





Sanford Daily Herald

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The Herald Printing Co. PUBLISHERS

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The big 13- to 16-page Weekly Herald entirely covers Seminole County and is published every Friday.

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Foreign Advertising Representative THE AMERICAN PRESS ASSOCIATION

some himself in his ideas of service to his readers. It has always been a pleasure to us to help boost any local paper that stands in the front line of progressive action.

BANANALESS EUROPE.

The United States may succeed in a measure in keeping free from European entanglements. Europe doesn't have such good luck with regard to us. Frantic word comes from several sources to the effect that all London and Paris are rocking to the words, "Yes, we have no bananas."

The catchword owes most of its appeal to the fact that it is a ready-made joke. It is not everybody who can make up a joke for himself, and it is a great convenience to many people to be provided with an annual joke, ready made and warranted to fit almost any occasion.

There are persons who think that whole nations have been united in a brotherhood of silliness of a more reprehensible sort. If only they could have one big, good international laugh over the banana joke

COLLEGE PROFESSOR MAY HAVE BEEN RIGHT.

With Charles W. Morse acquitted of all complicity in the charges by the government of being guilty of war-time frauds and his seven colleagues washed whiter than snow

The figures given by the Californian may be at first thought considered entirely wrong. The statement allows only four persons in each one hundred as being "above the average."

MORE THAN A WINTER RESORT.

Thousands outside of the state know South Florida merely as a winter resort de luxe, where monied voluptuaries congregate annually to waste in riotous living the substance they have accumulated for themselves with the help of less fortunate ones who are unable financially to keep the pace.

To thoughtful friends of Florida and of the homeseeker this mistake has long been patent. It is indeed a grave mistake to advertise or consider Florida solely as a winter resort.

ANOTHER THEORY THE GANG CAN'T UNDERSTAND



ity in the state many would come here to make a home.

Florida invites and encourages the homeseekers, not only the big developer who acquires thousands of acres for town building, but the man with the hoe who desires to carve out of teeming acreage a local habitation for himself and his own.

THE GASOLINE TAX REALLY A SALES TAX.

Through the imposition of the tax of three cents per gallon on gasoline the people of Florida are being given a practical demonstration of the much discussed sales tax.

It was proposed by the late President Harding, it will be remembered, that if congress would provide for the imposition of a moderate sales tax to furnish the money to pay a bonus he would approve the bill

The Miami Herald thus presents the comparison of our gasoline tax with the national sales tax plan: This gasoline tax is a fair illustration of what a national sales tax would prove in place of the many direct taxes we are now compelled to pay.

If we do not feel this tax, we may be certain that we would not feel that small tax that would be laid upon articles purchased under a general sales tax.

This, in a nutshell, is the theory upon which the advocates of a sales tax to take the place of some features of the income tax and some of the other direct taxes, are working, and they seem to have considerable basis in logic for their theory.

A sales tax was proposed before the last congress, but not much headway was made with it, for there was a general uprising against it among certain classes of business men.

NEWSPAPER BUILDING DEFENDS ON ADVERTISEMENTS.

There is a misconception about a newspaper's function with reference to advertising and especially with a few misinformed merchants who unintentionally seem to want to dictate

the policy of a newspaper because of their advertising patronage and who also don't want that newspaper to accept any outside business.

the Star-Telegram has not solicited business from merchants outside of the city of Lakeland. No paper in the state boasts their home city and the home merchants any more than this one does.

The Star-Telegram could fill its pages with some mighty good high-priced out-of-town advertising if any special solicitation were done and the business gone after and we are not so sure but that we are going to do that

the said readers. should stand by home merchants and trade at home. If out-of-town advertisers realize a benefit with this situation, there must be something in the circulation of the Star-Telegram and it is just a question of the most wide-awake and energetic merchants grasping the opportunity.

I am an old-fashioned buyer of the necessities for my household. I go to the store myself. To me this work is not irksome. In fact, I like it. I like to look at the shelves so full of cans and packages of so many colors.

When in a crowd I look for familiar faces. When I see them I am delighted. When I am in a store I look for familiar goods and when I see them I buy. Those goods have become familiar to me through advertising and I have noticed that the grocery men who have the most of those familiar packages somehow or other seem to always go ahead.

