IN THE HEART OF THE WORLD'S GREATEST VEGETABLE SECTION

e Sanford Daily Herald

NA SPA

SANFORD, FLORIDA; MONDAY, MAY 7, 1923

MANY VISITORS TO THE CITY TODAY AND MORE WILL FOLLOW THIS AF-TERNOON TO ATTEND THE ANNUAL STATE ENCAMPMENT

Opening Exercises This Morning in the Court der. Next Wednesday afternoon and House Were Full of Enthusiasm and Patriotism and Real Americanism

Sanford is in gala attire today in honor of the Spanish War This is an organization of which Veterans and the Ladies' Auxiliary. Sanford loves to entertain Seminole county may well be proud. but Sanford would rather entertain the soldiers of the various wars Founded strictly upon the Bible and than any other kind of organizations for Sanford's heart, while big its teachings, it seeks to lead men to with love for mankind, is intensely patriotic and it is here at the recognize and obey the "Golden Rule" head waters of the St. Johns where the real fount of patriotism which commands us to do unto others IN CHINA AND WILL IMPAIR THE springs to flow into all portions of the state. Sanford sent out her as we would have them do unto us. full quota of men in the Spanish war just as Sanford sent her full Osceola Encampment will be a power quota in the World War and this part of the state sent the full for good in this community, in the uphullding of human character, and quota to fight for the Southland in the war of '61.

So it is with a heart filled with joy as well as patriotism that teaching men to live better lives, and Sanford welcomes the Veterans of '98 today and bids them wel- be better citizens thereby, come to the queen city of South Central Florida.

in the court house were well attended D A. R., U. D. C., Auxiliary U. S. W. undertaking, which means so much to beaten to death, were held up and liberal solution of the problem. by the various organizations of the V., and American Legion Auxiliary, Odd Fellows. city who vied in extending the glad Decorated cars hand to the veterans and all the visi-

carried out: Opening Address by Department Commander Dale. Address of Welcome by Mayor For-

Response by Cromwell Gibbons.

Robinson, Grand Army of the Republic; Mrs. George Fox, president of the N. DeV. Howard Chapter U. D. C.; Comrade John M. Mutt, No. 8.

Encampment Branch Local Odd Fellows Odd Fellowship circles are elated

over the prospects of the institution of an encampment branch of the orand staff will be here for the purpose of instituting Osceola Encampment No. 9, and installing officers.

WERE HELD UP IN DIXIE COUNTY AUTOMOBILE SEARCHED BY RESIDENTS AND THEN PER-MITTED TO PROCEED (Hy The Associated Press)

GREAT

RR

NEWSPAPER MEN

HIN

To those who are interested in the

The opening exercises this morning | tachment, Elks, Kiwanians, Rotarians, support, and encouragement, in this Martin Tabert is alleged to have been using to present a more practical and their automobile searched late Satur-

We predict that Sanford will be day by residents of the wicinity who greatly enriched and blessed by this were aided by an armed guard from can killed by bandits who held up splendid addition to its fraternal so- a nearby convict camp, according to Shanghai-Peking express train near cieties, which will launch out with a a story appearing in the Jacksonville Shantung border and carried off a membership of between forty and fif- Journal today. After searching, the hundred and fifty passengers early Hendquarters, Department of Florida, United Spanish War Veterans, ty members,



EXPRESSING DISAPPROVAL OF LATEST HUN REPAR-ATIONS PROPOSAL GERMANY URGING To Present More Practical and

GERN

THIRTY-SIX HOURS

Liberal Solution of Vexatious Problem

NUMBER 33

(By The Associated Press) LONDON, May 7.-Great Brtain JACKSONVILLE, May 7 .- Two will dispatch a note to Germany withnewspaper men and photographer in thirty-six hours expressing disseeking photos of scenes surrounding approval of the latets German reorder, we would ask for your moral the Dixie county convict camp where parations proposals and urging Ger-

> SHANGHAL, Mny 7 .--- One Ameriguard permitted the party to proceed, yesterday morning, according to measage from Lincheng, but all women captives, including Miss Lucy Aldrich, sister-in-law of John D. Rockefeller, Jr., have been released. The men still held, are said to be in grave danger. The message said the bankilled unless troops are withdrawn. Troops were pressing on both sides

> > BERLIN, May 7 .- Despite arimonious tener of the French reply to the

Convict reforms, including aboli- ment described today by American tion of the lease system and the lash; Minister Schurman in first official rereapportionment, primary laws, tick port to reach the state department reeradication, taxation, appropriations garding the capture of American citider. Schurman is understood already tors. The following program was Committees Appointed by Commanto run the state government and in- zens by bandits near Shantung borcreased revenues for roadbuilding. The two former were in sight on to have made informal representa-

UND TODAY

UES SETTLEI

BY BANDITS

ARE CAPTURED

CORDIAL RELATIONS IN

AMERICA

the calendar; the others were still tions on own responsibility and is expected he will be instructed by this Both houses have passed bills to government to pursue most vigorous

disageed on the terms of the two unharmed.

grew out of the efforts of a minority

SIXTH WEEK LEGISLATURE

WITH NO

CONVICT REFORM, REAP-U. S. CITIZENS

ROLLED RO

LAWS, ETC., STILL IN AIR

BOTH HOUSES BUSY

On Passage of Bills on Convict

Lease System But Disagree

on the Terms

(By The Associated Press) TALLAHASSEE, May 7. - The

sixth week of the legislature rolled

around today with none of the major

issues settled. There were these ques-

tions still outstanding:

remote.

MIAMI, May 7 .-- O. P. Pool, 63, in the senate to pass a bill to ban corporal punishment in the treatment found lying Friday night unconscious of prisoners. The initiative in doing in a Miami street, was able to return away with the lease system was tak- to his home today, apparently not en by the senate and when its handi- seriously injured. His head, face and work got to the house that body sub- shoulder were bruised. Mud on the tion of Women's Clubs; R. J. Holly, stituted for it a measure that it had side of the man's clothing led police

(By The Associated Press) WASHINGTON, May 7.-The situation aparently regarded as seriously menacing the good relations between the United States and Peking govern-

ME TO OUR CH

abolish the convict lease system but course to secure release of prisoners

measures and the whole works is now with a senate committee of five which POOL ABLE TO RETURN HOME.

est Lake.

TALLAHASSEE, May 7 .- A sen-

Address by Judge James Sharon, of Roosevelt Camp. Response by J. E. Atkinson. Address by Capt George G Herring, American Legion Commander; M. F.

Mrs. Endor Curlett, County Federa-



* R. & R. Comrade R. A. Terheun, Chairman,

12.

Camp, No. 13. Comrade S. J. Septt, No. 5. Comrade John H. Ek, No. 4. Comrade L. T. Craft, No. 11.

been perfecting. It came back to to believe he had been knocked down the senate with a provision to ban by an automobile. When he was flogging of county prisoners. The picked up he appeared to have sufmeasure came back to the upper body fered a lapse of memory, thinking W. Courtrement, of Key West; Capt. just as it was in throes of its debate he was in his old home town of over the proposal to ban the whip Meridan, Mass.

