The source of the electric light is a thin, very thin filament or wire which glows in a small glass bulb. This bulb is not nearly so bright as the sun. Because it is not, people do not realize that it is just as serious a cause of eye-strain, unless it is properly shaded, just as the eyes are protected from the sun. When a person fires of too much light in the room it is because of this glare and the excessive brightness. The thing in proper lighting is to see that the filament, or bulbs are properly shaded.

Proper lighting in every room should provide two things, enable one to read without a strain on the eyes and also to make the room or rooms attractive.

It has recently been estimated that while the farmers of the United States receive only about seven and a half billion dollars for their year's crop, the consumers pay about twenty-two billion for the same products.

Home Lighting Essay Contest Conducted By Electrical Industry

The Home Lighting Essay contest under the supervision of the electrical industry of the United States, is now open, according to an announcement. This contest is open to everyone, it was further stated.

Mr. Platt, with the Sanford Electric Company, stated that any who are interested may secure the Lighting Primer at his store. This Primer is planned not only to aid all writers in the present contest but also to aid all home builders in having their homes properly lighted.

The contest closes on Dec. 15, and all essays must be in the hands of Mr. Platt, prior to this date. Mr. Platt also stated that if enough local essays were handed in that there would be local prizes given away.

For further information contestants are asked to call at the Sanford Electric Company and each detail will be explained. Everyone is urged to enter and compete for the prizes.

New Electrical Firm Moves Its Shop Into Meriwether Building

The Sanford Electrical Company, formed recently, is composed of D. C. Stafford and E. C. Harper. This new firm has moved into the new Meriwether building at 106 Magnolia Avenue.

Both members of Sanford Electrical Company have been engaged in this line of work for several years in Sanford and prior to the forming of the new firm, both were in the employ of Gilson & Platt Electrical Company of this city.

The wiring for the new Meriwether building is the work of the Sanford Electrical Company. The manner in which this work has been done is said to be of the best type according to the contractors.

In presenting the new firm to the people of Sanford, its members announce that no job will be too small to receive the same service which the company guarantees to all of its patrons. General house wiring and construction work will be the business of the firm, it was further announced.

LOW-DOWN

An Iowa girl enroute to visit friends in New York entered the city by the Hudson tunnel, then took the subway to their address. "What do you think of the city?" they asked on her arrival. "I couldn't say," she replied. "I've had only one woman's eye view." - Legion Weekly.

President Issues Proclamation On Educational Needs

WASHINGTON, Nov. 19.—Education for the children of all the people, extending from the primary grades through the university, constitutes America's noblest contribution to civilization. No child or youth in the United States need be deprived of the benefits of education suited to his age and degree of advancement.

Nevertheless, either through negligence or because of unfortunate circumstances which might be controlled with sufficient effort, large numbers of children do not receive the full preparation for their life's work to which they are justly entitled. Many have reached maturity without even the rudiments of education.

This condition demands the solicitude of all patriotic citizens. It involves not only the persons immediately concerned and the communities in which they live, but the nation itself, for the welfare of the country depends upon the character and the intelligence of those who cast the ballots.

Education has come to be nearer to the hearts of the American people than any other single public interest. The plan of maintaining educational institutions from public funds did not originally prevail in most of the states, and even where it was in use it was but feebly developed in the early days of the Republic. That plan did not arise spontaneously in the minds of all citizens. It was only when the suggestion came forcefully, convincingly, and respectfully from a few pioneers that popular interest was fully aroused. Vigorous campaigns were required not only to establish the idea of public education, but also for its maintenance, and for its important extensions.

Campaigns of national scope in behalf of education have been conducted annually since 1920, and they have been increasingly effective with each succeeding year. They have concentrated attention upon the needs of education, and the cumulative impetus of mass action has been peculiarly beneficial. It is clearly in the interest of popular education, and consequently of the country that these campaigns be continued with vigor.