I went into a store not of my own choosing but with a friend who, among other things, asked for a very well known article of food which is packed in a can, although she did not ask for any specific kind. I always buy — and instinctively I told her that was the kind she should ask for.

The dealer overheard me and said, "Madam, I never sell that article, I sell instead something very much better — my own brand."

Then he launched into a five-minute talk on why this article was better than the one I had named. But somehow my friend had been convinced by what I had suggested and she did not buy that can which the grocer offered.

FROM OTHER SANCTUMS

TELLING OF FLORIDA.

When one has gone through the weeks, or even the day's state exchange, one wonders, at the end of the task if by any chance anything concerning Florida has been left unsaid by the newspaper fraternity which assembles the stories, says the Palm Beach Post.

Possibly the only thing unclaimed for our great state is snow-capped mountain resorts, but even the absence of that attraction is unnoticed among the many others listed. Seaside, lakeside and riverside resorts all flourish their advantages and allures; homes, farms and fields; fisheries and fruits; and lands high and low, drained and undrained, for any crop that will grow anywhere, are depicted in all the glowing language which a fervid imagination and a ready pen can assemble on the news, editorial and feature pages.

Nothing is left unsaid, unwritten, unprinted which will unfold to the world the marvelous tale of Florida's beauty, productivity, richness and healthfulness. No set of writers anywhere in the world would or could keep this up year after year, as Florida writers do, for mere pelf. Nothing but love for the state; confidence in her future; pride in her development and appreciation of her charm could enable her citizen-scribes to keep her advantages ever to the front with such unstinted application.

More is written of Florida today than is being, or has ever been, written of any other state in the union. For this there are several reasons: No state has ever had such a thrilling career in development; more is to be written of her than of any other, because of her varied industries and advantages and the wonderful assortment of her products. Another reason is that there are open today more channels for advertising and description than in the development of any other state.

matters—people looking for investments, homes, opportunities in various lines, whose eyes naturally turn to the most alluring pictures. And again, the army of writers is greater than ever before—an army equipped with a sense of values, powers of appraisal, felicity of expression, the necessary fundamental education and the trained newspaper instinct which, all combined, make possible "good copy." And so, in the circumstances, Florida is the beneficiary.

And while much has been said and is being said, there is more to follow, for the story of Florida is just now in the opening chapters, the chapters of promise, with preface of 400 years; the great fulfillment, the chapters of magnificent achievement, have yet to be chronicled. Meanwhile, the work goes on and all the world wonders.

There can be no cessation. Those who have put their hands to the pen, literally; who have touched pen to paper; who have dipped their brushes into the prismatic color box of Florida scenery, must continue in the work to which they are called. And does not the great commonwealth amply reward all those who are in the service? Rich fruits, glowing fields, radiant gardens, dancing waters, and ozone-laden winds from spicy isles afar—these make for the guerdon of the toiler who strives ever to keep the name of Florida high on the honor roll of the states of the south.—Daytona Journal.

A friend is one who will tell you if your coat collar is turned up in back—or if your petticoat is showing behind.

ELECTRIC FANS

\$5.00

F. P. RINES

105 Palmetto Ave.—Phone 481-J

IT DRIVES OUT WORMS

The surest sign of worms in children is paleness, lack of interest in play, fretfulness, variable appetite, picking at the nose and sudden starting in sleep.

UNION PHARMACY Sanford, Florida

(This Was Written by a Woman)

Why Are Some Storekeepers So Obstinate?

I am an old-fashioned buyer of the necessities for my household. I go to the store myself. To me this work is not irksome. In fact, I like it. I like to look at the shelves so full of cans and packages of so many colors.

When in a crowd I look for familiar faces. When I see them I am delighted. When I am in a store I look for familiar goods and when I see them I buy. Those goods have become familiar to me through advertising and I have noticed that the grocery men who have the most of those familiar packages somehow or other seem to always go ahead.

I went into a store not of my own choosing but with a friend who, among other things, asked for a very well known article of food which is packed in a can, although she did not ask for any specific kind. I always buy — and instinctively I told her that was the kind she should ask for.

The dealer overheard me and said, "Madam, I never sell that article, I sell instead something very much better — my own brand."

Then he launched into a five-minute talk on why this article was better than the one I had named. But somehow my friend had been convinced by what I had suggested and she did not buy that can which the grocer offered.

