



SOCIETY

MRS. FRED DAIGER, Society Editor Phone 217-W
If you have any friends visiting you... write a postal card to this department...

SOCIAL CALENDAR

Monday—Westminster Club will have a picnic at Mrs. Fred Williams on Crystal Lake.
Tuesday—Mrs. Ben Caswell will entertain at bridge at her home on Magnolia avenue...

Mr. and Mrs. R. A. Terheun were the Sunday guests of Mr. and Mrs. W. B. Ballard of Altamonte.

Mr. and Mrs. George Shipp spent Sunday in Tampa, going there to bring home their daughters, Velma and Mary Alice...

Among the Sanford folks at Coronado Beach yesterday were George Cowan, Lewis Shipp, Mr. and Mrs. N. J. Lillard...

Last Friday was the steenth birthday of Dr. John Heitz, and a surprise birthday party was tendered him by a number of friends.

Mrs. H. J. Dame and daughter, Dorothy, of Ft. Pierce, were in the city yesterday, guests of Mr. and Mrs. B. A. Howard...

Mr. and Mrs. B. J. Starling were among the Sanford folks spending the day yesterday at Daytona Beach.

Mrs. Annie Rowland, formerly of this city, but now of California, is the guest of Mrs. Alice Peters.

Capt. C. S. Fleming, of the U. S. army, is spending a few days here at the Montezuma.

Mrs. Ida Robinette, of Perry, Fla., arrived in the city Saturday and is pleasantly located at the Montezuma.

Jacksonville was represented here Saturday by C. L. Dyer and E. L. Gibbs.

Mr. and Mrs. William Bloom, of West Palm Beach, are the guests of their niece, Mrs. Paul Biggers.

Dick Twitcheil, of Daytona Beach spent the week end here with his cousins, Mr. and Mrs. Raymond Key.

John Wilbur McKee left Friday afternoon for Savannah where his marriage to Miss Louise Jarrott will take place Tuesday evening.

Mr. and Mrs. Robert Herndon and Bobbie and Mrs. J. S. Stumon motored to Daytona Beach yesterday where they will spend several days.

Mr. and Mrs. Reg Holly and baby and Mrs. Joe Lee spent the day very delightfully yesterday at Daytona Beach.

Mrs. Verne M. Corson and Mrs. L. R. Blackmon, of Miami, are spending a short time here and are stopping at the Montezuma.

Mr. and Mrs. G. W. Moody and daughter, of Naranja, Fla., were among the arrivals here Saturday and are registered at the Montezuma.

Mr. and Mrs. Samuel Baumel were among the Sanford people enjoying the surf and cooling breezes at Daytona Beach yesterday.

J. Howard Jarrott, Jr., left Friday and Randall Chase Sunday for Savannah to attend the Jarrott-McKee wedding. Both will be attendants of the groom.

Mr. and Mrs. Edgar Thompson have gone to housekeeping in the Allen Apartment on Park Avenue. Mr. Thompson is a Linotype operator at the Herald office.

Miss Lena Belle Hagan is entertaining at a house party at Daytona Beach this week and next week. The young folks are being chaperoned by Mrs. John Leonard.

Mr. and Mrs. C. L. Britt and children and Mr. and Mrs. W. W. Potter and baby were a congenial party motoring to Daytona Beach yesterday afternoon.

Mr. and Mrs. Andrew Mahoney and family, Mrs. Junie Roumillat, Mrs. Rowland, Mrs. Alice Peters and Mr. and Mrs. F. E. Roumillat spent the day yesterday at Daytona Beach.

Mr. and Mrs. N. J. Lillard, Mr. and Mrs. H. A. Neel, Dr. and Mrs. Ben Caswell, Miss Katherine Huff, of Atlanta, George Cowan and Lewis Shipp were among those who spent the week-end at the Ocean View hotel at Coronado Beach.

LOCALS

Mr. and Mrs. Frank Minner and family spent yesterday at Coronado Beach where they enjoyed the ocean breezes and the Ocean View Hotel.

Mr. and Mrs. Frank Miller and family spent yesterday at Coronado Va., where they spent the past ten days and report a most pleasant time.

Many Sanford folks spent yesterday at Daytona and Coronado Beach and the springs and lakes and other cooling places. A fine shower in the afternoon was gratefully accepted by those who stayed at home.

Ed. Ward now has charge of the Sayer Garage at the corner of the Sanford-Orlando road and the Oviedo road where he has a first class outfit and is doing plenty of work in the auto repair line.

Read what W. T. Donnelly says in this issue about the steamer line and water shipments and the St. Johns river. The people of this part of the state have some golden opportunities to grasp just now.

P. M. King says the Daily Herald is the greatest paper yet for results. A little ad in the Want Column brought back his valuable bird dog and he says the Daily Herald surely "circulates."

The Chamber of Commerce is getting out a weekly letter to members that is most interesting, being a brief resume of all the work that the Chamber is doing for Sanford and Seminole county.

"It will pay to trade at Churchwell's," say the advertisement in this issue by this well known firm. They set forth just why it will pay by giving you prices on boys' suits, wash ties, ladies sun hats, slippers, boys' blouses, towelings, mosquito netting and many other lines of goods.

Judge and Mrs. J. J. Dickinson have returned from their wedding trip and will be at home to their many friends in their fine new home on south Magnolia avenue in a few days. Judge Dickinson has one of the new and beautiful homes recently erected in that growing Suburb Beautiful on south Magnolia avenue. The home was built by V. C. Collier and is a home that has been greatly admired by all who have seen it.

CHANGED NAME
KISSIMMEE, June 25.—American Legionnaires here have changed the name of the local post from the William T. Makinson Post No. 10 to the Makinson-Carson Post No. 10 in order to honor two boys from this city who paid the supreme sacrifice within a few days of each other.

ULMER WILL TRY AGAIN
CLEARWATER, June 25.—M. W. Ulmer, of Largo, who was defeated in the last primary for representative from Pinellas county, has announced that he will run again next year.

Those 50 Dutch farmers who have come to America to escape high taxes would probably go to the Great Dismal Swamp in order to get away from the low, wet ground.—Nashville Southern Lumberman.

Brick ice cream in colors.—Roumillat & Anderson. 73-3tc

FOR SALE—Brand new sport model Oakland. No reasonable offer refused.—Seminole Overland Co. 75-1tc

NOTICE OF SPECIAL MEETING OF LIFE MEMBERS OF SANFORD COUNTRY CLUB
Notice is hereby given that there will be a special meeting of the life-members of Sanford Country Club at the club house at 8:00 p. m. on July 9th, 1923.