In the last few years we have placed much emphasis on vocational training. It is necessary for men to know the practical side of life and be able to earn a living. We want to have masters of our material resources. But it is also necessary to have a broad and liberal culture that will enable men to think and know how to think and know how to live after they have earned a living. An educated man is a sorry spectacle, but he is not nearly so dangerous to society as a rich fool. We want

French Dry Process Superior to Old Way Of Cleaning Clothes

(Extract From Cleaners and Dyers' Review)

People are always looking for higher quality in everything. They are looking for the same high quality in dry cleaning and in the modern French dry cleaning process, they receive this high quality.

There are numerous reasons why French dry cleaning is superior to the old-fashioned way of cleaning. The following are a few reasons:

Color will not run. Sizing is protected. Lustre and sheen are brightened. The finest silks, crepes and velvets can be cleaned this way.

No water rings or streaky films remain. Different colored trimmings and lace over-work are beautifully cleaned on the garment.

neither in this country. We want the educated to know how to work and the rich to know how to think.

Now, therefore, I, Calvin Coolidge, President of the United States of America, do designate November 17th to 23rd, inclusive, as American Education Week. I urge that the citizens do all they can to advance the interests of education. It is especially recommended that the Governors of the States issue proclamations emphasizing the services rendered by their educational institutions, and calling upon their people to observe the occasion by appropriate action. Further, I urge that all civil officers whose duties relate to education, and all persons connected with the profession of teaching, exert themselves to diffuse information concerning the condition and needs of the schools and to enhance appreciation of the value of education. Patriotic, civic, religious, social, and other organizations could contribute by conducting meetings and demonstrations to promote the desire for knowledge. Ministers of religion and members of the press are asked to exercise the means within their power to increase enthusiasm for educational advancement and to stimulate zeal for enlightened citizenship.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of the United States to be affixed.

(Seal) Done in the City of Washington on this fourteenth day of November in the year of our Lord, one thousand nine hundred and twenty-four and of the Independence of the United States the one hundred and forty-ninth.

(Signed) Calvin Coolidge, By the President Charles E. Hughes, Secretary of State.

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Sanford Herald

"Keep The Sabbath Day to Sanctify It."

As Brisbane Sees It

THERE'S NOTHING LIKE GETTING AN EARLY START

DAN DOBBS SAID

You will recall no doubt the passage in Deuteronomy which reads: "Keep the Sabbath day to sanctify it, as the Lord thy God hath commanded thee."

The President's Brain. Did She Burn Here? Beware the Maestro. What Kills Bolshevism. BY ARTHUR BRISBANE (Copyright 1924)



It is becoming increasingly difficult to pity the blind when the autocrats seem to be blind. This is the season of fires, usually set by them... The office girls kissed Al when he was re-elected...

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THOUGHT FOR TODAY: ASA'S PRAYER—Lord, it is nothing with Thee to help, whether with many, or with them that have with many, help us, O Lord our God...

SHADOWS AND SUNSHINE: Winter days are often dreary. But when springtime comes along, we're more interested in the robins' cherry song...

December 1, Circus Day—or rather, Congress convenes. If a man's got his nose to the grindstone, it's not likely to be turned up...

The Louisville Courier-Journal speaks of "One Foreign Policy," that of course, it had nothing to do with the United States.

Al Smith's foot swollen—Head line. Not so bad. It might be a matter of fact, they both are.

Two plums make a quart and two quarts make a difference. Sanford Herald, Dan's are supposed to know a little about plums and quarts.

The Duchy of Sagan is for sale and for the payment of 35,000,000 gold marks you can become a real live duke.

A New York paper sinks to chant "Eudolph Valentino is growing whiskers. His next picture, entitled 'The Face in the Fog,' is said to be full of hair breadth escapes."

The Pensacola News insists that "no community is safe from the conflagration heard so long as the use of wood shingles is tolerated."

Poland has made arrangements for funding her debt to the United States. As there also England, Hungary, Lithuania and Finland, Germany, England, nations which owe the United States must have made no arrangements for payment.

There is unquestionably a present day tendency toward making of Sunday a gala occasion, more of a legal holiday than a time for Christian observances...

Perhaps the best way to "keep the Sabbath day to sanctify it" is just to give a thought to God. It is not necessary to go to Church to do this.

How then, can you more fittingly sanctify the Sabbath day than by seeking divine inspiration in exalted passages of the Bible?