And I thought as I walked out how stubborn and obstinate that man was. He had lost a sale, had probably taken his first step

toward losing a customer, and had certainly lost a good deal of time, especially since some other people were standing around waiting to be waited on.

If that grocer had sold advertised goods he would certainly have had the brand I suggested and he would have made a sale; incidentally, he would have bid us good day cheerily and we would have been satisfied.

Familiar faces are wonderful. To me, in my capacity as a buyer for a fairly large household, familiar things on the shelves of the stores I visit are only a little less wonderful, for those familiar things help me in doing better and more economically the job which I must work at every day.

Those advertised articles which I buy and which I always buy I know have been submitted to the criticism of both competitor and consumer. This objection to almost world-wide critical examination demonstrates to me that the manufacturer has supreme confidence in his goods. He cannot tell a falsehood about the things he makes, because there are too many in the world to find him out.

Constant advertising of any product proves that product has stood the test of scrutiny. Is it any wonder then why I, as one of several million women in my same position, prefer articles with which I am acquainted to products about which I have no knowledge and about which the manufacturer does not seem to have the courage to enlighten me?

**WOODRUFF IS ENTHUSIASTIC OVER SANFORD**

Mr. Forrest Lord, Publisher Clarion, Lapeer, Michigan.  
My Dear Mr. Lord:  
Your valued line I am pleased to acknowledge, also your foot note, "why not tell us something for publication about your sojourn in Florida?" I'm always glad to let those who freeze, and pay big coal bills, top-coat and galosh bills a considerable portion of each year, know from a reliable source the relief that is theirs for the taking, in this elysian corner of the beneficent Creator's creating for the comfort and delight of His sons and daughters, in the interim of being this side Heaven itself. Personally, I will say, when I came to Sanford, Florida, something over fifteen years ago, the town possessed little but climate, a hospitable citizenship, and possibilities. Not a sidewalk, sand streets, nothing prepossessing in residence, business or public buildings. Vision and enterprise were just dawning, inspired largely by the filtering in of northern spirit and fore-seeing. A trip to the nearest town, twenty-three miles distant, if made by wagon, required two full days, going and coming. This and other roadways, are now beautiful, shady drives, and landscape artists are today beginning the work of making each side a panorama of verdure and floral attractiveness. Broad, smooth paved drives are constructed and constructing in every direction, over which but for the beware sign, "Limit 30 miles per hour," and "Look out for the speed cop," would be a continuous joyride of fifty or sixty miles, night as well as day hours. Sanford is in the midst of adding to her asphalt city streets ponderous stretches of the same thing, both main and sectional, one of these about to deplete my individual bank account, as only the thoroughfare in front of our residence was previously paved. We have now a doubled and more population; fine business houses as any city could wish to boast, imposing public buildings, numberless handsome and artistic residences, manufacturing of various kinds, pre-cooling plants, newly built, enlarged and

spacious educational structures with finest kind of equipment and faculty, modern designed and Sunday filled churches, a hospital second to none, banks whose deposits run into millions, three of them; sky-scrapers are rearing their heads, daily papers, the Sanford Herald being a credit to a town even larger than we are, golf links, tennis courts, Country Club and other fraternity houses and pavilions, a wide awake and efficiently functioning Chamber of Commerce, a new library of size and taste assuming proportions daily under the hands of the workmen directly across and on the opposite side of the park that fronts our residence, a farming section whose annual products approach the billion mark, a bulk-headed water front into which, via the St. Johns River steamers, large and small craft, pleasure yacht, motor, sail and row boats, glide, dock and depart, come and go, and via said river deepened to twenty feet we soon expect ocean-going vessels to our doors, on regularly scheduled trips. We have an ambitious program for Sanford's future, and it will just as surely be carried out as the days and years continue to follow. Sanford is destined to be large and important city, directly connected with the seaboard City of Commerce, with its immense area of tributary production, villages, hamlets and towns of real size, including Orlando, Kissimmee, Eustis, Mt. Dora, and other places.  
As secretary for a considerable length of time, of Sanford's Board of Trade, the Flower Growers' Association, and Chairman of the Waterways Committee of our Chamber of Commerce, in the past several years, the writer has, he believes, been of more than a mite of usefulness in the growth and development of the projects making our town the fine little city it already is, and laying the foundation for its assured future greatness. At the present time I am offered the opportunity of taking on the position of postmaster of Sanford, with its three thousand per annum salary, but the confinement after being so absolutely free from desk or sedentary habit during the past several years, coupled with inadequate clerk and assistant service, compels me, from comfort and health considerations, to decline the honor and its emoluments.  
Along with the brilliant improvements here, Providence has also smiled on us, in respect to a constantly equable and salubrious climate.