Sanford, Fla., June 25, 1923. S. O. CHASE, President

New stock tally cards, place cards, nut cups and favors at Roumillat & Anderson's. 73-3tc

F. E. Roumillat, served a delicious salad course. Invited to meet the honoree were Mr. and Mrs. O'Connor, Mrs. Alice Peters, Mrs. O. P. Herndon, Mr. and Mrs. F. E. Roumillat, Mr. and Mrs. Andrew Mahoney, Mr. and Mrs. Clarence Mahoney, Mr. and Mrs. Bill Bosidy and Paul O'Connor.

PRESIDENT SERVES NOTICE ON DRY ENFORCEMENT LAWS TO BE FULFILLED

(Continued from page 1) other laws are presumed to be executed.

"What I am saying must not be construed as indicating any relaxation of the national government's purpose to do its full duty in this matter. I have no doubt that if the burden is cast, in undue proportion, upon the national authority the federal government will not only under this administration but under whatever others may come in the future, assume and discharge the full obligation. But I am pointing out that this ought not to be made necessary. The national policy ought to be supported by the public opinion and the administrative machinery of the whole country. For myself, I am confident that we are passing now through the most difficult stage of this matter, and that as time passes there will be a more and more willing acceptance by authorities everywhere of the unalterable obligation of law enforcement. The country and the nation will not permit the law of the land to be made a byword.

"It is a curious illustration of loose thinking, that some people have proposed as a means to protecting the fullest rights of the states, that the states should abandon their part in enforcing the prohibitory policy. That means simply an invitation to the federal government to exercise powers which should be exercised by the states. Instead of being an assertion of state rights, it is an abandonment of them; it is an abdication; it amounts to a confession by the state that it doesn't choose to govern itself but prefers to turn the task, or a considerable part of it, over to the federal authority. There could be no more complete negation of state rights.

"I am making my appeal in this matter to the broadest and best sentiments of law-abiding Americans everywhere. We must recognize that there are some people on both sides of this question in whose minds it is absolutely paramount. Some would be willing to sacrifice every other consideration of policy, in order to have their own way as to this one. This constitutes one of the most demoralizing factors in the situation.

"It was very generally believed that the adoption of the Constitutional amendment would take the question out of our politics. Thus far it has not done so, though I venture to predict that neither of the great parties will see the time, within the lives of any who are now voting citizens, when it will declare openly for the repeal of the eighteenth amendment. But despite all that, the question is kept in politics because of the almost fanatical urgency of the minority of extremists on both sides. Unless, through the recognition and acceptance of the situation in its true light, through the effective enforcement of the law by all constituted authorities, and with the acquiescence in the clearly dominant public opinion of the country, the question is definitely removed from the domain of political action, it will continue a demoralizing element in our whole public life. It will be a permanent bar to the wise determination of many issues utterly unrelated to the liquor question. It will be the means of encouraging disrespect for many laws. It will bring discredit upon our community, and be pointed to as justifying the charge that we are a nation of hypocrites. There can be no issue in this land paramount to that of enforcement of the law.

"It is easy to understand the conditions out of which much unrest has developed, but it is not easy to comprehend so much of complacency, amid a developing peril. I want to give warning against that peril.

"Many citizens, not tectotals in their habits, lawfully acquired stores of private stocks in anticipation of prohibition, pending the ratification of the amendment and the enactment of the regulatory law. Many others have had no scruple in seeking supplies from those who vend in defiance of the law. The latter practice is rather too costly to be indulged by the masses, so there are literally American millions who resent the lawful possessions of the few, the lawless practices of a few more, and rebel against the denial to the vast majority. Universal prohibition in the United States would occasion far less discontent than partial prohibition and partial indulgence.

"It is the partial indulgence which challenges the majesty of law, but the greater crime is the impairment of the moral fibre of the Republic. The resentful millions have the example of law defiance by those who can afford to buy, and are reckless enough to take the risk, and there is inculcated a contempt for law which may some day find expression in far more serious forms.

When he himself is the example of contempt for law. Clearly there is a call for awakened conscience and awakened realization of true self-interest on the part of the few who will themselves suffer most when reverence for law is forgotten and passion is expressed in destructive lawlessness. Ours must be a law-abiding republic, and reverence and obedience must spring from the influential and the leaders among men, as well as obedience from the humbler citizens, else the temple will collapse.

New stock tally cards, place cards, nut cups and favors at Roumillat & Anderson's. 73-3tc

G. W. Lawton, Bracelet Watch Expert, 215 South Orange, Orlando, Fla. 4-24-tfc

FOR SALE—Brand new sport model Oakland. No reasonable offer refused.—Seminole Overland Co. 75-1tc

Nemo 3 SELF-REDUCING CORSET. Nemo Self-Reducing No. 333 is a real bargain. It has a low top and medium skirt. Made in durable pink or white coutil sizes 24 to 36—and costs only \$1.00.

THE WEATHER

For Florida: Local thundershowers tonight and Tuesday.

Face powder keeps husbands loyal, says advertiser. Some women consider gunpowder more reliable.

WEEK'S WEATHER

Weather Outlook for the Period June 25 to 30, Normal

WASHINGTON, June 25.—South Atlantic and East Gulf states: Normal temperature; partly cloudy with local thundershowers.

666 Cures Malaria, Chills and Fever, Dengue or Bilious Fever. 5-1-o.a.w.-20tc

ARMY SADDLES—Brand new U. S. Army, McClellan \$6.20; also used, but in good condition—not a break—\$5.10. Will ship C. O. D. and allow examination.—W. W. WILLIAMS, QUITMAN, GA.

A FIVE DOLLAR BILL Takes an Electric Fan

15% Reduction in Prices of PENNSYLVANIA VACUUM CUP TIRES AND TUBES

F. P. RINES 105 Palmetto Ave.—Phone 481-J

American and European Plan HOTEL RAYMOND SEABREEZ FLORIDA. One block from Ocean and Hotel Clarendon. Summer rates—Room, \$1 per day and up; \$5 per week and up. Special week-end rates.—Every room has running water.