This is the purpose of the Churches and Sunday Schools of the country. Too had the Bible is not taught more extensively in the schools and colleges of the country...

PRESIDENT COOLIDGE, urged by his friends and doctor to take a vacation, says he doesn't need it. He thinks work will do him more good than going nothing.

It's taxes one day, flying machines the next, European debt, paying the national debt, writing nice notes to European rulers on their birthdays...

THE WIFE of the Rev. C. V. Sheatsley, of Columbus, Ohio, is found burned to cinders in the furnace of their suburban home.

IT IS NOT absolutely impossible that a woman demented, and indifferent to pain, would crawl through the door of a furnace into a blazing fire...

IN A RUSSIAN prison, a Nihilist, fearing that torture might force him to betray his comrades, holding to the bars of a window high up in his cell, managed to pull up his body, above the flame of a small oil lamp, and hung on while he burned himself to death.

THE STOCK market continued booming, 72 stocks going to new high prices yesterday, including 18 railroads and 35 industrials.

Be careful how you risk your fate on the edge of that moonstruck sea. Be careful how you risk your life on the edge of that moonstruck sea.

LORD ASHBLETT, Englishman who thinks, says that Bolshevism is kept down in America by the fact that almost everybody has an automobile.

BOLSHEVISM CAN'T grow in the United States for many reasons. The automobile is one reason.

MUSSOLINI complains, justly, that our immigration laws are a hardship for Italy. They are an infinitely greater hardship for the United States.

FLORIDA alone could usefully take care of all Italian immigration for the next ten years, and be enriched thereby to an extent inconceivable.

WHY NOT PERMIT the different States to establish their own quotas, regulate their own immigration, and agree to keep immigrants thus admitted within their own borders for a certain number of years after their arrival?

JUST IN PASSING

Fellow in Sanford that I know is a hard hearted that he sharpened my lead pencil after I had bored it to him or a few days.

Now that Armistice Day is over we can all get ready for a big Thanksgiving and then Christmas. This is the harvest season for the business men.

Behind the clouds the sun is always shining. Some of the growers who lost the early lettuce crop find that early lettuce is not bringing good prices anyhow.

Not being a Podgora Ball years ago, he played it in and not so far from the train to half proudly sitting on his father's lap as we reported.

Tom Haggan of Palatka moved his printing office to Sanford via the St. Johns river and had to be carried to shore a hole in the side of his beautiful yacht after several days and the boat sank just off the bulkhead where it rests on the bottom of water.

The Sitting Room of 1817 will put up about every candidate with ammunition for the Commissioner between now and Christmas.

Good head makes a man a man, it is not the matter of law. Would it not be a good thing to have the government, or some one, ready to the various restaurants to have a good head to be used for the full of laws of the United States?

Jack Lloyd has made a fine record for his corporation with Carolina and the Government. North Carolina is led in his on Wednesday when the United States Government, under the visiting government, but he had them in some other way.

Noting that the tax of Sanford has a great deal of children who are still spending a term in our local schools, letters and reports are better for the protection of the local schools, it would not be a good thing to have a good head to be used for the full of laws of the United States?

SATURDAY EVENING SERMON

By Rev. W. Humphries

When the waves of hysteria, fears, doubts and partisan bias, and every kind of lunacy, created by election campaigns, begin to subside, and sober thought, sound judgment and good feeling begin to re-assert themselves...

The proper disposition of ex-presidents at times give concern to those who would pose of all things "orderly sweetly." Should they devote their time, their energy, their knowledge and their gifts, to works of abatement and to serve their country with honor and dignity?

If they would or could do better still is, and each one of them to do it, not officially, professionally but by his own measure, each "good will" to administer the "antidote" that will kill the deadly virus of intolerance.

Whether in public or private, in the national or local sphere, in social, political or mercantile matters, in the relations of one with another, tolerance should be our work. In the words of the apostle Paul: "Be not overcome by evil but overcome evil by good."