Pleasing as this was in former times, it has certainly steadily improved, more particularly as the country has cleared up, the last few years. Our state is making wonderful strides. More and more, people are learning there is no place for business, pleasure and comfort, like Florida. Sugar mills, paper mills, manufacturing from our own cane and saw-grass, stock raising, timber handling, citrus fruit culture, farming, truck gardening, naval stores, distributing houses, commercial pursuits, canning and conserving waste products, glass blowing from our specially adapted sands, industries innumerable are multiplying on every hand, and all are wonderfully profitable. No better opportunities offered to the young with energy, vigor and pep, than this our beautiful state of Florida. And for the mature, there is no spot where health and luxurious comfort are so assured for declining years.  
I cannot continue this, or I shall weary your patience and unduly consume your newspaper space, but I have barely touched the "high spots" in briefing a glimpse of Florida for those unfortunates who have not, very recently, been here to see and enjoy themselves. Also, I want to tell you, my Dear Mr. Publisher, how gratifying we are observing the fine work Mr. Forrest Lord is doing on The Clarion, and the talent, tact and real skill and fitness for the job he is so abundantly setting forth and demonstrating in every issue of that good old compendium of news.  
Thanking you for your polite line, inviting this, and for your space in using it, if you see fit to do so, I am Yours with sincere best wishes,  
E. T. WOODRUFF.  
Sister as well as myself would like to be kindly remembered to Lapeer friends, as you meet them and have opportunity to extend same. I'm very sorry that my friend J. R. Johnson is suffering severe illness.  
HO TSPRINGS, Ark., Aug. 16.—William Burke, 65 years old, arrested in connection with the disappearance of four-year-old J. B. Huggins from his home Monday and said to have been identified by the child as the man who kidnaped him and kept him locked in a deserted shack until his cries attracted a passerby and he was liberated today, was hurriedly taken out of the city late this afternoon by officers when a crowd began to gather about the city jail where he was being held.



The Countess of Clonmell wanted to do something other than just participating in social affairs. She started a laundry in the aristocratic Mayfair section of London and now has a chain of them.

**Laundrywoman**  
SECRETARY A. F. OF L. ADDRESSES PRINTERS' MEET  
ATLANTA, Aug. 16.—All prosperity in the United States and Canada belongs to the people and any property destroyed must be replaced and the burden of responsibility falls on the workers of these two nations, Frank Morrison, secretary of the American Federation of Labor, said last night in addressing the International Typographical Union.  
Mr. Morrison's statement followed an outline of certain labor organizations whose avowed object he asserted, from time to time, had been to supplant the American Federation of Labor as the controlling faction of working classes.  
All property in this country and the country bordering on the north Mr. Morrison declared, "belongs to the citizens of those countries. Any property destroyed must be replaced and the burden of responsibility falls upon the workers of the two countries."  
If employers do not want the I. W. W., the speaker went on, they have the means by which the I. W. W. can be eliminated, adding: "The only place the I. W. W. finds a home or a

foothold is under these workers who had been denied the right to organize. For as long as we have I. W. W. employers we shall have I. W. W. agitators."  
In his address, Secretary Morrison struck a diapason of current labor to pieces. He rapped the United States Railway Labor Board, asserting that "so long as there are three public representatives on that body, there is no opportunity for labor to secure a square deal."

**LOGGING ROAD MAY BE RAILWAY ACROSS STATE**

WEST PALM BEACH, Aug. 16.—A sawmill company which bought timber on 65,000 acres of land in the northern part of Palm Beach county is building fifteen miles of logging road in a northerly direction from Kelsey City, a suburb of West Palm Beach on the Florida East Coast railroad, to the timber tract. As the logging road will be extended through the tract as the timber cutting proceeds and will eventually extend to within sixty miles of Okeechobee, hope is renewed that it may become a link in a cross-state railroad. The logging road's eastern terminus will be at the inlet for which an eighteen-foot channel is being cut, shipments of lumber to be made to the West Indies.