JERGEN'S KING COCOA Hardwater SOAP Special \$1.00 Dozen Jap Rose Soap, for the hair, complexion and bath. Special, doz. \$1

R. C. BOWER Phone 325 The Rexall Store

The Princess

TONIGHT Grace Darmond

THE DANGEROUS ADVENTURE

BUSTER KEATON In a rip-roaring Comedy "One Week"

TOMORROW

T. Roy Barnes and Seena Owen in the splendid Comedy-drama of modern business life "The Go-Getter"

For quick results try a want ad. STOP BACKACHE, KIDNEY TROUBLE

Backache, Rheumatic Pains, dull headache, tired feeling, too frequent urination, discolored or strong urine are symptoms of kidney and bladder trouble. "I was always having a backache which caused me great suffering," writes Mrs. Feber, Medford, Mass. "Could not stand straight. Tried Foley Kidney Pills and found relief! Stop backache, kidney and bladder troubles with Foley Kidney Pills, Sold everywhere.—Adv.

It Will Pay to Trade at Churchwell's THIS WEEK AS SATURDAY IS THE LAST DAY OF THE 14-DAY JUNE SALE

Boys' Union Suits, at, per suit... 59c
Men's Wash Ties, at, each... 25c
Men's Dress Shirts, at, each... 98c
Men's or Ladies' Sun Hats, at, each... 25c
Ladies' Felt Bed-room Slippers, at, per pair... 98c
Boys' Blouses, at, each... 79c
27-inch Bird Eye, 10-yd. Bolts, at, per bolt... \$2.19
17x32 in. Huck Towels, at, each... 15c
20x45 in. Heavy Bath Towels, at, each... 29c
Mosquito Netting, 8-yard Bolts, at, per bolt... \$1.25
Mosquito Canopys, at, each... \$3.48

CHURCHWELL'S First Street SELLS IT FOR LESS Welaka Block

Mid-Summer Sale

All Summer Hats at great Reduction at THE QUALITY SHOP Don't pass this up

Sanford Daily Herald

Published every afternoon except Sunday at the Herald Building, 107 Magnolia Ave., Sanford, Fla.

The Herald Printing Co. PUBLISHERS

M. J. HOLLY, Editor; J. S. LILLARD, Secretary-Treasurer; M. A. NEEL, General Manager; N. B. HOLLY, Advertising Manager

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MEMBER THE ASSOCIATED PRESS. The Associated Press is exclusively entitled to the use for republication of all news dispatches credited to it or not otherwise credited in this paper.

It is a waste of precious moments for some people to get to a telephone and talk for an hour when other people with business that is important are frantically trying to call that certain number.

Two members of the Harding party killed in Colorado yesterday by falling over a cliff has saddened the president and his wife and thrown a damper on the entire party.

German riding on trains controlled by the French in the Ruhr section are being bombed. This is one way to cut down the railroad business to nihil but in the end there will be many Germans to suffer the penalty of death.

Another one of those New York accidents happens—this time to the elevated train. Seeing the elevated trains and the subways in New York make the out of town visitors nervous thinking about what might happen.

People have strange ideas of newspapers. Some of them seem to think that newspapers do not need any money at any time. That they can carry accounts indefinitely and still continue printing a paper.

President Harding is speeding across the western plains today on his trip to the coast and to Alaska. He will see things as they are and being a newspaper man will probably note them closer than the ordinary man.

Bill Jones spent 100,000 building up an industry which employs 100 men. On this property he pays a school tax, and as it is inside the city limits, a city tax covering police and fire protection and all other city activities.

Sam Smith, his neighbor, who has children that go to the public school with Bill's whose property has the same police and fire protection, whose automobile travels on the same paved road as Bill's and who has all advantages of city, county and state improvements that Bill does, has \$100,000 invested in tax exempt bonds and escapes all taxation which Bill has to pay to maintain the improvements which Sam enjoys.

GOVERNMENT OWNERSHIP IS BUNK.

Insofar as government ownership applies to railroads it is pure bunk and the people as a whole are not in favor of it and never will be.

The Palatka News says: We have all heard about the Trojans, even if we haven't an intimate knowledge of how hard they are supposed to have worked and fought.

The Rotarians gave a dinner in honor of the senior class of Quitman High school and announced the winners of medals in town and county schools.

As a result the teacher, Mrs. Jones, stopped every morning and took the four Warmack pupils to school in her Ford. They only missed three days during the term.

The resources of the state banks of Florida have increased in the past ten years from thirty-seven million dollars to more than one hundred and twenty-seven million or approximately 260 per cent.

FLORIDA BANKS' RESOURCES.

The resources of the state banks of Florida have increased in the past ten years from thirty-seven million dollars to more than one hundred and twenty-seven million or approximately 260 per cent.

The figures set out by Mr. Weidling put in new form the fact of the great advances made by the state of Florida in the past decade.

In addition to the bank resources which afford capital for the expansion of business, the tourists have provided a huge sum that is loaned on Florida property.

KIDS



THIS WOMAN'S PLUCK MAKES ONE GASP.

Mrs. Ollie Warmack, twenty-eight years old, married, the mother of three children, graduated at Dixie High school in this county, leader of her class, and winner of the medal offered by the Rotary club.

The Rotarians gave a dinner in honor of the senior class of Quitman High school and announced the winners of medals in town and county schools.

Years ago all newspapers were supposed to publish only such matters as the management endorsed.

Unless the management of a project has faith in any project there will never be found editorials of the proposition. Many times one solitary newspaper has spoiled the plans which were about to be put through.

Uncle Sam is within his rights in seizing the liquor on ships says the premier of England and President Harding in his Denver speech yesterday said the prohibition laws would be enforced to the letter.

Just two country girls without advantages, or scholarship or outside help of any kind going forward and paying their way in hard work.

Rome and the two of them left together, Leona to do some special work at Berry to pay her further tuition.

NEWSPAPERS ALWAYS WISH TO PUBLISH THE NEWS.

An incident which happened several days or several weeks previous carries with it the tinge of ancient history. It is not always possible to get news when it is fresh.

Many notices of meetings are daily published and great emphasis is laid upon the fact to be sure not to forget to publish it.

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FLORIDIANS SATISFIED WITH THEIR BRAND OF WEATHER.

A perusal of the weather reports from northern cities will tend to make the residents of Florida glad they are living in this delightful winter climate which is cooler in summer and warmer in winter than almost any other section of the United States east of the Rockies.

FATHER'S DAY, TOO.

We have just celebrated Mother's Day, and being in love with this day, or rather in love with the meaning of it I wish to say here, something that I have wanted to say for sometime past, and that is we could have Father's Day too.

His home coming was the happiest event in our young lives. I remember so well there were lots of blackberry vines growing along by the fence, when berries were ripe, we children spent Fridays especially gathering them, with which mother made delicious pies.

After supper we always sat together on the porch, finally when we children began to yawn dad would tell us a funny little story, and soon we were off to dreamland.