VOLUME IV.

altogether, even as relating to state the whip were outvoted they turned SENATE COMMITTEE the lease measure over to the committee that is trying to work a general bill covering the supervision of convicts. In the general melee there PREPARE lies the possibility of neither of the two proposed convicts reform being passed. The senate has no objection to the house version of how to kill the lease system but is wary of doing the proposition of working out a auxiliaries given by the local Colonel away with the whip. Whether those senators against banning the strap will yield to the extent of banning its application to county convicts is problematcial. On their attitude in this respect will turn the fate of the week-end recess. A majority of the committee, it is understood, are favlease bill, at least that part of it inhibiting whipping of county prisoners. In view of the avowed intention of some members of the house to under 25 years old. insist that the lease bill be passed with the strap banned insofar as county convicts are concerned it is within the realm of possibility that from passage if not permitted to die that would call for thres physicians er. on the calendar of unfinished busi- at the state prison farm and a thorness.

governing the supervision and han- empt misdcameanor prisoners under house.

of the press; H. E. Harley, of Tampa; National Aide De Camp, Geo. E. Spencer, Harvey Paine of Jacksonville; H.

Terheun, of Sanford; G. O. Lane, Roy Canfield, W. E. York, Jerome Wideamn and many others. ON CONVICT LEASE The following program will be car-

ried out this afternoon: Opening address by National Com-REPORT mander in Chief and Department Commander.

4:00 to 6:00 p. m .- Reception at the ate committee of five which has had Parish House for the visiting ladies' broad measure dealing with the su- Theodore Roosevelt Auxillary No. 3, pervision of convicts in this state, . 8:00 p. m .- Smoker at the court No. 4. planned to hold a meeting today, with house, address by National Commana view to making its report when the der, Department Commander and Ad-

upper body reassembled from its jutant General. Tuesday, November 9th 9:00 u. ni .--- Memorial services un-

orable to a plan that would restrain dor direction of Department Chaplain. whipping of misdemeanor prisoners 2:30 p. m .- Parade. 3:30 p. m .- Address by Hon. Chas. The committee, which grew out of B. Parkhill, of Tampa. an unsuccessful effort of some of the | 4:00 p. m .- Delegates and wives senators to pass a measure abelish- taken on automobile trip through San-

ing the whip entirely, has about ford and contiguous territory. the whole thing will be held long decided on a system of supervision 8:30 p. m .- Street Dance and Smok-Wednesday

ough and frequent examination of 9:00 a. m.-Nomination of Depart-

Nothing has come from the com- all state prisoners. Convict wardens ment officers for ensunig year. mittee of five, comprised of Senators and guards would be placed under 2:00 p. m.-Installation of Depart-Johnson, Stokes, Phillips, Hodges and bond, and increased salaries would ment officers and closing exercises. Lindacy to indicate they approaching be provided with a view to uplifting The parade, which will be one of the an accord. Senator Lindsey is avow- porsonnel." Two members of the com- largest over held in Sanford, will ed in his bollef that the whip is nec: mittee-Senators Stokes and Hodges start promptly at 2:30 p. m. Tuesday to unrestrainedly ban its use. The or members, however, Senators John-column at First and Park with the ex-value to unrestrainedly ban its use. The or members, however, Senators John-column at First and Park with the ex-value to unrestrained to be a bad idea or to be a bad idea or members, however, Senators John-column at First and Park with the ex-value to morrow (Tuesday) morning Tabert, of Munich, North Dakota, al-column at First and Park with the ex-value to morrow (Tuesday) morning Tabert, of Munich, North Dakota, al-column at First and Park with the ex-value to morrow (Tuesday) morning Tabert, of Munich, North Dakota, al-column at First and Park with the ex-value to morrow (Tuesday) morning Tabert, of Munich, North Dakota, al-column at First and Park with the ex-value to morrow (Tuesday) morning Tabert, of Munich, North Dakota, al-column at First and Park with the ex-value to morrow (Tuesday) morning Tabert, of Munich, North Dakota, al-column at First and Park with the ex-value to morrow (Tuesday) morning Tabert, of Munich, North Dakota, al-column at First and Park with the ex-value to morrow (Tuesday) morning Tabert, of Munich, North Dakota, al-column at First and Park with the ex-value to morrow (Tuesday) morning Tabert, of Munich, North Dakota, al-column at First and Park with the ex-value to morrow (Tuesday) morning Tabert, of Munich, North Dakota, al-column at First and Park with the ex-value to morrow (Tuesday) morning Tabert, of Munich, North Dakota, al-column at First and Park with the ex-value to morrow (Tuesday) morning Tabert, of Munich, North Dakota, al-column at First and Park with the ex-value to morrow (Tuesday) morning Tabert, of Munich, North Dakota, al-column at First and Park with the ex-value to morrow (Tuesday) morning Tabert, of Munich, North Dakota, al-column at First and Park with the ex-value to morrow (Tuesday) morning Tabert, of Munich, North Dakota, al-column at First and Park with the ex-value to morrow (Tuesday) morning Tabert, of Munich, N easary in the handling of some con- -have insisted for an outright re- afternoon, forming on Park Avenue, to unrestrainedly ban its use. The solution is non-the whin is assortial to discipline it rist and rars with the ex- Vulder tomorrow (Tuesday) morning labert, or munich, North Dakota, al- on green substances, Mrs. Poppell Santord, Almoner; preceptors: L. B. Constrainedly ban its use. The solution at rist and rars with the ex- Vulder tomorrow (Tuesday) morning labert, or munich, North Dakota, al- on green substances, Mrs. Poppell Santord, Almoner; preceptors: L. B. Constrainedly ban its use. The solution at rist and rars with the ex- Vulder tomorrow (Tuesday) morning labert, or munich, North Dakota, al- on green substances, Mrs. Poppell Santord, Almoner; preceptors: L. B. Constrainedly ban its use. The solution of organizations and individu- at ien o'clock. As Col. Theodore leged to have died in a private convict said. He was unconscious most of the Briscol, W. N. King, Charles E. Canwhip it property applied, he con-tends, is not brutal. Convicts may the whip is essential to discipline als riding in cars. This section of the Roosevelt No. 13 is hostess to the camp in Florida, as the result of bru-tends, is not brutal. Convicts may tenus, is not brutally in many other under the conditions in which pris- parade will form on Oak Avenue at visiting ladies, every member is tal treatment, died at Quincy Satur- one lucid interval muttered that he Edwards and C. Thompson.-Orlando ways; in any way, be holds and there- somers work in this state. The com- the head of the solumn at First and urged to be present to welcome the day night, it was learned here yester- was polsoned. in he says lies the root of the whole promise plan, understood to be al- Oak, and as soon as the rear of the President General, Mrs. Lucille day on the arrival of Mrs. Poppell was jailer here for more problem-"real supervision and not most in shape for presentation to the column swings isto First street from Dragon and meet the our visitors. with his body. accurate reports of their condition pings and would hold the warden re- fall in behind. The line of march is vited to this meeting whother an have been due to appoplexy Dr. R. F. Poppell admitted before the legisla- ATLANTA, Ga, May 7.- Repretreatment and not infrequent and in-accurate reports." To this end Mr. Lindsey has drawn up a broad plan movement and in the disposition to ex-Tenth East to Park, Park to court is giving a reception at the Parish To the broad plan movement and plan the broad plan the broad