A French automobile has completed a 1000 kilometer trip, burning crude oil instead of gasoline.

MANUFACTURED BY  
**ACME**  
CEMENT PLASTER CO.  
ST. LOUIS, U.S.A.  
Your best answer to the question of Cement Plaster.  
**ACME**  
See that every sack is branded.  
Carolina Portland Cement Co. Jacksonville, Florida  
**HILL LUMBER CO.**  
Phone 130—Sanford, Fla.

Market the Early Potato Crop is the title of Farmers' Bulletin No. 1316 issued by the U. S. Department of Agriculture, Washington, D. C. It says the Hastings district in Florida is the first of the early potato sections. The bulletin contains many interesting maps and illustrations and much information for growers and shippers. The early potato crop has a value of some \$3,000,000 and yearly shipments total about 40,000 cars. Of 19 states engaged in the industry Florida has 4th place, although comparatively new in the business.

Humane societies have been in existence for over 100 years.  
Australia is nearly as large as the entire United States.  
**CHILDREN'S FATAL DISEASES**  
Worms and parasites in the intestines of children undermine health and so weaken their vitality that they are unable to resist the diseases so fatal to child life. The safe course is to give a few doses of White's Cream Vermifuge. It destroys and expels the worms without the slightest injury to the health or activity of the child. Price 35c. Sold by  
**UNION PHARMACY**  
Sanford, Florida

**Business as done today**  
needs the backing of a strong bank to discount bills and keep the credit good, and it matters not whether the business is farming or otherwise.  
This bank as a member of "the Federal Reserve Bank" will both welcome and deserve your account.  
**OUR CAPITAL AND SURPLUS,**  
\$125,000.00  
**First National Bank**  
A COMMUNITY BUILDER  
F. P. FORSTER, President B. F. WHITNER, Cashier  
**Final Clean-up White Canvas**  
Values up to \$6.00 now  
LADIES' 95c CHILDREN'S  
FRIDAY AND SATURDAY  
See the Window  
**LLOYD SHOE STORE**

**2 Day August Sale Friday & Saturday**  
**88c --RAG RUG SPECIAL, BATH ROOM SIZE, ONLY 3 DOZ., each-- 88c**

<p><b>TOWELS</b> Big Bath and Huck Towels, extra good quality. Bought to sell for 30c each. Special for 2 days only, 4 for <b>88c</b></p>	<p><i>Sale of</i> <b>TOWELS</b></p>	<p><b>HOSE</b> Lot of Silk and Lisle Hose for Ladies, all colors, \$1.25 to \$2.00 values. White, Black and Black with colored clocks, sizes 8 to 10. Priced to close out quick it, pair <b>88c</b></p>
<p> <b>DRESS GINGHAM</b> Small check and plaids for school dresses. Special, 4 yards for <b>88c</b> <b>SILK SALE</b> Lot of Fancy Silk 36 to 40 inches and solid color crepes, yard <b>\$1.88</b></p>	<p>Extra Large Turkish Towels with colored border, all pure Linen with Rose, Blue and Gold Border, 2-day sale, ea. <b>88c</b> <b>SALE OF MUSLIN UNDERWEAR</b> Gowns and Teddies made of beautiful Sheer Nainsook and Neatly Trimmed, and Knit Union Suits, all sizes, @ <b>88c</b> <b>RIPPLETTE BED SPREADS</b> Sizes 63x90 and 72x90. Best quality. Special, each— <b>\$1.88</b> <b>GINGHAM DRESSES</b> Fast colors, some made of Imported Gingham. They are new Patterns. Values up to \$4.00 each. 2 days, Friday and Saturday, each <b>\$1.88</b></p>	<p> <b>PURE SILK FULL FASHION SILK HOSE</b> All colors, all new stock. No seconds, pair <b>\$1.88</b> New shipment of Children's Jap Parasols</p>

**THE YOWELL COMPANY**  
"Everything New That's Good"  
NEW GOLF SOX, GREY AND BROWN

GOLF BOWLING TENNIS BOXING

REALM OF SPORTS

R. L. SHIPP, Editor

BASE BALL FOOT BALL BASKET BALL TRAP SHOOTING

BASE BALL NEWS

YESTERDAY'S RESULTS

Florida State League Bradentown 7, Orlando 4 (11 innings). Tampa 3, Lakeland 5. St. Petersburg 4, Daytona 3.

