##  <br> In the heart of the world's greatest vegetab le section



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## SOCIETY


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homo from Clen water, where nhe atCleatwater ch

Mr. and Mra. John Molach
Frfdy for New York and New

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Mr. And Mrs. Robert Whidion und
dighber Ruty, nad Mra. Deilla nob-
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Mr. And Mri. Edmunal Melach will
arriva in Banfond tomarrow from

SEED BED CLOTH Only a limited amount at mill prices (3 grades)





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CLEEERNESS


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Daily Fashion Hint


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nald-lauglton Memorlal Hoplta groat growd to the alck and nuffrrio it Resolved, fhat wo extend to the bereqved velatlyon and friumds the
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## Rotaly CLUB <br> LOCALS Hothar MLLB AT VALDEZ

## Of Florida Open in DeLand July 10

Baptist Assembly DELAND, JuFy - The Flatua, Tuemay everning (tomorrow), July
10. Aulvance repora are to the ef
fret that 1,000 Piaptiat young puopli
 prenent for the miceting this
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## A large gathering of Daptints of DeLind wa held at the Firat Haptin

 ithurch yeuterday mamlng, at the roquent of Rev. W. W. Willisn, who call When flual plana for thio convollo werc threshed out
A program of special loterent
bien anranged for cach day and even

| THE WEATHIR$\qquad$ anht and Tuesday, nrols thunderahawers. |
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Ing of next wrek begianing on Tuo
day. Preachers and laymen and won day. Preachers and laymen and won Florila hove boen engaged for th meon the rulis at thetp arioreis


The Princes


## "TGe EGG"

Tuesday , Wednesday
"Prodigal Daughters"

SPECIALS FOR SATURDAY Hot Potnt Electrle Irong. 86.00 Cabic NACUM CUP TRES Fabric
Cord
Cord
oversiz
F. P. RINES



## 

One block from Ocean and Hotel Clitrendon. Summer rafer


## Get Your

 Seed-bed Cloth for Less at Churchwell's
# CHURCHWELL'S 

First Street SELLS IT FOR LESS Welaka Block


Sanford Daily Herald The Herald Printing $\mathrm{C}_{0}$.

## 



## Tro belloonhata in the ballion rac

 ment a dew daya ago by the govern mant lont thelr lives in Lake ErioEvory time an attempt is mide to thover something new about the
Stay Intrepld nyers of Uncle Sam ${ }^{5} \frac{5}{4}$




DREADED BY, BEERY ISAILOR Encounter With Whatirrpour in Ono on
the Most Fearrd of the Parlia
of the ocaan.

| A waterepont in a remarkabie m teorological phenomenon, fregueat obserred at sen, and analogoun. to th whirlwinds experienced on land. occurs when opposite winds of di ferent temperatures meet in the upper atmosphere, wheroby atrea amount of vapor is coradatided into thick, black cloud, to which a ver tical motion is giyen. Ofllis vertica motion causes it to to te the form. a vast funuel which, deacen ding nea the surface of the searidraws yp th water in its rorlox, which. jolps is its whirliug motion. <br> The whole column, whick afte the junction extends from the se to the clouds, nesumes a magnificen appearance, being of a light colo near its. nxis but dark along th sides. When acted on by the vin the column assumes a position ob lique to the horizon', but in calm weather it maintains its vertical po sition and is carried along the sur face of the sca. <br> MANY MOTORS IN TASMANI <br> Inhabliants of LIttle Islarid Heve Bee the Value of Caterng to the Touriat <br> Motor transport is making rapid strides in the tight little ialand of Tramanin, according to advices re esived-by the Department of Com merce. At Kings Wharf, Hobart recently, 22 motora were awaiting the arrival of a ship to take the pas engers anywhere in the civilized part of the island they wanted to go. In the last fiscal year 3,109 vehicles and 1,875 eycle cars wer registeren, nud they paid $£ 13,350$ in tuxes, which went to keep up the ndmirable main road between Ho bart and Ianuecston and the ens roast road, which is the Australn sian motorists' roal to paradise. Mo tor transport betwen Hobart ani L-aunceston, the morth and south ports of the island, is making sori ous inruads, it is said, on slate rail way receipts. The western part of Jasmania remains a wilderness of lnkes, forests and mountains, liut in the north, enst and eouth, roal building is promedine stradily. |
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and suys that it is spreadi
county on the wertera sloalopg in Delte
alde
One fair-sized suake is worth aenake will destroy a litter of young
rabbits, nix to cight mice or two toForestry, like agriculture, muat
monern it fell not merely with the
technique of production, but withand crop marketing and the economic requirements and ine econopractiecs that integrally thaper thatburines, my's Coly Willind o.. $\mathbf{B}$.Tirecley, chiel of the forest bervice,
Inited States Departinent of Agri-culture.
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nother whimsical retort by Si Harry Lauder is reported. Some
one in his presence wae contrating his open-handed Irish and the clone Hasted smotch. "But, asid git
sarres, you bou get, in a fight which
open hand or a dosed fist?"-Boston Trynucrigt
Pensacoln $\rightarrow$ Muricipal nier und fo


This Bank runs errands for you. If you want to pay someone, even though he lives in the next block, you do not have to carry the money to him if you are a bank depositor. This bank will attend to thaterrand for you, and hand you gack the best receipt in the world-his name,ppon the back of your cancelled check-at the end of the month.

