

YOUR NEWSPAPER
Published in Florida's Heart,
The World's Greatest Vegetable
Spot and Richest Garden Land.

The Sanford Herald

THE WEATHER
Generally fair tonight
and Friday

AN INDEPENDENT DAILY NEWSPAPER

SANFORD FLORIDA, THURSDAY, MAY 17, 1928

Member Audit Bureau Of Circulations

NUMBER

POWER TRUSTS TEND \$14,000 CAROLINAS

Power Is Expended Annually in Spreading Propaganda, States Director Of Bureau

Professors Hired To Help In Work
Boney Denies That He Attempts To Influence Press Opinion

TRADE OFFICIAL BACKS PLAN OF GROUP BUSINESS

Federal Commissioner Tells Audience That Views Upon Anti-Trust Laws Are Being Changed For Economic Good

NEW ORLEANS, May 17.—(INS)—Trade organizations were defended by Federal Trade Commissioner Abraham F. Myers today in a speech before the Interstate Cottonseed Crushers Association, in which he defined the relationship of the Sherman Anti-Trust Act to court decisions affecting trade practices.

Dutchman Claims He Has Ability To Forecast Quakes

AMSTERDAM, May 17.—(INS)—A claim to be able to forecast earthquakes and other subterranean happenings was advanced today by C. Van Schek Brill, 60-year-old Dutch "diviner" of Haarlem, near Amsterdam. Van Schek Brill claims to be a rival of Prof. Benardini, of Faenza Observatory, the eminent Italian forecaster of earthquakes.

AGED MAN IS KNOCKED DOWN BY AUTOMOBILE

An aged man named Ehrenberger was slightly injured this morning when he was struck by a car driven by M. G. Lewis of the Herald as he was crossing Palm to Avenue between Third and Fourth Streets. He was thrown into the pavement and received a bruise in his forehead and a bruised elbow.

WASHINGTON, May 17.—(INS)—Application of the Seaboard Air Line to acquire the South Georgia Railroad by purchase of its capital stock and by lease was denied today by the Interstate Commerce Commission.

3 Marines Hop Off For Managua Trip

MIAMI, Fla., May 17.—(INS)—The tri-motored Fokker airplane, manned by three members of the marine corps, Lieut. H. D. Palmer, Lieut. N. R. Hughes and radio officer Du-gald Steele, hopped off from Hialeah Field here at dawn today on their 1,100 mile journey over water to Managua, Nicaragua. Weather conditions seemed ideal, according to reports issued by the Tropical Radio Telegraph Company.

70TH CONGRESS WILL END FIRST TERM ON 26TH

Final Date Has Been Chosen By Administration Leaders When A Leisurely Trek Will Begin Towards Conventions

Tax Bill May Delay Adjournment Date

WASHINGTON, May 17.—(INS)—The Seventieth Congress will close its first session May 26 and begin a leisurely trek to the nationally approved by administration leaders.

Denies Application

CROSS CITY—Work progressing rapidly on new school building for Dixie County.

Poor Youth Takes Steps To Get Share Of Sizable Estate Of Unknown Father

BOSTON, May 17.—(INS)—Seeking the \$5,000,000 fortune of an unknown father, Bruce Thorborn today took the first step from a thirty-five cent a night room to the heights of riches. Thorborn claims to be the son of the late James D. I. Thorborn of Perth, Australia, and through counsel has given notice of his claim to the American and Australian authorities.

HEFLIN CHARGES SMITH HAS SPENT HUGE DRIVE FUND

Alabama Senator Declares All Has Expended Over Ten Millions To Obtain Presidency For Roman Catholic Machine

WASHINGTON, May 17.—(INS)—The organization behind Governor Alfred E. Smith of New York has spent \$10,000,000 since 1924 in an effort to win the Democratic presidential nomination, Senator Heflin (D) of Alabama charged on the floor of the Senate this afternoon.

Class Exercises Of Lake Mary School Held On Wednesday

Commencement exercises for the graduating class of the Lake Mary School were held last night in the school auditorium with John D. Jenkins, county tax collector, making the benediction, by the Rev. W. Lawson, superintendent of public instruction, awarded the diplomas.

Prince, Lady Friend Arrive In Brussels

BRUSSELS, May 17.—(INS)—Prince Carol and Mme. Lupat were in selection at the Palace Hotel today. The Prince declined to see reporters or issue any statement. His secretary explained that interviews would be granted to the press by the Prince while he remained here as he did not wish to endanger in any way the hospitality extended him by the Belgian Government.

SCIENTISTS TO SEEK SOLUTION FOR FARMERS

Politicians Having Failed To Find Aid For Agricultural Problem, Chemistry Institute Will Make Research To Produce Facts On Whole Situation

WITHDRAWAL OF CALL LOAN FUNDS RETARDS MARKET

NEW YORK, May 17.—(INS)—Heavy withdrawals of funds from the call loan market by the New York banks, and the fear of an increase in the rediscount rate of the reserve bank after the close of the market today cut short the rally that was in progress in stocks which figures most prominently in yesterday's closing market.