National League Cincinnati 6-10, New York 3-5. Chicago 2, Boston 3. Pittsburgh 4, Philadelphia 3. St. Louis 1, Brooklyn 7.

American League Philadelphia 5, Detroit 7. Washington 5-3, Chicago 1-4 (first game 12 innings). Boston 8, Cleveland 6. New York 3, St. Louis 5.

HOW THEY STAND

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

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

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

DOUBLE PLAYS HELP HANKINS BEAT SMOKERS

LAKELAND, Aug. 15.—Lakeland made it two out of three with Tampa yesterday, winning 5 to 3. Four fast double plays assisted Hankins materially.

The Herald for first class job work.

WATCH DIGESTION IN SUMMER

Too much ice cream, pie, salads, pickles and cold drinks during the hot weather causes indigestion. Coated or furred tongue, bad breath, and sour or feverish stomach are symptoms of this malady that can be corrected with Foley Cathartic Tablets.

LOW TIDES ON BEACH, 1923

Forenoon and afternoon tides occur at approximately the same hour and minute.

Table with columns: Date, June, July, Aug., Sept., Oct. Rows show tide times for various dates.

Table with columns: First Quarter, Full Moon, Last Quarter. Rows show dates for June, July, Aug., Sept., Oct.

Celery Seed advertisement with logo and text: 'The question that is up now is whether Whiddon's Independent team will remain organized enough to play a game with the picked Rote and Kiwanis teams.'

Rogers Hornsby seems to have things his way this year, in the hitting fray. His average is .406 while his closest opponent for the lead is Zack Wheat of the Robins who is way behind with an average of .382.

In the American League Ruth and Heilmann are tied for the honor of leadership. Last year it was Heilmann, Sisler and Cobb in the race. Ruth was busy last year trying to break his home run record of the year previous while this year he is trying a better plan of trying to cop the lead of the American League batters.

For the past week the Boston and Philadelphia teams have held the same positions as they did this time last year. A very high honor! Now they will have a good time fighting for seventh place!

On Labor day the Seminole Athletic Club will stage a field meet, etc. Among the various events scheduled are horseshoe pitching, for the people of Seminole, Orange, and Lake counties to decide the championship.

To create more interest in the games between the Rotes and Kiwanis clubs hitting gaverages will be compiled for the past three games between the two teams. Then the best nine players will be selected to play against Whiddon's Independent team.

Fatal Eleventh too Much for Bulldogs, Growers Won, 7 to 4

ORLANDO, Aug. 16.—A fatal 11th inning, in which the Bradentown Growers scored four runs on three singles, a sacrifice and Gene Elliott's four-ply clout, together with two bad decisions by the base umpire against the Bulldogs, lost the final game of the series for the Orlando club, 7 to 4, the Burkers making a determined try for the decision by scoring once in the last of the eleventh.

Breaks Record



Lieutenant A. W. Groton, U. S. N., set one speed record for a seaplane in trial flights over the Delaware River and then broke with a new mark, 130.3 miles an hour. He will fly in the competition on the Isle of Wight, Sept. 23.

Cincinnati Takes a Double Header From New York Giants

NEW YORK, Aug. 16.—Cincinnati cut into the Giants' lead yesterday, winning a double header, 6 to 3 and 10 to 5.

PHILADELPHIA, Aug. 16.—Traynor's home run into the left field bleachers in the eighth inning of yesterday's game decided a pitcher's battle between Cooper and Behan and gave Pittsburgh a 4 to 3 victory over Philadelphia.