Once I was real sick, and when mamma talked of sending for the doctor, I begged her to send for dad instead, and she did, he came and sat by me for a long while rubbing my arms and hands and now and then he would say, "I wonder what is wrong with daddy's little gal, any presence helped me more than medicine and we did not have the doctor after all, but here I must say, God bless our doctors, we have had them since that time, and they are among the greatest human comforts we have today.

Once Father had been staying home for a few days but was away, overnight on business, mother had retired early and was very near asleep, when one of the younger boys, began to hawl louder than a young calf, mamma rushed out to the porch in an excited manner and upon asking what the trouble was he answered between sobs, "I want papa to come home."

Of course when she had finished telling him what would happen, if he did not get to bed in a minute, we did not hear anything else from him that night.

Several of us have children of our own in school, and when I go home, that precious old dad takes me on his lap like he used to do, calls me "daddy's gal" and I can plainly see the love light in those dear aged eyes and I know that he remembers as I do, while time has wrought many changes, he is my Pal, still.

Will You Back Yourself to Win? If you will not, how can you expect anyone else to do so? The people of this world usually rate a man by how he rates himself. Every time you add a dollar to your interest-bearing account, you back yourself to win. Let this bank help you out. Peoples Bank of Sanford. SANFORD - FLORIDA. Deposits on Ford Savings Plan received here.

IF EVER THERE IS ANOTHER WAR

"If ever there is another war," President Harding told the soldier sick at the Denver hospital Sunday, "we will do more than draft the boys. If I have anything to do with it, we will draft every dollar and every other essential."

Had Mr. Harding given expression to this same statement while the war was in progress, who knows but what he might have been now one of the so-called political prisoners whom he is being asked to pardon?

Can you imagine what would have happened to Harding, had he been a plain citizen, making speeches of that kind during the war?

Can you imagine Wall Street rushing to elect him President in 1920?

Had there been conscription of capital and of labor as well as conscription of able-bodied men, there would be no need now of the President of the United States or anyone else to sugar-coat by fine statements the condition of our soldier sick and injured; there would be no need to promise, as President Harding did yesterday, that "full justice will be meted out by the government to its wounded and needy veterans."

When general conscription will be the order of the day President Harding will find no difficulty to keep his pledge to the soldier sick "to prevent another war on the part of the United States."—Jacksonville Journal.

Read what the Lakeland Star-Telegram says in this issue about "passing the hat" in every city for something or other that should be done and is always financed by a certain few who can always be found and can always be relied upon to pay. The Herald has long contended that every taxpayer in the community should pay his or her share of these public benefits and all the paying should not be left to the "certain few" who are taxed and gouged to death because they are public spirited citizens and "willing pack horses" for the entire community.

ANOTHER FLORIDA CITY STOPS PASSING THE HAT.

Under the commission-manager plan by which the city of St. Augustine is so efficiently operated, the old-fashioned custom of passing the hat for every civic enterprise has been put under the ban. Practically every Florida community passes the hat for municipal bonds, for chambers of commerce and boards of trade, for welfare work of all kinds—for scores of worthy objects. But there are some exceptions and it is satisfying to know that there is hope of transforming the exception into a general rule.

Returning to the case in point, the action of the city of St. Augustine, this fact is impressive, that hereafter all civic enterprises are to be undertaken under the direction of the city manager, St. Augustine has found it profitable to engage the services of a professional band for many seasons past but the \$15,000 to \$20,000 involved has always been raised by passing the hat.

Lakeland's civic authorities have already been discussing such a plan, quite informally of course, but with the purpose in view of seeing if it could not be worked out here satisfactorily. Passing the hat for objects of benefit to the entire community is out of style and should no longer be tolerated.—Lakeland Star-Telegram.

We will move, we will crate and ship your household goods, or we will store them until you need them. Call 498.

AVOID THESE SYMPTOMS "I was weak and nervous, had headaches all the time, and my back hurt so bad I could hardly stoop," writes Frank Richardson, Perry, Georgia. "Tried Foley Kidney Pills and got relief." Backache, rheumatic pains, tired feeling, dull headache, too frequent urination, discolored or strong odor are symptoms of Kidney and Bladder disorders and demand prompt treatment. Foley Kidney Pills give quick relief. Refuse substitutes. Insist upon Foley's. Sold everywhere.—Adv.

The Bakery and Confectionery Workers' International Union of America has taken possession of its new building in Chicago, which houses all of the executive activities of the organization.

### Achievement Lies as Much in a Sound Organization as in Mere Profit

By S. A. LEWISOHN, American Management Association.

WHILE success in industrial operations has largely been measured by profits, we know that the really effective business executive has a passion for other things besides profits. It is the adventure of business activity that calls him. The more far-seeing executives realize that achievement lies just as much in a sound and healthy organization as it does in mere profit. But, as a matter of fact, good morale in an organization and profits go hand in hand.

There are three outstanding reasons why it is imperative that these problems of human organization within our industries should be solved:

First, productivity depends not only on good engineering, good mechanical devices and good financing, but also on effective personnel administration. A machine can be bought, but we must get co-operation from employees.

Second, there is the matter of creating sound human values. If in our factories the handling of human problems is ignored, we cannot have sound human values in the community generally.

Third, the heat melting pot for our social classes is in manufacturing establishments. It is not only a matter of creating a proper understanding between the manual laborers and the moneyed classes, but also of a proper understanding between manual laborers and the intellectual and professional classes. It is most important that the rank and file appreciate the value of brains in our social structure. Unless executives sell themselves to the rank and file in the plant and factory, I do not know how this appreciation can take place.

Americans should be interested in the country's productive system as a whole. The difficulty has been that the great majority of fine executives have woefully neglected these matters of human organization. Attention to them has not been fashionable. And not only our production, but also the social health of the country suffers as a consequence, for bad factory organization is a well-defined cause of much of our social and industrial friction.

What we need is what Theodore Roosevelt called "a substantial alignment"—a substantial alignment in enlightened management. Once we have approximately 100 per cent of our executives interested in the human organization of their factories we will have gone a long way toward smothering industrial unrest.

### SAVING FUEL ON LOCOMOTIVES

Fuel problems, says the Nation's Business, may at times be bad enough for our railroads, but they do not approach the troubles that confront the folk who try to keep locomotives going in Russia. It has been discovered there that a locomotive apparently consumes twice as much fuel as in 1913.

That was a mystery for a while, but the mystery has been solved. Only half of the fuel obtained by the railroads makes the wheels go around. Half of the balance is stolen, 15 per cent of the whole is wasted by firemen who have revolutionary ideas about the way to make steam, and 10 per cent is pure waste in the low quality of the fuel.