# SEMINOLE <br> COUNTY <br> BANK 

WE PAY $4 \%$ INTEREST ON SAVINGS ACCOUNTS
PROGRES
STRENGTH

| GOLF |
| :---: |
| BOWLING |
| TENNIS |
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| BOXING |

REALM OF SPORTS
R. L. SHIPP, Editor
BASE BALL
FOOT BALL
FOOT BALL TRAP SHOOTING

| BASE BALL NEWS |
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GROWERS ROMP
ON ORLANDO, 3-0



| Tigers Ilit Hasty Hard But Machmen Win By 6-5 Score |
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| E:Trotr, July 10- Mah Mants milteed Detroit to Eet 1:3 hils for |
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Dodgers Win From Cardinals, Was Wierd Game of Basehal


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SEED BED CLOTH - Yowell Co.

- Yowell Co.


## MOVIE FAN



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SCHEDULE FOR FIRST HALF PEPPER LEAGUE

| In | Oriedo | Orlando Sentinel | A. | IIIs Herean |
| :---: | :---: | :---: | :---: | :---: |
| Oviedo | READ | $\begin{gathered} \text { May } 24 \\ \text { June } 50 \end{gathered}$ | $\begin{aligned} & \text { May } 10 \\ & \text { Junn } 19 \\ & \text { July } 10 \\ & \hline \end{aligned}$ | June 12 <br> July 8 <br> July 12 |
| Orlando Sentinel -.. | $\begin{aligned} & \text { June } 14 \\ & \text { June } 20 \\ & \text { July } 6 \end{aligned}$ | heraid | $\text { May } 51$ $\text { June } 21$ |  |
| Brotherhood St. A... |  | June 12 <br> July, 12 | want $\text { Thine } \mathrm{E}$ | $\begin{aligned} & \text { May } 24 . \\ & \text { Suno } 14 . \end{aligned}$ |
| Big lierean |  | $\begin{aligned} & \text { May }{ }^{29} \\ & \text { unge } 10 \end{aligned}$ |  | ADS. |



## BUSINESS DIRECTORI <br> Yoo can find the nimeo of in sunfor nech day. <br> ick Service Transfer Slorage Facillites

ANFORD NOVELTY WORKS
v. c. Coller, Prop.
eneral-Shop and Mill Work
NTRACTOR and BUILDER
B. W. HERNDON
inslirance agency
S. O. Shinholser

Conlractor and Builder
P. Connelly \& Sons

TEWART' The Floris

| NFORD MACHINE |  |  |
| :---: | :---: | :---: |

FORD MAC
COMPANY
Machine and Boiler
Worlss
Cylinder Grinding
62 ——Sanfurd, Florida
Leak \& Colclough

| RELY | - OFFEI EXTRAORIDNALY One new five room house with bath full lot, wall located-NEvill oc: culied. |
| :---: | :---: |
| ROFESSIONAL |  |
| Bunford's Repat- | A REAL HARGAIN <br> A. I' CONNEILIY \& SONS |
| 右 | 79.48 |
| , in his chanen prothe Herald recomo. the peeple. | MORNING AND NIGHT MIT. He. livery. Phone Ed. Higgers your |
|  | FOR SALE-Approximately 7 acre |
| es | neres cleared under fence. place. A real bargain. |
|  | A. Spikea, Sanford, Fin |
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| IELLE M | Up-to-dato Apartmente and Rooms |
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## FOR SALE

FALILMERS- You can got cod bod
framig and Irrigation pluer at ind










FOR SALE- 10 bolts of SEED BED CLOTH at mill prices. Light, medium and heavy weight.
-Yowell Co. 86 -2tc
MesmiliNG Alvord and Powall, representing the A. \&P. Disinfectant Com.

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## Throws Scalding Hot Coffee Upon

 Jailer and Escapes

мотнкая
Moritise
 important thing it was. And we began to gt was. And wo began


## Things We Have Always Known

The reeent business conclition has brought to the forvefront of thought many fundamental conviderations that have ulway been known but have been damnell with faint praise.
Human nuture in the mass is very much like human nuture in the individual. On of its dominant characteristics has beer summed up in the observation, "You nevor mises thu water till the well runs diry" We never appreciate fundamental thing until we have occasion to do without them This observation has a splecial applica tion to the demands of the public for the products of industry. While the demanc was at high tide and everylocly was busy trying to supply that demand at ia profit no one, scemingly, gave a tho't to where he demand came from, how long it might last, or what would happen if it should fail. We merely assumed the permanen existence of the demand, just as we as sume the presence of water, air and fire. Buta day came when demand began subside, and in many industries it came al most to a full stop. And then we missed
inquire where it came from in the firs phace, atml how it might be restore hat devire for thinge made a demand for then in the market. That people desire hingss wo acepted as an elemental fact 3ut when we discovered that desire flu unted we hecran to apprecinte that desire as we know it, is a thing created by the a of man. It is a highly specialized form of edemental need-just as a Louis XVI Chit is mate out of a tree.

This discovery led to another equally important discovery that the means of re fining and apecializing that desire was at ertising. The gigantic work that has been accomplished by modern advertising now stands out in bold rellief. It has been the means by which the refinements of civilization have been made known and made desirable, and this dpaire has leen made into demand. It is a simple fact that a imillion profitable forms of indus trial activity owe their very existence the fact that Advertising upheld the tandards of living which in turn provided the demand for their product


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