If then we be true to our ideal and religious heritage, cannot close our ears to the cry of charity, to the cry of duty from whatever quarter. The Red Cross can do no more than to be our plain duty in regard. Argument is unnecessary. The Red Cross is American, known to sufferers the world over. Red Cross nurses and doctors workers are found the world over wherever there is war or famine, wherever fire or earthquake or other scourge, wherever the human race is stricken by plague or other fortune—all things are possible which would not wish he had a dollar to the Red Cross! Poverty has its dangers, from soothing. We lose sight of ideals and forget our principles and ignore the rights and duties of others.

With success, we may be selfish and proud and ungrateful and ungrateful even of the gift of all good gifts. But Thanksgiving is all but here, and our knees in gratitude to God, our many national and individual blessings.

Thanksgiving Day is also a day of feasting, of rejoicing, of friendly meetings and innocent amusements, a day on which the "Christmas Day" spirit of "God is manifest" when we should think of God, not like the Pharisee said "Oh Lord I thank thee because I am not like the rest of men, but in all humility and grace, like the despised man, who said, 'God have mercy on me, a sinner.'"

This glorious heritage handed down by the fathers should be guarded and jealously guarded, and not bartered away for any kind of political expediency, but for the good of the nation, and for the good of the world. If American is to be true to her mission, she must cling to the things of destiny and thereby...

Don't Wait For An "Appeal"

It will soon be time for the Children's Home Society of Florida to send out its annual appeal for Christmas donations for the hundreds of little boys and girls who will find themselves this year, trying to have a "merry Christmas" without the love and care of fathers and mothers—a "merry Christmas" with no homes other than the temporary shelter offered by the great charity maintained by the people of Florida.

The sending out of this annual appeal must be dishonoring business to the faithful workers at the Children's Home Society headquarters. It must seem to them that by this time, the people of Florida would need no more "appeal," no more begging that they do their simple duty toward the financing of this great and ever-growing work.

Usually at Christmas time, however, Florida people give right generously toward the support of the "State's greatest charity." Remembering that Christmas is peculiarly the children's day, many people who may at other times be regarded in their giving come forward with really generous contributions to the Society's funds, or the Society's supplies, as the case may be.

But this giving should not be delayed until the "appeal" comes. If the Society could get all of its Christmas money weeks ahead of Christmas, how much more surely could it provide for the children's "merry Christmas," and at the same time make its plans for the enlarged work of 1925.

WE KNOW SO LITTLE

An archaeologist who might better be described, perhaps, as an investigator with a very vivid imagination, tells an interesting tale of a great continent that existed some 13,000 years ago in the midst of the Pacific ocean. It contained 64,000,000 white inhabitants, of a high degree of civilization. They had about everything in the way of civilization that we have, and apparently a great deal more. For instance, they went about in flying machines that were safer and more convenient than those we have today. Nothing is said about the radio, the wireless telegraph, the telephone or the numberless inventions we have today for the annihilation of time and space, but they are presumed to have had them all. This continent was called Mu, and the proof of its existence is found on some recently discovered tablets in India, translated by learned Buddhist priests.

The story is an interesting one, but the idea on which it is based is not new. Years ago Ignatius Donnelly, of Minnesota, wrote a similar story of a fabled continent called Atlantis which stretched between northern Africa and South America, making a bridge over which was transported much of the always existed as they are today.

BY THE EDITOR

The Social Side of Sanford

MISS ROSAMOND RADFORD, Society Editor.

Phone: Res. 425

Members South Side Parent-Teachers Association Hold Enjoyable Meeting

The South Side Parent Teachers Association met Thursday afternoon at the South Side Primary school building. The meeting was well attended. Mrs. Nickle, chairman, opened the meeting and then turned it over to the program committee.

After the play reports were heard from various committees. These reports were very good on the whole and further plans were made. Plans were discussed and laid to give a patriotic program on Washington's birthday. This program will include all of the Primary schools. Improvements for the school grounds were also planned. Mrs. Stella Arrington and Mrs. W. S. Barber gave interesting talks to the mothers.

Members of Methodist Choir Are Entertained

The Methodist Choir enjoyed a social practice Friday night at the home of Miss Anna Lee. The living room of Miss Lee's home was very attractive with potpourri arranged in vases and baskets. Thanksgiving and Xmas carols were practiced for some time. After the rehearsal a social hour was enjoyed. Miss Lee assisted by Mrs. Roby Laine and Mrs. Zeph Ratliff served in delicious salad course with coffee.