### HE FAVORS SANDAL

"I'd be glad if men would adopt the sandal-wearing custom," said a man who hobbled as if his feet hurt. "If these style setters would only start a campaign for comfort I'd be with them, and take my chances with rain, and mud and slush. A summer of semi-barefootedness would do wonders for my poor, tired, almost wornout feet which would like to be let loose for a while so they could spread themselves and breathe."—Exchange.

### TO FIGHT BOLL WEEVIL

Lutlier Burbank has accepted a place on the board of directors of the national campaign for boll weevil control. He is one of several leaders in financial, agricultural and scientific circles to take an active part in this crusade against the pest that is destroying millions of dollars' worth of cotton each year.

There are seventeen public schools in the Canal Zone.

### DAYTONA MOVES TO CANCEL FRANCHISE OF PUBLIC UTILITY

DAYTONA, June 26.—After a committee had reported that exorbitant charges had been made, and discriminations shown in charges to electric consumers, the Daytona city commissioners last night passed a resolution declaring the franchise of the Daytona Public Service Company forfeited, and authorizing counsel to ask the courts to annul the franchise.

### FIRST COTTON BALE BRINGS HIGH PRICE

HOUSTON, Texas, June 26.—The first bale of the 1923 cotton season was sold at auction this morning on the floor of the Houston Cotton Exchange. It was purchased for \$1,275 by Anderson Clayton & Company. The bale was grown by A. J. Thomas, of Weelaco county, in the Rio Grande valley and ginned at Weelaco.

### Real Primitive Life

Experienced by Players Making "The Snow Bride"

The production unit, under the direction of Henry Kolker, which went to Canada to film scenes for Alice Brady's latest Paramount picture, "The Snow Bride" which comes to the Princess Theatre next Thursday had a real touch of primitive life whole on location 300 miles northwest of Montreal. For food they had a choice of moose-meat or pork, and pork was almost the sole food for a month, three times a day. As for sleeping accommodations, there were two crude cabins, with one stove in each. The beds were wooden bunks. Bearing these facts in mind, who dares to say that a film player's life is a bed of roses? Among others who made the trip were Maurice B. Flynn, the leading man; Mario Majeroni and Nick Thompson.

The Daily Herald, 15c per week.

### LEVIATHAN TO GO AFTER TRANSATLANTIC RECORD

NEW YORK, June 26.—The Leviathan, new queen of the seas, rested at a Hudson river pier Monday after a record-breaking five day trial trip of 2,200 miles. She will begin service to Southampton and Cherbourg, July 4.

Captain Herbert Hartley said that when the proper time came the Leviathan would go after the transatlantic record.

The engine room men who operated the machinery that enabled her to make a record 27.8 average knots for 25 hours and a one hour record of 28.04 knots, were rewarded by the passengers, who contributed \$6,000 to a fund for them in addition to \$3,000 to the seamen's fund.

G. W. Lawton, Bracelet Watch Export, 215 South Orange, Orlando, Fla. 4-24-tfc

The Herald for first class job work.

### FEW CHANGES TO BE MADE IN OSTREEN ROAD

The survey of the road from New Smyrna to the bridge across the St. Johns river at the East Coast Ferry has been completed and the surveyor is now making his report to be presented to the county commissioners. We understand that but few changes have been made in the road and these changes are to straighten out a few abrupt turns.

The adoption of the old road will save considerable cost in grading, besides having the shell as a foundation base for the rock with which this road is to be paved. This road has been well graded and where necessary has been ditched on each side. With the width increased to fifteen feet and with rock paving with tarvia dressing will make one of the best roads in the county. It is the intention of Commissioner Beck to have the work of hard surfacing this road start at as early a date as possible. —New Smyrna Breeze.

### CITRUS PRICES LOWER THIS WEEK

TAMPA, June 26.—Both orange and grapefruit prices showed a general lower tendency the past week, due to the irregular quality of fruit being received at markets, says general sales manager, George A. Scott of the Florida Citrus Exchange, in his weekly citrus review.

"Western markets are generally law and weak," says the report. "Eastern auctions, outside of New York and Boston, are also low. Quality of fruit, especially grapefruit, is having a greater effect on the stability of markets. While good fruit continues to bring good prices, the range of prices for lesser grades varies greatly."

Florida shipments the past seven days were 164 cars grapefruit and 54 cars oranges, a total of 218 cars. Shipments for the season now total 24,535 cars oranges and 13,295 cars grapefruit, a total of 42,830 cars.

# Mr. Shaver is saving

# \$73

## a year " by smoking

# BULL DURHAM and so can you

2710 E. 76th Place Chicago, Ill.

The American Tobacco Co. 111 Fifth Avenue New York City

Gentlemen:

I have always smoked "Bull" Durham, and your advertisements in the Chicago saving idea, caught my eye. I want to tell you of a little experiment I have just made.

I usually smoke about a package of "Bull" Durham a day, which costs me ten cents.

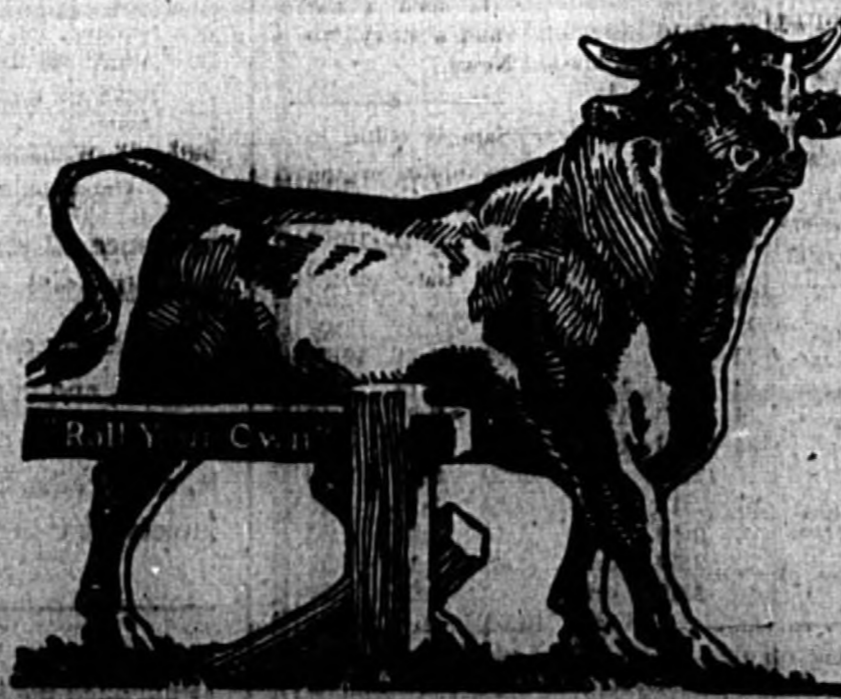
For a week I switched to the tailor made cigarettes and used two packages a day, costing me thirty cents. Figuring this up covering a period of a year, "Bull" Durham cost me \$36.50 as against \$109.50 for the other kind.