dling of convicts. It would seek to twenty-five years old from the strap. These taking part in the parade other guests of the reunion. insure accurate and frequent reports The committee also has with it a will be as follows: Police, Marshais on the physical condition of prison- measure passed by both houses abol- C. M. Hand and Comrade. Seo. A. ers and their weifare in general. It ishing the convict lease system, and Lane, Dept. Marshal; Mayor and City woeld call for inspections of prison which has a provision incorporated Commissioners and City Manager; by the house and not yet agreed to County Commissioners; Commanderby the senate, that would prohibit the in-Chief A. P. Entenza, N. B. W. V. Wet guard that he can't use the whip whipping of misdemeanor prisonars Dept. Commander Frank Dais and lantic and East Gulf states: Generalwhipping of misdemeanor prisoners Dept. Commander Frank Dais and lantic and East Guil states: General-and lanve the matter there," Mr. -Lindaey annurts. "The type of con-vict guard that would abuse the use vict guard that would abuse the use (Dept. Commander Frank Dais and lantic and East Guil states: General-members of all Florids campe; Amer-form to the twenty-five-year- old limit form to the twenty-five-year- old limit

K. & R. Comrade W. B. Ballard, Cahirman, Camp No. 13.

 (Section 182) R. & R. Camp No. 4.

Comrade E. I. Weil, Camp No. 2. Comrade J. E. Atchison, Camp No.

Camp No. 5.

Comrade Cromwell Gibbons, Camp

Camp No. 13.

Comrade W. T. Gary, Ocala, Camp No. 11. Comrade P. E. Bartmet, Camp No.

10. Comrade E. B. Donnell, West Palm Beach, Camp No. 14. Comrade Harvey R. Payne, Jacksonville, Camp No. 4.

By Order FRANK DALE, Department Commander.

Attest: . GEO. E. SPENCER, Department Adjutant.-

President General National Ausiliary Will Preside at Auxliary

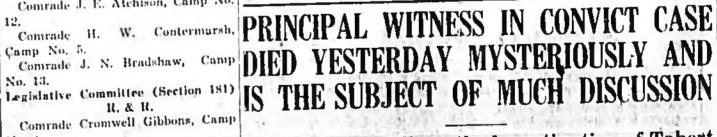
WEEK'S WEATHER

Weather Outlook for the Period May to 12, Inclusive

WASHINGTON, May 7 .- South At-

WASHINGTON, May 7 .- Delegation of Southern State agricultural of - German reparations note the foreign ficials and representatives of peanut growing sections came to Washington office is not inclined to interpret it as Comrade Quis Johnson, Camp No. 5. today to protest to President Harding and tariff commission against any wholly barricading the path to nego-Comrade W. J. Wilryx, Camp No. change in present tariff on vegetable oiles. Action of oil refineries in re- tiations. questing removal or reduction of duties on vegetable oils imported from the

vice-Commander, J. E. Hill, of Fam-pa; Junior Vice-Commander, R. A. Enactment and Resolution Committee Orient and other foreign territory is said to be behind proposed action. The DeMolay Meets, statement by Southern Tarfff Association said delegation would resist re-Comrade Ed. Anderson, Chairman, opening of vegetable oil schedule because it believed such action would result in great injury to growers of peanuts, cotton seed oil and disturb all other agricultural lines.



Camrade J. G. Sharon, Sanford, In Tallahassee Where the Investigation of Tabert appointed by their home lodges. Dr. **Case Continues**

TALLAHASSEE, May 7.- The sud- death were the subject of an exhaus-

den death of Jerry Poppell, former tive legislative investigation. As a jailer of Tallahassee and principal result of the inquiry Sheriff J. R. Jones was ordered removed from ofinformer against two county officials fice by the senate, while Governor in the legislative investigation of the Hardee has recommended similar acdeath of Martin Tabert continued to tion be taken against County Judge

be the subject of much discussion and D. F. Willis, sensational reports. For the present Mrs. Poppell said hey husband was Councillor; H. Enwall, Gainesville, at least no official investigation is in stricken auddenly just outside of Senior Councillor; H. Baker, Lake sight. Dr. R. F. Goddard, of Quincy, Quincy Friday night at a place where Worth, Junior Councillor; Francis Milwho attended Poppell, stated he for- they intended to camp for the night, ler, Orlando, Scribe; Mark. Nichola, mally diagnosed the cause of his death Suddenly he fell from the running Orlando, Chaplain; S. Vernier, Tampa, as apoplexy.

Auxiliaries of the United Spanish two Leon county officials in the in- if paralyzed. He was taken to a hos- Jacksonville, Standard Bearer; B. Leh-War Veterans in the parlors of Hotel vestigation of the death of Martin pital and throughout Saturday vomit- mann, Sanford, Sentinel; B. Jinkins,

Poppell's death was declared to ed some time ago by Sheriff Jones, House in honor of Mrs. Dragon and Mrs. Poppell, however, said that short- Sheriff Jones and Judge Willis. He the general federation of woman's ly before he died he muttered that he declared that the two officials had clubs, which will open today with a was poisoned and she called attention conspired to profit in the wholesale meeting of the board of directors and to the fact that he carried with him a arrest and sentence of vagrants to state presidents at the Atlanta Wobottle of moonshine whiskey of which the Putnam Lumber Company, of men's Club house. 7 he drank freely. He had the liquor Clara, for which the sheriff admitted .More than 3,000 delegates are ex-

Poppell was enroute to Pensacola to while under lease to the lumber com- members of the Atlanta Wemen's for several days. testify before a federal grand jury in pany.

oped during the investigation of Tab- brain ailment and several-months ago entertainment of the delegates. The ert's death. Circumstances surrounding Tabert's him in order to give him treatment. week.

Names Officers, Then Adjourns

Selection of Gainesville as the conlave city for next December, under he new plan of meeting semi-annual. ly, an election of state officers marked the closing sessions of the state council of DeMolay here yesterday.

G. Elmer Wilbur, of Jacksonville, was named president of the advisory council which is made up of Masona president, and J. H. Cooper, of Palatka, secretary-treasurer. The council will meet at the same time and place as the DeMolay conclave and, in addition, will conduct quarterly schools of instruction in each district of the state.