AT THE CHURCHES

Holy Cross Episcopal Church
Services for the Twenty-third Sunday after Trinity. Sunday School in the High School Auditorium at 9:45.

Presbyterian Church
Last Sunday was a fine day for this church. There were large congregations at the services and a fine spirit of worship prevailed.

First Baptist Church
Sunday School 9:30 a. m. Morning worship and sermon 11 a. m. Subject, "The Correct Estimate of Life."

The services Sunday will be as follows:
9:45 a. m. Sunday School.
11:00 a. m. Preaching service.
2:30 p. m. Junior Christian Endeavor.

Methodist Church
This is the last Sunday before the annual conference meets. Subject for the morning service will be "The Church of God in the World and Our Relation to It."

The services Sunday will be as follows:
9:45 a. m. Sunday School.
11:00 a. m. Preaching service.
2:30 p. m. Junior Christian Endeavor.

Fidelis Class
The Fidelis Class of the Baptist church plans a 100 per cent attendance of its members at Sunday School tomorrow.

The Congregational, Baptist, Episcopal, Methodist and Presbyterian churches are co-operating in planning the service, and a cordial invitation is extended to every man, woman and child in Sanford.

PERSONALS

Hays Cone expects to leave Saturday in his car for New York to attend to business.

Mr. and Mrs. S. S. Lachy, of Melbourne, were in the city Friday the guests of friends. Mr. Lachy was formerly the owner of the Melbourne Times.

Maxwell Stewart, Peter Schaal, Joe Gonzalez, and Frank Markwood formed a congenial party motoring to Deland Friday evening.

J. H. Hintermister returned Friday night from St. Petersburg and Tampa where he spent the past few days attending the opening of the Gandy Bridge.

Col. and Mrs. J. M. Busbee and J. Y. Boswell of Vienna, Ga., are spending several days in Sanford the guests of Mr. and Mrs. Leo A. Conoley.

G. H. Morthland of Ocala is spending several days in Sanford attending to business, while registered at the Valdez Hotel.

Leo J. Cullen of Miami, with The Florida Finance Corporation is spending several days in Sanford the guest of the Montezuma Hotel.

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NOTICE
There will be a meeting of the East Side Parent Teachers Association Tuesday afternoon at 8 o'clock at the school building. Matters of importance will be discussed and every mother is urged to be present.

Sanitary hand cleaning and pressing. Scotch Woolen Mills, 305 East 2nd St.

CARD OF THANKS

We wish to thank the friends and neighbors for their sympathy and their floral offerings in our sad bereavement and loss of our dear wife and mother.
William Filman,
Miss Cary Filman,
Lesley Filman,
Robert Filman.

Shop early—Dainty gifts that please—See the Gift Shop.

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BREAD, CAKES, PIES, DAILY.
Hot rolls at noon and 4 o'clock
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Tuesday, Nov. 25,
8:30 P. M.
Admission Ladies Auxiliary
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Admission 25c and 50c

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"A Desperate Adventure"
A thrilling story of the Far West—Two good comedies.

Deep down in every heart there is a yearning to be better and stronger in character and life, and to realize for ourselves the ideals which our better nature dictates.
Every part of our Church service from the first note of the Organ Prelude to the last word of the Refrain is planned to help you to this end.
We invite you to these services.
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Try our South American Coffee—with pure cream
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LUNCHEON SETS All fine linen with colored border. 36-inch cloth and 4 napkins. Rose, Gold, Blue. \$5.00 TO \$12.00 SET	ALL LINEN HEMSTITCHED NAPKINS 15x15 inches, beautiful quality linen. \$6.00 TO \$7.50 DOZ.
MEDEIRA SETS 13-piece, all-linen Madeira sets \$8.75 PER SET	ALL LINEN MEDEIRA PCS Searf, Tray Cloths, Buffet Cloths and scarfs to match. All hand embroidered on pure linen. \$1.00 TO \$7.50
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