This means a saving of \$73.00, which never occurred to me until I saw your ad.

Assuring you that I will always "roll my own" I am,

Sincerely,  
Sam Shaver

May 25, 1923.



You will be amazed to see how the use of "Bull" Durham tobacco will cut down the cost of your smoking. Remember "Bull" gives you 50 cigarettes of the best flavor and quality for 10 cents.

This means easily a saving for the average smoker of from \$1 to \$1.50 a week—\$52 to \$78 a year.

Seventy-nine dollars will buy lots of things. A radio set, a talking machine, a very fine suit of clothes, a set of tires, the first fifteen payments on a Ford, a good-sized insurance policy.

Hard to roll your own? Not really. Give yourself a chance to learn. Have a sack of "Bull" in your pocket all the time as well as your regular cigarettes. Every time you think of smoking a cigarette pull out your sack of "Bull" and try rolling one.

By the time you've used the sack you ought to be a fair producer. And you'll certainly be a convert to the mild, delightful flavor of the unequalled cigarette that "Bull" Durham makes.

### Now try it yourself and write us your experience

### GROW WITH THIS BANK!

Since our organization 36 years ago — we have seen many of our depositors' accounts grow because of increased business, in fact, we have helped many to do so.

Every facility which can, with safety be used to assist our patrons, is freely offered new depositors.

Your Account Invited.  
Resources \$1,600,000.00.

## First National Bank

A COMMUNITY BUILDER

F. P. FORSTER, President      B. F. WHITNER, Cashier

With each package you receive a book of 24 leaves of the finest cigarette paper in the world.

The American Tobacco Co. 111 Fifth Ave. New York City

SAVE!

SPEND!

SAVE!

WE PAY 4% INTEREST ON SAVINGS ACCOUNTS

S.

O.

S.

SAVE OR SPEND

Which will mean the most to you? A Seminole County Bank Savings Account is a good answer to your financial distress signals

SEMINOLE COUNTY BANK

STRENGTH

SERVICE

PROGRESS

GOLF BOWLING TENNIS BOXING

REALM OF SPORTS

R. L. SHIPP, Editor

BASE BALL FOOT BALL BASKET BALL TRAP SHOOTING

FOR THE MOVIE FAN

is on Osborne, so be there 'Tripod' and bring a lady with you.

Tomorrow—Katherine MacDonald in 'The Woman Conquers' with 'The Tourist' a two-part comedy.

Thursday—Alice Brady in the dramatic story of far North 'The Snow Bride' (on the program it was given as 'The Snow Bird' which was an error), and 'The Game Hunter' a two-part Century comedy.

FOOLPROOF ACCOUNTS.

A woman who had been submerged by domestic difficulties found when she got to her accounts that she had made no entries in the budget book for five months.

This is how she does it: First, she keeps a check-book, from which she pays all big fixed expenses such as house payments, insurance,

regular monthly bills. The stubs are all there and it is a mere matter of little routine copying to enter the payments in their proper columns in the budget book.

Then she has a series of ruled slips for petty cash, hanging on the kitchen wall. Each has spaces for meat, groceries, services, etc., for a week. Dry-goods bills, for instance, are paid by check, but small and troublesome needles and elastic go on the kitchen slip, with drug-store purchases and children's allowances.

These slips are held until entered. With check book and slips there is practically a foolproof system. Once in two or three months her husband gives her the items for bills he normally pays. With these the record is complete.

The beauty of this method is the rope it gives. Usually an hour a month covers it. But when, as in this case, the time runs on, the material is still on hand. Troublesome accounting is almost more bother than it is worth. But a simple system which keeps the household finances in the same sort of order one expects to maintain in the other relations of life soon becomes a means of blessed peace, and satisfaction.

BASE BALL NEWS

YESTERDAY'S RESULTS

Florida State League At St. Pete 2, Bradentown 1. At Lakeland 5, Daytona 2. At Tampa 5, Orlando 9.

National League

At Brooklyn 4, Boston 7. At St. Louis 1, Pittsburgh 3. At New York 1, Philadelphia 10. At Chicago 5, Cincinnati 6.

American League

At Philadelphia 3, Washington 0. At Boston 6, New York 14. At Detroit 1, Chicago 7. At Cleveland 4, St. Louis 9.

Southern League

At Nashville 4, Memphis 1. At New Orleans-Albany, postponed, wet grounds. At Mobile-Birmingham, postponed, rain. At Chattanooga-Little Rock, postponed, rain.

HOW THEY STAND

Table with columns: Florida State League (Second Half), Won, Lost, Pct. Rows: Bradentown, Orlando, Daytona, Lakeland, St. Petersburg, Tampa.

National League

Table with columns: Won, Lost, Pct. Rows: New York, Pittsburgh, Cincinnati, Chicago, Brooklyn, St. Louis, Boston, Philadelphia.

American League

Table with columns: Won, Lost, Pct. Rows: New York, Philadelphia, Cleveland, St. Louis, Detroit, Chicago, Washington, Boston.

Southern Association

Table with columns: Won, Lost, Pct. Rows: New Orleans, Mobile, Nashville, Atlanta, Memphis, Birmingham, Chattanooga, Little Rock.

The Daily Herald, 15c per week.

ARE YOU A SPORTSMAN?

BY HAROLD SUMMERS IN THE TOURIST NEWS

It so happens that I am considerably interested in baseball. And of course being interested in baseball I am a baseball fan.

Being a fellow whose mind works on one proposition to the exclusion of all others, it is but natural I write on baseball. Yesterday I approached a fellow and asked him to buy a flock of tickets to the ball game.

"Main," I answered, "we won't need you then." And so it goes down thru life, business and play. They are all willing to climb in the band wagon when it parades down the street to the cheers of the curbstone gang.

I am getting so I judge a man by his sporting blood. You do not necessarily have to be a wild Indian to be a sportsman.

Some folks' definition of a sportsman is a fellow who goes out and carouses, starts a scrap and knocks the chief off a little boy's shoulder and then kills a couple of Chinamen.

A good sportsman is a fellow who will not take unfair advantage of his competitor to the exaltation of himself. A good true sportsman will not take away the glory of another.