Officers for the next conclave were elected as follows:

T. E. Cannis, Key West, Master board of the automobile and exclaim- Senior Deacon; S. McCarnick, Palated, "I'm dying," according to Mrs. ka, Juniur Deacon; T. Hewetson, West TALLAHASSEE, May 7 .- Jerry Poppell. His features swelled, she Palm Beach, Senior Steward; W. Har-There will be a meeting of the Poppell, principal witness against said, his mouth curling to one side as old, Ocala, Junior Steward; E. Vriene,

than twenty years, but was discharg- WOMEN ARBIVE FOR CONFAR.

he received \$20 a head. Tabert died pected to attend the council, and Club, the hostens organization, have connection with a peonage case devel- Poppell has been suffering from a been working for months an plans for s-public subscription was taken for sessions will continue throughout the PAGE SIX

THE SANFORD DAILY HERALD, SATURDAY, MAY 5, 1923



Savannah the second portion of the m., the president, Mrs. R. E. Tolar, The prize for high score, a pair of street paving program covering 40,- presiding. The regular business was old sait and peauer sluker. 000 square yards of new work. This transacted and the various committees by Mrs. George Knight. concern is now at work on the first made reports. A committee was ap-At the conclusion of the card game, contract awarded some time ago, pointed to apear before the city comthe hostess served brick ice cream, When all the work is completed, San- missioners to ask that Sanford he angel food cake, hot chocolate topped ford will have approixmately 12 nd made a hird sanctuary. The report with whipped cream and salted nuts. ditional miles of newly paved streets, of the building committee was most Mrs. Lewis' guests were: Mrs. C. The City Commissioners also adver- interesting, L. Britt, Mrs. B. L. Perkins, Mrs. D. tised bids for the construction of the P. Drummond, Mrs E. F. Housholder, yacht basin. It is hoped to have this opportunity to express its appre- acries of Evangelistic services. Miss Mable Bower, Mrs. Geo. Knight, this completed by the beginning of ciation and aincere thanks to all those Mrs. Roy Chittenden and Mrs. S. F. the winter season. who have so generously helped with Barrett. money donations or gifts for the new The Sanford Shoe and Clothing club house.

PRESBYTERIAN CHURCH

F. P. RINES 105 Palmetto

TABLETE OR LIQUID Get Thedford's, the original and only BOLD EVERYWHERE genuine Black-Draught powdered liver

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D. A. R.

The April meeting of the Sallie building to the Meisch building. The Harrison Chapter, N. S. D. A. R. was store space in the latter building is H. H. Pattishall, at Geneva. The leased by T. W. Woolworth Company meeting was well attended.

It was acceeded as one of the most when completed will be a modern enjoyable of the many pleasant meet- two-story building. The new conings the Daughters have been privileged this year.

The home, as the guests approached, the year, but despite the large amount ed in this column in the near future. was inviting with its lovely fring and of new construction the demand for typical of a Florida home were the locations in the business section has oleanders of every hue.

After a short-business acssion, at offices vacant. which time a nominating committee was appointed as follows: Mrs. B. J.

pleasant social hour was enjoyed.

room were opened and the guests in: Chamber of Commerce for action, and ferns.

tics .- Reporter,

LOVELY BRIDGE PARTY

Entertaining in her usual charming son's shipments. and gracious manner, Mrs. Harry Walsh was hostess yesterday afternoon when she enteretined at the second of a series of bridge parties, at her attractive home on Oak ave- play. Have you heard them yet? 30-3 nya.

pretty frocks of various hues.

The afternoon passed all too quick- tality of Mrs. Walsh were Miss Mar- them, heir relatives, friends and to ly in the spirited game of bridge, and garet Clark, Mrs. W. D. Gardner, Mrs. all club members. A large part of toy Mrs. Hawkins Connelly. Mrs. J. ly, Miss Lee Ammon, Mrs. John Smith, clude vocal and piano solos and ducts, charge. P. Lawson won the cut prize ,a dainty Mrs. J. B. Lawson, Mrs. F. E. Rouni- musical readings, violin, flute, saxa- A short business meeting will fol-

box of handkerchiefs. Following the awarding of the priz- Reginald Holly.

Company have moved from the Speer held at the hospitable home of Mrs. now fully occupied. The building has given the fountain, which will be Enemy." is being thoroughly renovated and

> struction in Sanford has caused a great many changes since the first of denors and donations will be publish- ALL SAINTS CHURCH SERVICES.

been so great taht there are but few of the Sanford High School gave a

delightful "at home" Wednesday, May 2nd from 5 to 6 p. m. to the A meeting was held by a number members of the school board, the fac-Starling, chairman, Mrs. Raymond of prominent growers Friday evening ulty of the Sanford schools and the Key and Mrs. Craig Harris, a most for the purpose of organizing an as- welfare department of the Woman's sociation to improve the marketing Club. This reception was one of un-Mrs. Fhillips and Mrs. Wakefield, and distribution of celery and other must charm and interest and great

ftlends of the hostess, were invited to products grown in this section." This credit is due Miss Mary Zachary, the Mass at 6:30 a im. Confessions Wedmeet the Sallie Harrison Daughters, subject has been agitated for some teacher, and her class of forty-seven At 12:30 the doors of the dining time and was secondly brought to the girls. The Domestie Science room was

vited to a most sumptous luncheon. The committee of growers have been made beautiful with a profusion of The dining room was a lower of roses successful in interesting a large lovely spring flowers and fern. Miss number of others in the organization Zachary and members of the class re-Our hostess in her usual charming and are confident that a sufficient ceived the guests, and the class' reway, contributed to the Daughters number can be brought into the or- freshment committee served delicious another of their pleasant all day par- organization, making it represent 75 chicken salad, cake and punch.

The Educational Committee of the per cent of the acreage. They are planning to have the organization Welfare Department, were largely reperfected intime to handle next sea- sponsible for the equipment of the home economics department of the H. S. and found great pleasure in behold-

the sun parlor. A complete list of

The Home Economics Department

ing the fruit of their labor. , The High School Orchestra is learn-

ing some special pieces for the Senlor The Music Department will present the last program of the season, Wednesday, May 9th, at 4 p. m. Through

The rooms were transformed into a es, the hostess assisted by her sister, the kindness of Mrs. Fannie Stelsveritable bower, with quantities of Miss Lee Ammon, Mrs. John Smith bridge Munson, honorary chairmen of spring flowers. Carnations, Caila Lil- and Mirs Margaret Clark served delic- this department, the meeting will be women of the city to be present at lies, Snap Dragons, Candy Tufts and lous refreshments consisting of stuf- held in her studio, 603 Myrtle avecue. other cut flowers being used in silver fed tomato salad, nut bread sand- A program of variety and charm vasos and baskets, forming a lovely wiches, cheese igills, coffee and angel has been arranged in compliment to background for the guests gowned in food cake topped with whipped cream. the young musicians of the town and The Feriment in the Brown Man's

Those enjoying the cordial hospi- a cordial invitation is extended to Lands."

illat, Mrs. Laumett Hunt and Mrs. phone and cornet numbers, and the low the program, a five minute interclub chorus will sing, "Glad Festal mission intervening!