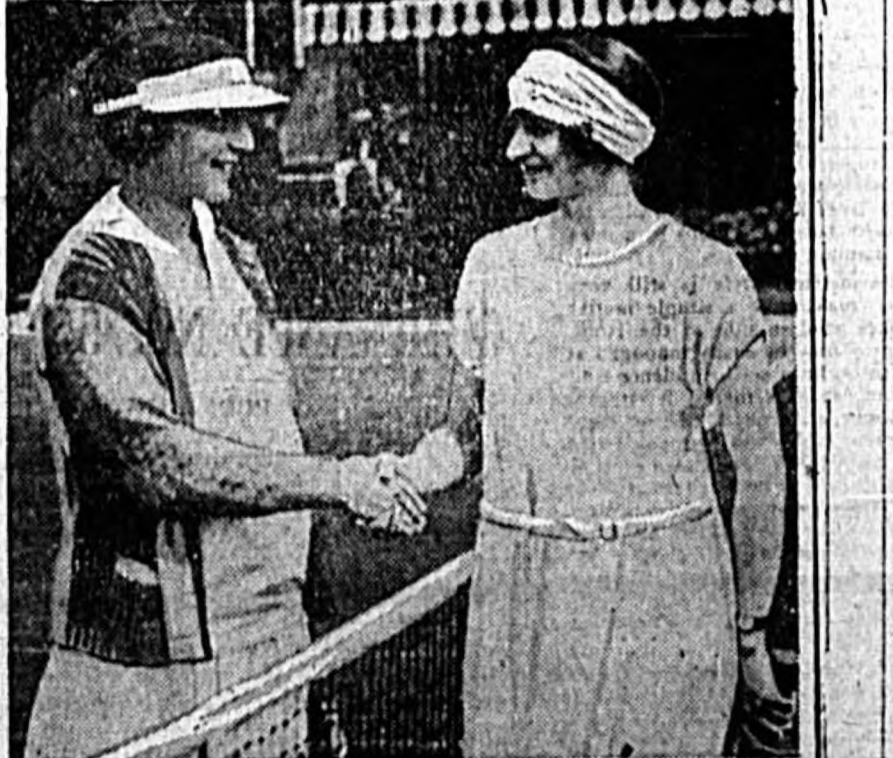
BOSTON, Aug. 16.—With two out in the ninth, Southworth tripled and Melnis singled, to give Boston the winning run and a 3 to 2 victory over Chicago yesterday. Chicago's two runs came when Miller drove a homer to right field after Friberg had doubled.

BROOKLYN, Aug. 16.—Brooklyn beat St. Louis 7 to 1 in the first game of their series here yesterday. Ruether pitched shut-out ball, an error by Berg who had 11 chances at shortstop giving the Cardinals their only tally.

SAINTS TAKE A LISTLESS GAME FROM DAYTONA

DAYTONA, Aug. 16.—The Saints won the last game of the three-game series from the Islanders here yesterday. The game was devoid of features. In the eighth Craig blew up and was yanked in favor of Ollinger, after two runs had been scored. While giving up several more hits than the opposing hurlers, Cusack pitched a pretty game.

Kathleen Congratulates Helen



After the match at Forest Hills, N. Y., Kathleen McKane (right), English champ, congratulates Helen Wills on her remarkable game. The California girl defeated Miss McKane 6-2, 7-5, surprising the gallery by her great victory in straight sets.

Browns Win From The Yankees; Ruth Hits Number Thirty

ST. LOUIS, Aug. 16.—Ranning up a lead in the third inning that New York was unable to overcome, St. Louis won yesterday's game, 5 to 3. All the visitors' scores were made on home runs. Ruth got his thirtieth of the season in the eighth inning, driving Witt, who had doubled across the plate. The four-bagger gave Ruth the major league home run leadership. In the ninth Ward clouted a circuit.

CLEVELAND, Aug. 16.—Effective drive by relief pitchers Ferguson and Ehmske in the 7th and 8th innings yesterday allowed Boston to defeat Cleveland, 8 to 6. Manager Speaker, of Cleveland, had a perfect day at bat with two singles, two doubles and a home run. Brower also hit a home run.

DETROIT, Aug. 16.—Although out-hit 10 to 6, the Tigers made their blows count yesterday and took the second game of the series from Philadelphia, 7 to 5. One of the Detroit hits that counted was a homer by Veach with two on bases.

CHICAGO, Aug. 16.—Washington and Chicago divided a double header yesterday, the visitors taking the first game, 5 to 1 and the White Sox the second, 4 to 3.

PRINCESS NEWS

A big double bill tonight.

You'll get your money's worth and then some.

Charlie Chaplin in one of his million dollar comedies and one of the best ever made, "Easy Street."

If you want a good laugh be sure and go to the Princess tonight.

Also Rubye De Remer in "Luxury" a real honest-to-goodness human-being story that will thrust you thru a gamut of thrills and will have you gasping, sighing and laughing all in one breath.

Added attraction on Friday. International News only one day old.