My idea of a sportsman is a fellow you can depend upon to come across at the right time with the right comeback, no matter under what conditions or where. It is th fellow who laughs just as heartily when his own hat blows in the mud as when your flops in the dirt.

A good sportsman is a fellow who rings true. One you never worry about for fear he will fall in a crisis. He is at his best when you are down at the foot of the ladder and need his help.

BRADENTOWN LOST

ST. PETERSBURG, June 26.—With Joe Hernandez, veteran Cuban twirler, going good and keeping Bradentown's hits well scattered, the Saints were able to take the first game of the second half here yesterday, 2 to 1 and incidentally broke the Grower's winning streak. The score: Bradentown 010 000 000—1 St. Pete 020 000 000—2

ORLANDO 9, TAMPA 5

TAMPA, June 26.—An error by Second Baseman Schott added to two innings in which the Bulldogs bunched seven hits, gave Orlando the first game of the series here yesterday with Tampa, the score being 9 to 5. The score: Orlando 000 005 301—9 Tampa 100 200 200—5

LAKELAND 5, DAYTONA 2

LAKELAND, June 26.—Hankins held Daytona while his mates pounded Little and Lakeland won 5 to 2, yesterday. Nelson Leach starred in the field.

YANKS WIN AGAIN

BOSTON, June 26.—New York made it three straight from Boston yesterday by hammering three pitchers for seventeen hits. The score was 14 to 6. Babe Ruth made a sensational one-hand catch off Burns near the foul line in the fourth. The score: New York 001 001 705—14 Boston 000 002 220—6

PHILADELPHIA 3, WASHINGTON 0 PHILADELPHIA, June 26.—Rommel was in old-time form yesterday and held Washington to five scattered hits, the Athletics winning 3 to 0. The score: Washington 000 000 000—0 Philadelphia 002 100 00x—3

CHICAGO 7, DETROIT 1 DETROIT, June 26.—"Red" Faber was in form yesterday and beat Detroit, 7 to 1. Detroit's only run was a four-base hit by Hellmann in the ninth. The score: Chicago 000 103 102—7 Detroit 000 000 001—1

ST. LOUIS 9, CLEVELAND 4 CLEVELAND, June 26.—St. Louis knocked Guy Morton from the box in the sixth inning yesterday and defeated Cleveland 9 to 4. The score: St. Louis 000 016 002—9 Cleveland 010 001 020—4

GIANTS GET BIG ONE

NEW YORK, June 26.—The New York Giants rallied in the ninth yesterday to capture a slugging affray from Philadelphia 11 to 10. Each team had an inning when seven runs were scored. Tierney opened the Phillies' seventh with a homer and cleaned the bases with a double on his second trip to the plate in the same inning. The Giants bunched five hits off Hubbell and Glazner to win in the ninth. The score: Philadelphia 100 200 070—10 New York 007 100 003—11

BOSTON 7, BROOKLYN 4

BROOKLYN, June 26.—Dazzy Vance struck out six of the Braves yesterday, but between times they bumped him for twelve hits and Boston won 7 to 4. The score: Boston 021 200 020—17 Brooklyn 200 001 001—4

CINCINNATI 6, CHICAGO 5

CHICAGO, June 26.—Home runs by Hargrave and Duncan put the Cincinnati Reds out in front and they defeated Chicago, 6 to 5 yesterday. After the Reds had tied the count, Stat's home run put Chicago ahead. They lost the advantage in the next inning on Hargrave's homer with a man on. Duncan's homer in the 7th inning proved the winning marker, as O'Farrell hit a home run in Chicago's eighth. The score: Cincinnati 100 202 100—6 Chicago 300 010 010—5

ST. PETERSBURG 3, ST. LOUIS 1 ST. LOUIS, June 26.—Timely hitting gave Pittsburgh its second straight game from St. Louis yesterday, 3 to 2. The score: Pittsburgh 100 000 020—3 St. Louis 010 000 000—1

LOW TIDES ON BEACH, 1923

Table with columns: Date, June, July, Aug., Sept., Oct. Rows: Washington, Philadelphia, Chicago, Detroit, St. Louis, Cleveland, Little Rock.

SCHEDULE FOR FIRST HALF PEPPER LEAGUE

Table with columns: In, Ouledo, Orlando Sentinel, Brotherhood St. A., Big Berean Bro. Rows: Ouledo, Orlando Sentinel, Brotherhood St. A., Big Berean.

Things We Have Always Known

The recent business condition has brought to the forefront of thought many fundamental considerations that have always been known but have been damned with faint praise.

Human nature in the mass is very much like human nature in the individual. One of its dominant characteristics has been summed up in the observation, "You never miss the water till the well runs dry."

This observation has a special application to the demand of the public for the products of industry. While the demand was at high tide and everybody was busy trying to supply that demand at a profit no one, seemingly, gave a thought to where the demand came from, how long it might last, or what would happen if it should fail.

But a day came when demand began to subside, and in many industries it came almost to a full stop. And then we missed it, and realized, as never before, what an important thing it was. And we began to

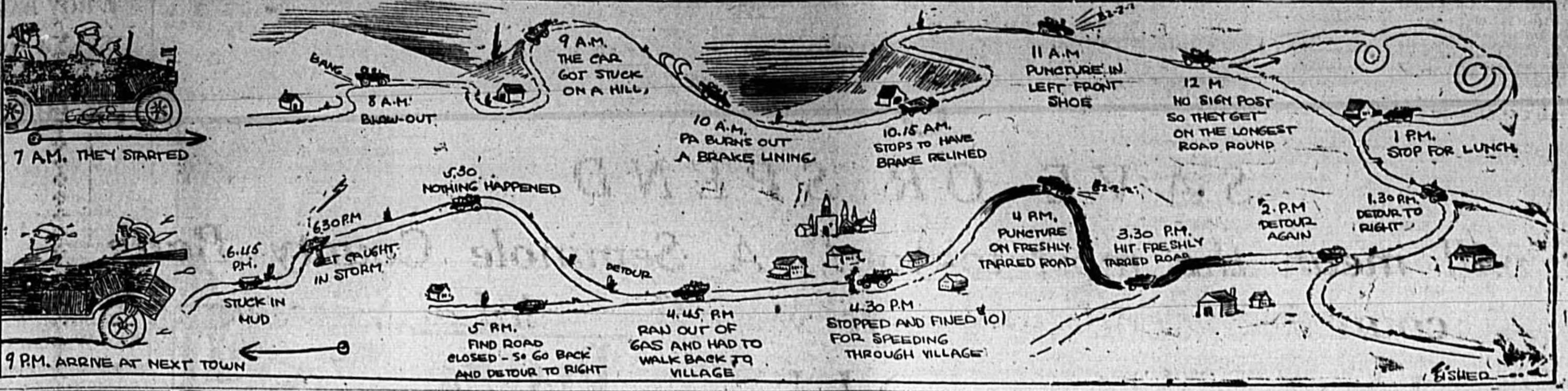
inquire where it came from in the first place, and how it might be restored.