Church of Sanford, and the congregation who worship with them, will have a great treat in store for them on next Sunday when Dr. E. E. Blgger, of Clearwater, Fla., will fill the pulpit in the absence of Dr. Brownlee, 🗳 The Woman's Club wishes to take who is in Dunellen, Fla., conducting a Dr. Bigger will speak from the text: "This is the Victory that Over-Cometh the World," and in the morn-

The members of the Presbyterian

ing hour develop the subject "What is \$1,050.00 have been contributed to the the World" and in the evening "What building fund, the Idler's Bridge Club is the Method of Victory Over This

placed in front of the club house, and A cordial welcome is extended to all John Gillon, of the Gillon & Fry Elec- to enjoy with us this unusual privitrie Co., has donated a beautiful cen- lege .- Pulpit Committee Presbyterian ter fixture and four bracket lights for Church,

Tomorrow, the fifth Sunday after

Easter, services as follows:

Sunday school at 9 n. m. Low Mass at 10:30 a. m. Sermon on the gospel of the day. llenediction of the Blessed Sacrament.

Mases during the week at 8 a. m., excepting Thursday.

Thursday, the feast of the Ascension, holy day of obligation. Low nesday evening and Thursday before Mats. Holy Communion during

Mass. -Mondays, Wednesdays and Fridays at 3:30 p. m., classes most in school hall for first Holy Communion. All welcome to church services,

FIRST BAPTIST CHURCH.

Sunday school 9:30 a. m. Morning worship and aermon 11 a. m. Subject, "The Young Man Foursquare." Solo, The Perfect Prayer, Charles Thomas Honderson.

B. Y. P. Unions 7 o'clock. Evening worship and sermon 8 o'clock. Subject, One Girl's Influence.

A very cordial invitation is extended to the young men and the young the morning and the ovening hours. Wednesday evening the third ctudy in 'World Inter-racial Conditiona-

Sunbeam Band Monday 3:30 p. m.

when scores were counted the prize Robert Hines, Mrs. Don Smith, Miss the program will be rendered by jun- Day" an arrangement from the "Tofor high score, lingerie, was won by Fern Ward, Mrs. Hen Caswell, Mrs. for students, and a feature will be the reador's Sing" (Carmen) by Biset and Mrs. Robert Hines. The low score Ed. Betts, Mrs. Fred Dalger, Mrs. group of numbers given by boy mu- "Praise Ye the Father" (Gounod) Mrs prize, a bottle of Coty's perfume, went Henry Purdon, Mrs. Hawkins Connel- sicians. The entire program will in- W. Gwynn Fox, Mrs. Tom Moore in

Foday is the Las	at Day
of Churchwe	ll's
Big Sale	
SUPPLY YOUR WANTS TONIGHT PRICES	AT LOW.
\$30.00 MEN'S SUITS, @	\$25.00
\$27.50 MEN'S SUITS @	\$22.50
ONE LOT OF MEN'S SUITS, ALL-WOOL	a @ \$20.00
ONE LOT OF MEN'S SUITS, ALL-WOOL \$25.00 L'ADIES' SILK DRSSES @	a @\$20.00 \$17.00
A destruction of the Destruction of the State of the Stat	A



PAGE TWO

THE SANFORD DAILY HERALD, MONDAY, MAY 7, 1923

OH JIMINY CRISS MUST

MONEY AND MEN.

By Ad Carter



FOR PUBLICITY BUDGET.

War is war and war is always rattlesnakes. "hell" regardless of war's duration tioned. We owe much to the men of the Spanish American War for it was during that war the north and Miami had made the rash statement south was firmly united after_that that in 1923 the president of the Mi-

day night, a chivalric tramp pulled act! out for Jacksonville on the blind bag-What is the result? or of where the soldiers may be sta- MIAMI SETS ANOTHER RECORD gage, without taking a cent, because, Simply that when nien and millions had become a law; when the old exhe said, he hadn't the heart to take begin to act, other men with other press companies were busily lobbying

days. It had a string of debtors as What does this, era of millions sire to give the business men of

new dollar than collect an old one, barg a gamble, a speculation or a railroads took the postal weights,

ple had been keeping them, according Today St. Petersburg is a safe in- post roads, at selected times when

rigarettes

eventually handle practically all the express business of the country. In a hearing on the parcel post expansion problem before the House Committee on Post Offices and Post Roads a few years ago, an attorney for the American Railway Express Company rather impudently asked a member of the committee who was advocating the acceptance of larger limit WOULD you put on a post office parcel?" The Congressman

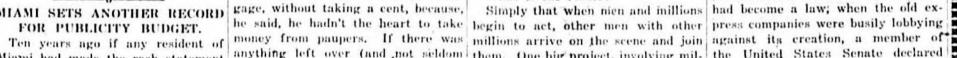
Only a few short years ago the promptly replied, "Anything that will get into a box car door or lie on a flat

And why not? If it is good to carry a small parcel what is bad about carrying a big one. If there be profit in a small business why ignore the profit in the bigger business?

These dreams are what the American Railway Express Company has day are defending the practices which thirty and forty years ago they were condemning as "socialistic" theories.

About 61 per cent of all the mail business men of America are finding this out and they are patronizing the the parcel post is growing. That is why the express companies are doomed.

When the parcel post proposition was fast gaining favor with congressmen and before the parcel post



were opposing Uncle Sam in his de-

America better shipping service for

that were to determine the rate the

roads deliberately tried to take an i

were charging the government seven

times what they were charging the

express companies for the same haul

measured by weight and ten times

what they were charging them meas-

ured by cubic space; in other words,

some of these old railroad and ex-

press birds loved "My Country Tis-

Well, here the parcel post is. It is

a better carrier and a cheaper car-

rier than the express companies over

were or ever will be. It is good

All of this is just as simple as the

The little news story, lodged in ob-

scure places in the newspapers the

other day, was full of prophecy. It

was a nation building and a nation

serving prophecy and that congress-

man was right who declared that the

Do You Believe in

LIFE AFTER DEATH?