And the price for this big double bill is only 10 and 20 cents.

Tonight everyone in Sanford with their last name beginning with an "N" will be admitted free of charge.

And don't forget this same program will be put on again tomorrow night at the Princess for the same price, 10 and 20 cents.

Saturday—William S. Hart, the star that you never grow tired of seeing, in "The Three Word Brand".

Don't forget Saturday's pictures start at 7 and other days at 7:30 and a matinee every day at 3 o'clock.

The Daily Herald, 15c per week.

TRAIN SCHEDULE CORRECTED MAY 1, 1923

Table with columns: South Bound, Northbound, Tribby Branch, Leesburg Branch, Oviedo Branch. Rows show train numbers, arrival, and departure times.

MILANE NEWS

It was killin' wasn't it?

And just think, we'll hav a chance to see it again tonight!

Harold Lloyd in "Safety Last" kept everyone out of their seats during nearly the entire program.

And tonight Harold will be seen for the last time in "Safety Last."

Everyone who did not see him last night had better see him tonight.

Oil up your rusty laugh glands first! Massage your smile muscles. Loosen up your clothes! Here comes the bombshell of mirth!

Remember the first show starts promptly at 7:30. Be sure and get there on time so as to get a good seat!

You're going to explode with safety laughs when you see "Safety Last."

Tonight's patrons are going to have a double treat as Lupino Lane will be seen in "The Reporter" and Pathe News.



Charlie Chaplin "Easy Street"

At the Princess Tonight and Tomorrow

And tomorrow and Saturday—the best of them all—"Down to Sea in Ships."

Just think, a 90 ton whale is caught for this picture.

But come and see Harold Lloyd tonight, as you won't see him again until Monday night when he will be seen in "Captain Rid's Kids."

Monday's feature will be "Broken Chains." Special matinee Mondays, Wednesdays and Saturdays.

SUFFERED WITH BACK, RECOVERED

"I had a long spell of Typhoid Fever which played havoc with my kidneys and I suffered a good deal with my back, lower abdomen and bladder. I went on in this condition until I used Foley Kidney Pills. I have never been bothered with my kidneys since," writes Mrs. W. T. Clary, White Plains, Va. For quick relief from backache, dull headache, rheumatic pains and kidney and bladder trouble use Foley Kidney Pills. Sold everywhere.—Adv.

Aerial service for passengers is in operation between Mexico City and Tampico.

Ruby De Remer Will Be Star in "Luxury" at Princess Tonight

Tonight and tomorrow the Princess Theatre will present for the first time in this city the latest starring vehicle of the celebrated American beauty, Rubye De Remer, the title of which is "Luxury."

This is the second picture Miss De Remer has made since her selection by Paul Hefeu, the famous French artist as the most beautiful woman in America. Both of these pictures were made especially for the Arrow Film Corporation and in this, the second one to be released, Miss De Remer is said to have the finest vehicle of her career.

An item of unusual interest, the announcement from the Princess Theatre states, is the remarkable gowns worn by Miss De Remer in this production. This is said to be one of the most elaborately produced pictures seen in some time and those who saw Rubye De Remer in her preceding picture, "The Way Women Love" can look forward to an even finer production.

Daily Herald on sale at Joe's Smoke House, Mobley's Drug Store and Hunt's Pharmacy.

Auction Sale! ALL THE FARMING TOOLS AND STOCK OF THE LATE J. E. PACE WILL BE SOLD TO THE HIGHEST BIDDER AT AUCTION ON SATURDAY August 18th AT 9:00 A. M. CONSISTING OF MULES, WAGONS, TRACTOR, PLOWS, HAY, CORN, ETC. SALE WILL BE FOR CASH OR SIX MONTHS CREDIT ON APPROVED SECURITY, AT THE OLD PACE HOME MRS. MATTIE G. PACE, Executrix C. M. HAND, Auctioneer

F R E E F O R D C A R DO YOU REALIZE THERE IS ONLY 175 PERSONS WITH CHANCES ON Ford Touring TO BE Given Away Free! ON Saturday, Aug. 18th at 4 P. M. DO YOU CALL THIS A GOOD CHANCE? ENROLL IN The Ford Weekly Purchase Plan Today and get your chance. You may be lucky. EDWARD HIGGINS AUTHORIZED FORD DEALER.