We always knew—everybody knew—that desire for things made a demand for them in the market. That people desired things we accepted as an elemental fact. But when we discovered that desire fluctuated we began to appreciate that desire, as we know it, is a thing created by the art of man. It is a highly specialized form of an elemental need—just as a Louis XVI chair is made out of a tree.

This discovery led to another equally important discovery that the means of refining and specializing that desire was advertising. The gigantic work that has been accomplished by modern advertising now stands out in bold relief. It has been the means by which the refinements of civilization have been made known and made desirable, and this desire has been made into demand. It is a simple fact that a million profitable forms of industrial activity owe their very existence to the fact that Advertising upheld the standards of living which in turn provided the demand for their products.

(Published by the Sanford Herald in co-operation with The American Association of Advertising Agencies)

Raising the Family - One day on the Hawkins court



**BUSINESS DIRECTORY**  
You can find the name of every live Business Man in Sanford in this Column each day.

**PURELY PROFESSIONAL**  
Cards of Sanford's Reputable Professional Men, each of whom, in his chosen profession the Herald recommends to the people.

**CLASSIFIED ADS**  
Classified Ads 1c a word. No Ad taken for less than 25c. And positively no Classified Ads charged to anyone. Cash must accompany all orders. Count the words and remit accordingly.

**PRIME MINISTER BALDWIN ANNOUNCES AIR FORCE WILL BE BUILT UP**  
(By The Associated Press) LONDON, June 26.—Prime Minister Baldwin announced to commons this afternoon the government has decided to establish a home defense air force sufficiently strong to defend the country adequately from attack by strongest air force within striking distance.

There are about 5,000 different languages.

**WHEN INDUSTRY EMPLOYS MEN 12-HOURS DAY INDUSTRY COMMITS MORAL TRESPASS**  
(Continued from page 3) jects and even a certificate of accuracy by a prominent firm of New York accountants, is teeming with errors and misleading statements. Quotations are mutilated, statistics are garbled, facts are falsely reported. Notwithstanding this, the book has apparently been adopted by the United States Steel corporation as its own defense and has been freely circulated by Judge Gary, the chairman of the board.

at the date of the issuance of such certificate in the name of Sanford Water Works Co. Unless said certificate shall be redeemed according to law Tax Deed will issue thereon on the 25th day of July A. D. 1923.

**Service Transfer**  
Storage Facilities  
Please you, tell others; if not, tell us. Phone 498

**George A. DeCottes**  
Attorney-at-Law  
Over Seminole County Bank  
SANFORD -- FLORIDA

**FOR SALE**  
FARMERS—You can get seed bed frames and irrigation plugs at the Sanford Novelty Works. 100-lfc  
FOR SALE—Dorset and Gays' paints and varnishes at Sanford Novelty Works, Sanford agents. 183-lfc

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County, Florida, to-wit: Lot 1, Block 13, Tier B, Sanford. The said land being assessed at the date of the issuance of such certificate in the name of "J. Jackson."

Also: Tax Certificate No. 33, dated the 4th day of June, A. D. 1917, has filed said certificate in my office and has made application for Tax Deed to issue in accordance with law. Said certificate embraces the following described property situated in Seminole County, Florida, to-wit: Lot 9, W. F. Leavitt's Sub-Div. The said land being assessed at the date of the issuance of such certificate in the name of W. F. Leavitt.

**W. HERNDON**  
INSURANCE AGENCY  
E—AUTO—BONDS

**FRED R. WILSON**  
ATTORNEY-AT-LAW  
First National Bank Building  
SANFORD -- FLORIDA

**FOR SALE**  
FOR SALE—Rhode Island eggs for setting, 15 eggs for \$1.00. Mrs. Ellsworth, Beardall Avenue, Sanford. 83-lfp  
FOR SALE—5 Pointer pups, No. 1 stock. See Vick Hawkins, 116 Sanford Ave. 63-lfc

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**P. Connelly & Sons**  
Established 1908  
Estate, Loans and Insurance  
48 104-8 Magnolia Ave.

**DR. R. M. MASON**  
DENTIST  
New Meisch Building  
Phone 201 Sanford, Florida

**FOR RENT**  
BUNGALOWS, cottages and apartments for the summer season at Daytona Beach. Reasonable rates. Will furnish photos and full information upon request.—Bailey & Hawkins, Daytona Beach, Fla. 5-31-1mo-c

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**W. J. THIGPEN**  
Real Estate  
FIRE, LIFE, AUTO INSURANCE

**DR. R. M. MASON**  
DENTIST  
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Phone 201 Sanford, Florida

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**RAIN SCHEDULE**  
CORRECTED MAY 1, 1923  
South Bound  
Arrive Depart  
83 2:36 a.m. 2:46 a.m.  
27 8:40 a.m. 8:40 a.m.  
89 2:25 p.m. 2:45 p.m.  
85 6:55 p.m. 7:10 p.m.  
Northbound  
Arrive Depart  
82 1:48 a.m. 2:03 a.m.  
84 11:45 a.m. 12:05 p.m.  
80 3:42 p.m. 3:52 p.m.  
28 10:50 p.m.  
Tribby Branch  
Arrive Depart  
100 7:30 a.m. 7:30 a.m.  
24 8:25 p.m.  
25 1:30 p.m.  
101 5:50 p.m.  
Leesburg Branch  
Arrive Depart  
157 3:55 p.m.  
21 2:45 p.m.  
158 6:30 a.m.  
22 7:10 p.m.  
Orlando Branch  
Arrive Depart  
126 7:45 p.m.  
127 8:40 p.m.

**GREYSTONE HOTEL**  
Daytona Beach, Fla.  
Comfortable, Atry Rooms  
Open the Year Around  
Reasonable Rates.  
Special rates to parties.  
On Main Street, near Ocean  
**C. M. CUSTER, Prop.**

**FOR RENT**  
BUNGALOWS, cottages and apartments for the summer season at Daytona Beach. Reasonable rates. Will furnish photos and full information upon request.—Bailey & Hawkins, Daytona Beach, Fla. 5-31-1mo-c

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