MURDOCK

"The White Mahatma"

Star 1 - March 200

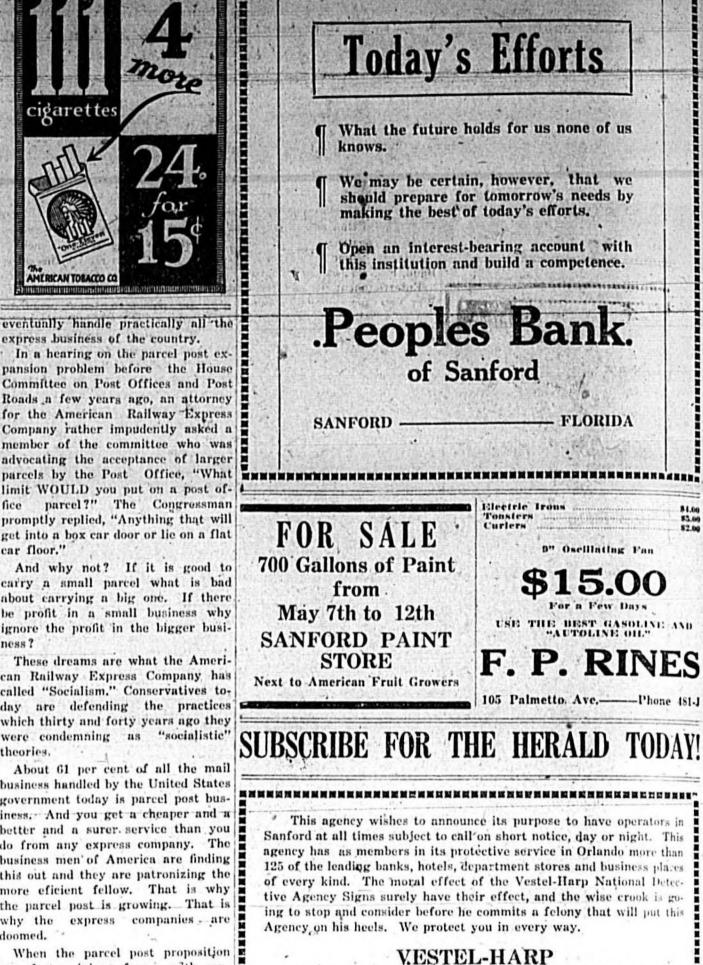
(中心后有) 为(日)、

X32 30

business and good patriotism to do

your business with Uncle Sam.

A B C elementary economics.



Licensed Detective Work in all its Branches .

NATIONAL DETECTIVE AGENCY

Offices in Swope Building, 126 South Orange Av

why we should not have a parcel post fought brother. It was the Spanish present for adoption and approval by bosses was religious and wouldn't The Times would not presume to and they were the Wells-Fargo, the War that brought the United States the city commissioners, a budget for shoot craps), and then went out and claim that the propaganda which it United States, the American, and the into the way of thinking about what publicity totaling \$121,750, he or she spent it right away, before anybody spread several years ago was respon- Southern Express companies. In would happen if this nation were would have been locked up until such could take it from them. So lived the sible for the present era, but it does make a survey of these reasons it again plunged into war and many of time as a commission, could thorough. Star its first few years, and the believe that it was at least present was discovered that the railroads of the mistakes made in the Spanish ly investigate the sanity of that per- times improved and it put money in at the planting of the seed which has the country had interlocking inter-War were rectified in time to save the son, preliminary to being sent to the bank it found it hard to get over been nutured to blossom forth into ests with the express companies and lives of the boys who went forth in Chattahoochee. But that has actually the habits of those happy go lucky the success of today. the World War.

come to pass. President Sewell is And in '98 as in all the wars that asking for just \$121,750 no less and long as Oklawaha avenue, and gen- mean to St. Petersburg? have been fought by Americans that no more. It is proposed to spend erally found it easier to make a Simply that no longer is St. Peters- less money. It was found that the spirit of real Americanism blossom- about \$65,000 in newspaper and maged forth and swept the country with azine advertising; \$35,000 for a band; a tidal wave of patriotism-something \$5,000 for the promotion of sports, books, but as about half a dozen peo- Today St. Petersburg is assured, government was to pay for carrying that is needed once every fifty years and about \$20,000 for booklets. or more to bring the real Americans Possibly the individual items do a smany different lacks of system. vestment. Today St. Petersburg is they knew the mail weights were at to their senses and to make a distinc- not matter quite so much as does the he had a job compared to which any a reality, and that reality is dream- their maximum. They never tried to tion between real Americans and astounding total. Yet those who one of the labors of Hercules was a ing new dreams with an almost cer- get an average weight. The railthose who are only fifty per cent have recently visited the Magic City and who last winter saw the crowds Star in those days was, "If in doubt, The job is not finished. No, it is unfair advantage of the government. Americans

The Spanish American War did that were attracted there from all forget it." However, the team pull- only begun, but it is begun with men An ancient practice of theirs. much for this country and the men parts of the country, will fully under- ed, if it didn't pull symmetrically, and and millions behind it to such an This was had enough but on top of who fought in that war did much for stand that \$120,000 is a very small went ahead, some sort of somehow, extent that nothing short of a great this they found that the railroads commission to pay for returns so Port established a system after a calamnity can stem the tide, of sucthe good old U. S. A.

We have not forgotten them and vast as were those experienced by while, an iron-clad, iced-cold system cess, their good deeds. We welcome them Miami business interests last season. - he will stop his best friend's paper St. Petersburg, you deserve conhere today none the less warmly be- And this fact has also been estab- unless the subscription is paid up, gratulations. You have stepped out cause they fought so many years ago lished by the city of Miami, by St. He has collected most of those back of your swaddling clothes and your that some are apt to forget about Petersburg, by Orlando and by ev. accounts, except from debtors that short trousers are climbing up your them. We want these men and the ery other town in Florida making are dead, and we have an idea that limbs until today the garments of a the railroads were just as unfair to good women of the Auxiliary to feel expenditures of this nature, that in he is figuring on making their bills fullfledged man are needed to prop- the country as they could be. How that Sanford is glad to have them proportion as the seed of publicity, out on asbestos paper. Port is plant- erly adorn your magnificent, athletic here and we are proud to be the hosts is sown, so is the return or harvest, ing an orange grove and a gardes self. for such distinguished company. Of course it goes without saying that and a chicken farm and some other Trice welcome to our city, the Vet- a community must, if it is going to things, and when he gets old he con- ments and the investments of today, erans of the Spanish American War make its popularity permanent, pro- templates retiring from the business they are but the indications of a future and the ladies of the Auxiliary and vide those worth-while entertain- and settling down to a life of peace which will rival that of any municiall their friends. ee sea and internets and annuschients that attract and comfort, with at least one fishing pality in Florida.

vast amount of all kinds of vegetables There is still another phase of the raised here all the year round.

the people have moss on them.

over your head-Reporter-Star, Lakeland Star-Telegram. Having more hair on the neck than on the head we would say that the

pose the "gas route."

Plenty of fresh vegetables in the must have some real assets of its than doubled in circulation and ad- nation has been centered upon the markets now and the Sanford section own which it is willing to share with vertising since he has been with it, activity here. The building records is rolling in all kinds of good things the stranger. Then, backed by a wise and he can safely figure on its douto eat in the vegetable-line. People expenditure for publicity and enter- bling two or three times in ten years who look upon Sanford as the "Celery tainment, there is no room for argu- more .- Ocala Star, City" are greatly surprised at the ment as to what follows.

If we lived in New Smyrna we ing visitors to that city, indirectly ing in "The Girl From Lower Seven." would stop talking about whether New affect favorably the whole state. All High School May 9th and 10th. Smyrna or St, Augustine is the oldest the tourists who come South with the city in the United States and talk purpose of making Miami their winabout a good road from Osteen bridge ter abiding place do not stop there. to the ocean. People will begin to If that were so, Miami would be callthink that New Smyrna is the oldest ed on to care for a million or more and mail it to Foley & Co., 2835 Shefcity in the world after while and that visitors. A very considerable pro- field Ave., Chicago, Ill., writing your

stay and then move on to some other receive in return a trial package con-Here's a question for Bob Holly to part of the state in a general pro- taining Foley's Honey and Tar Comanswer. Is it more uncomfortable gram of "seeing Florida." In that pound for coughs, colds and croup; itors everywhere slipped it into obto have a hangman's noose fitted sense Miami is contributing a very Foley Kidney Pills for pains in sides scure corners of their newspapers. about your neck, or an electric cap large share toward state publicity .- and back; rheumatism, backache, kid- It stated the simple official fact that

McKinnon-Markwood Company will thoroughly cleansing cathartic for rapidly that members of Congress noose would be better. If we had have a complete line of Hart Schaff- constipation, biliousness, headaches, who considered the situation with our choice of weapons we would ner & Marx clothing, new store, new and sluggish howels. Sold every- Asistant Postmaster Bartlett were 12-tfc where,-Adv.

and hold people. That community trip a week. The Star has more Already the attention of the entire

Port first tried to straighten the vision unrealized.

soft snap. The business motto of the tainty of realization.

Who is the "Black Raider?" "Where Miami program. It is this: That is Lord Loveland?" These are the the dollars spent by Miami in bring- two mysteries that keep you wonder-

> CUT THIS OUT-IT IS WORTH MONEY

Cut out this slip, enclose with 5c portion make a more or less lengthy name and address clearly. You will

ney and bladder ailments; and Foley the parcel post service of the United

Cathartic Tablets, a wholesome and States government was growing so

of St. Petersburg have become a subject of discussion all over the United States, because they have been so remarkable that the great news gathering agencies have pointed to them as of sufficently out of the ordinary to become news. Does it pay to think in milions?

parcel post will yet accept anything Ask any man active in St. Petersburg that can get into a box car door or business today, - St. Petersburg lie on a flat car floor .-- Jacksonville Times. Journal. buns of the EXPRESS COMPANIES ARE DOOMED.

Truly remarkable are the develop- of Thee!"

A short news item was flashed over the telegraph wires from Washington the other day and hurried ed-

predicting that the parcel post would

CIVIL AND CRIMINAL INVESTIGATIONS FOR BANKS, RAIL ROADS, FACTORIES, CORPORATIONS, ATTORNEYS AND INDIVIDUALS

All Investigations Confidentially Conducted by Reliable and Experienced Investigators

Correspondents in all the Principal Cities of the United States

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'You've Put That Engine In Fine Condition--Thanks"

We're proud to give efficient service to the car owner because of his cordial appreciation for work well done.

Our modern machinery and equipment enables us to take care of a car whether it needs complete overhauling, or rebuilding, or merely some slight adjustment of brakes or carburetor.

Our methods of doing business and they very reasonable charge we make for high class" work has won us high reputation among motorists.

Repair Department

Sanford Buick Co.



FIRE, AUTO, CROP, FREEZE, LIABILITY, LIFE, BONDS



able pink or white coutil; sizes 24 to 36-- and costs priy \$3.00. If your dealer can't per it, send name, ad-dress, size and \$5. We'll send the corset. Nemo Hygianic-Fashion Institute 120 E. 16th St., New York (Dept. 5.)



Princess Theatrey / ing carefully the out break there of toms of disease. 12:15 noon-Regular luncheon of the Celery Leaf-tyer and also having Among remedies perhaps the most Chamber of Commerce at the Valdez tried various remedies for the control satisfactory is permanganate of potof those pest, I believe that the most ash in the drinking water. Just a 8 p. m .- Regular meeting of the affective thing that ca nbe used for pinch is necessary.

Bran-25 pounds,

Gainesville, Florida.

ten.

Paris Green-1 pound.

Rebekahs at Masonie Hall.

Hotel.

follows: SATURDAY 7:00 p. m .-- Leatrice Joy and Jacjuline Logan in "Java Head" at the Princess Theatre.

HOUSE APPEARS TO FAVOR

electorate of a proposed constitutional amendment that would do away with the second choice vote provisions of the Bryan primary laws, and substitute therefor, the double primary system, passed from second to third reading in the house yesterday with only one material amendment. The measure was introduced by Representative Williams of Leon, who would have made it unlawful for candidates to spend money in connection with the run off primary. This measure was stricken out at the instance of Representative Merchant. Representative Van Roy made an effort to have consideration of the measure indefinitely postponed but this was voted down by a two to one majority. Otherwise, there was little discussion of the measure in its

main features and there was no way SCALES CHAMPIONING of safely guagig the favor of the lower body towards the proposition. The measure would provide for the second primary within three weeks after the first in cases where no candidate received a majority.

Dirt Farmer Member Federal Reserve Board and line, or the rod and reel. This Appointed by Harding excepts mud-fish, sucker fish, gars

(By The Associated Press) and cels, which he would allow to WASHINGTON. May 5 .- Edward be removed from fresh water streams Cuuningham, of Iows, was, appointed or lakes by any method whatspeyer. by President Harding today to be The senator would also have it un-"dirt" farmer member of the Fed- lawful to buy or to offer any fresh eral Reserve Board. The president water fish except those above menat same time announced the appoint- tioned, for sale. No express comment of Edward E. Jones, of Penn- pany or railroad company could sylvania, to be additional member of legally transport fresh water fish. Farm Loan Board authorized under Explosives, gigs, grains, frearms, the new agricultural credit legisla- could not, under this law, be used

for fish, nor could limes, or other poisons, be used in the streams and The sludge obtained from the al- lakes. Special provision is made that cium carbine used in acetylene gen- this section of the act, should -not erators has been found to make a bet- interfere ,with any public work, or ter whitewash than lime because it with the recovery of bodies, by exhas better sticking qualities.

plosives, where needed. Scales'. Bill further makes it un-Daily Rerald on sale at Joe's Smoke lawful for any person to place in any louse, Mobier's Drug Store and water of the state, any crap or specie Innt's Pharmacy, I of carp fish.

the rest of this senason is made as It will give the water a pinkish tinge. This is general treatment for any flock in case an individual seems to be getting sick. Nitro-Benzine-Sufficient to mois- - Any fowl that shows signs of trou-

country.

ble, such as discharge at the nostrils The worms in a great many in- and watering of the eyes, should be stances have penetrated so deep into removed from the flock and have

RETURN OF SECOND PRIMARY the celery bunches and are so well head, throat, face and nostrils bathed protected by webs that the ordinary in warm water containing some anti-

TALLAHASSEE, May 4-A meas- spraying with arsenate of lead will septic solution and should be kept in ure providing for submission to the not reach them. I would like to perfectly clean surroundings. Persuggest remedies for another season, manganate of potash in a fairly strong 1. Clean up as nearly as possible solution is now indicated. Some poultrymen use Epsom salts all of this years crop. 2. Trap moths as soon as they as a preventive remedy. This may be given in the drinking water or in a make appearance. 3. Spray celery thoroughly with slightly moistened mush at the rate of arsenate of lead while 'the young 10 to 12 ounces to each 100 fowls. Before the salts are administered the worms are on the leaves. 4. Use high power spraying de- fowl should be kept away from all velopipg not less than 150 pounds feeds and drinking water for about 12

pressure and preferably 200 pounds, hours. Other poultrymen use copper sul-From observation it seams that the most important part of spraying is phate or blue vitrol at the rate of to apply with gib pressure while the one ounce to each 10 gallons of water worms are young and on the leaves to prevent the spreading of the disas they are later protected by webs case. If this disinfectant is used, however, great care must be taken not and lower portions of the stalks. to get the solution too strong or the Yours very truly . ED. L. AYERS,

birds may be injured. All things considered, the perman-Entomologist-Plant Pathologist. ganate of potash is the most satisfactory. A handy way to administer it is to make a saturated solution and

STATE'S FISH AGAIN then use this to make up the drinking water. Place eight ounces of the per-TALLAHASSEE, May 5 .- Senator manganate of potash crystals in a J. H. Scales of the twelfth district, pint bottle of water to make the stock continues to champion the state's solution. One teaspoonful of this satfish. He introduced a bill into the urated solution will be sufficient to senate Wednesday making it unlawadd to one gallon of drinking water. ful to catch fresh water fish by any A warm mush containing a little

method except the old-fashioned hook ginger and red pepper may also be given to fowls that have colds or roup. and ecls, which he would allow to

Fowls badly affected with roup should be promptly killed and their bodies either burned or buried. After this the premises should be cleaned and disinfected with creosote or some similar material.

Do You Believe in **PSYCHIC POWER7** Sec-MURDOCK "The Man who turned India Upside Down!' PARISH TOUSE, 8 DAYS Com. THURSDAY, MAY 10 Special Ladies only matineo. Saturday, May 12

WE ARE EQUIPPED TO DO GOOD PRINTING



'Howd'ye Like it Hon?'

"Yowell & Company sure did themselves proud when they sold me these Spring duds. Suit fits like I was poured into it, eh? Just what I expected from Yowell Company.

"And best part of it is, they treat your pocketbook. with such consideration! Take f'rinstance this suit -it set me back only \$26.50.

"Yessir, I'll get my duds from Yowell & Co. and look all dressed up like a banker."





BANK OF MOUNT DORA

Ladies Matinee Saturday,

May 12

of a sub-committee of the joint legis-in tog sarplu on the Coast, this i talleg 500,000,009 feet, makes any

are to find early reflection in mill early weakening of the nearket imtin Tabeet. Senators Johnson, Igou arrivity. Production, chimments and probably. and Phillips will comprise the com- bookings meanwhile remain consid. The other softwards enougy identic-



WANT

REAL

FOOD-

This pure food question is up to you, Mrs. Wife-of-the-headof-the-family. You know that your husband enjoys a slice of good bread at mealtimes as well as the juniors enjoy it between eat fests. Mention the name of our bread to your grocer,



FOR SALE 700 Gallons of Paint from May 7th to 12th

SANFORD PAIN'F STORE

Next to American Fruit Growers.

located, asking for such an inquiry. The news accounts of alleged dicourtesy to the sub-committee and intitudation of its negro witness, Arthur Johnson, have been represented, the resolution and as "grossly exaggerated and in many particulars utterly untrue"

Senator Johnson who was taken to be charman of the committee by virthe of the fact that hi name was given best, had not beers formally notified of his appointment, and inthe absence of ach was mable to say. what procedure the impury would? take or what its scope would be, ·····

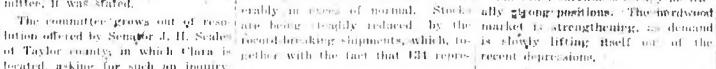
MEXICO HAS MONEY TO PAY.

NEW YORK, May 7. The Mexican government has on deposit in New York Janks, autficient funds, to cover interest payment due als of April 2 and bits been ready and willing for some weeks to make the notall payment that the Mexican debt agreement, Manuel A. Hernandez of the Mexican government's New York mency stated in an address prepared for delivery tonight by radio from the Westinghouse brondensting station in Newark, N. J.

RETAIL ICE STATION monder priserve our enstancers we have opened a RETAIL ICE STA-TION opposite our office on Railroad Way where we are now ready for business. Hours are from 8 to 5:30 on work days. Thursday and Sunday from 8 to noon. The coupons can be used or to kets must be purchased at office, so to money will be reserved at station. If the ice wagon misses your residence a phone to our office up to five p. m.

will bring the ice to your home. SOUTHERN UTILITIES COMPANY Railroad Way, Welaka Block Corner Commercial and Railroad Way

HE IS COMING . Back by popular demand! MURDOCK "The White Mahatma" and his new "Show of Wonders" ASK HIM-HE KNOWS PARISH HOUSE-THURSDAY FRIDAY, SAT., MAY 10-11-12. MURDOCK Ladies only Matinee Sat., May-12





For about three hours, to permit alterations on sewer work now going on South of 14th Street

SOUTHERN UTILITIES COMPANY

"It Pays to Swim With the Current"

This is about two spark plugs. At the moment they are lying on the sales manager's desk in the establishment of a large middle-western hardware jobber. /

One spark plug bears a name known wherever automobiles mare used, the other a name seldom heard.

Both, says the sales manager, are good plugs. On the score of quality they run neck and neck.

"But," he adds, "we are discontinuing this line"—and he holds up the plug of unfamiliar name. "Yes, and our discount on it is larger, too."

"What's wrong with it? Not a thing. It's a good plug-mighty good plug, but-no one knows about it. It isn't advertised-the other one is. The demand is for the advertised make. And we've learned it pays to swim with the current, not against it."

* More and more jobbers in every line of business are learning every day that it pays to swim with the current of popular demand.

"Our job," said one jobber, "is to supply markets, not create them. Let the manufacturer make a market for his goods, and we will handle it."

Said another-"Our salesmen carry a catalog with thousands of items in it. They haven't the time to push unadvertised goods. Their work is principally taking orders."

If you go among these wholesalers today to introduce a new product in competition with merchandise nationally advertised, unless the article is exceptional, you will be met everywhere by the injunction: "First go out and get a reputation for your goods through advertising.

The wholesaler knows by actual contact with dealers how they value speed of turnover, goods which move with a minimum of effort, goods people know about and ask for.

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