Two Young Bandits Hold Up Soft Drink Parlor In Chicago

CHICAGO, May 17.—(INS)—Two youthful bandits were holding up a "soft drink" parlor early today when William Watson, 17-year-old son of the proprietor, walked in.

Chinese Armies Of Nationalists Near Peking For Attack

LONDON, May 17.—(INS)—Chinese Nationalist (Southern) troops are approaching Peking, according to advices from Shanghai today. Foreign troops (including American) are guarding the foreign embassies. This is the ordinary guard, which has not been strengthened since the actual advance upon the city began. The bulk of the foreign troops are held at Tsin-Tsin.

Member Of Du Pont Family Dies Today

WILMINGTON, Del., May 17.—(INS)—Phillip F. Du Pont, 49, died in the Delaware Hospital this afternoon. He was a cousin of Pierre F. Du Pont, chairman of General Motors Corporation and Senator Coleman D. Du Pont, prominent in financial and industrial circles. Du Pont is survived by his widow and two daughters. He lived at Fairville, Pa., but was brought to the hospital here where he was operated on for gallstones.

HOUSE FACES STIFF BATTLE ON FENN BILL

Even States Claim Rightful Representation In Congress Long Time Refused

CHURCH COUNCIL FINDS BISHOP OF DENMARK GUILTY

Five Other Bishops Having Arrived At Statutory Age Limited It Were Retired By the Synod At Kansas City Today

KANSAS CITY, Mo., May 17.—(INS)—Bishop East of Copenhagen Denmark, was found guilty of imprudent and unministerial conduct before the Methodist General conference today. He was suspended permanently from the exercise of the office of Bishop.

Jim Reed Protests His Selection For Probing Elections

WASHINGTON, May 17.—(INS)—Senator James A. Reed, now a candidate for the Democratic presidential nomination, today was voicing an earnest protest against the Senate's action in ordering him to conduct an investigation of the New Jersey republican senatorial election.

South Carolina's 18 Delegates To Work For Dry Candidate

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Sanford Drops Both Games Of Double-Bill To Colts; To Try There Again Today

ORLANDO, May 16. (Special)—"Red" Sweeney, late of the Cincinnati Reds, returned to Orlando yesterday and beat Sanford's Celery Feds twice in the same afternoon, the first time, 2 to 0, and the second time, 5 to 2.

Hymel did double service for the Feds but wasn't as successful as Sweeney. He had a right to a win in the second when he gave only six hits to "Reds" seven.

The same old trouble pursued the Feds yesterday that has haunted them for more than a week and lost them eight games.

Today another game for the Feds is scheduled in Orlando.

Scoreboard for Sanford vs. Celery Feds. Sanford: Frisbie, 2b; Toppino, ss; Barnes, 1b; Hymel, cf; Culbreth, 3b; Epperson, lf; Warren, cf; Robertson, c; Hymel, p. Celery Feds: Viaw, ss; Abrams, 1b; Kirby, lf; Lehmann, 3b; Edmondson, cf; Trotter, 2b; Wells, c; Sweeney, p.

the automat, or something and it was the sport of the thing and not the money that counted. Anyhow, that would seem to be the way to bet this one—even money provided you give me Mandell.

That eight to five earlier in the week was a mild form of dementia. The seven to five prevailing today proved a turn for the better, although not quite a symptom of impending convalescence.

It may or may not be important that those who like Mandell so well are about the same worthies who said Sid Terris was a push-over against McLarnin.

Scoreboard for Sanford vs. Celery Feds (continued). Includes totals and box score for first game.

English Girl Wins From Miss Collett In British Tourney

HUNGSTANTON, Eng., May 16.—(INS)—Glenna Collett, chief hope of America to capture the British Women's Golf Championship, was eliminated from the tournament today, in a half gale of wind and rain, 3 and 2, by Miss Mabel Wragg, of England.

Miss Collett was one of the first to congratulate her conqueror, Miss Wragg, while receiving the cheers of a large gallery, as she was immediately rated as a possible British champion and it appeared highly probable that this year's championship would remain in the British Isles.

Another American contender was eliminated when Miss Elizabeth Curtis of Clinton, Iowa, was defeated six and five by Miss Joy Tom of Abergburgh England.

Loughran Prepares To Meet Joe Sekyra. NEW YORK, May 16.—(INS)—Tommy Loughran, en route today to Louisville for a bout with Joe Sekyra on the night before the Kentucky Derby, could not be reached today for a statement as to whether he would obey the New York Boxing Commission's order to defend his lightweight weight title three in a fortnight.

Louvre Museum To Have Identity Tags On Art Treasures

PARIS, May 15.—In the near future every painting and work of art in the Louvre Museum will have a set of identity papers as complete and as carefully checked as those of any stranger who makes a short stay within the gates of the capital.

The new plan makes substitution and fraud practically impossible. A special laboratory has been set up in the museum itself where the complicated task of sifting the real old masters from the spurious ones is going on.

Magnetic Probe Developed in Factory Is Boon to Physicians. Dr. E. M. Kelly of the Western Electric Company's medical staff demonstrating the new magnetic pencil. Insert shows a close-up of the tool.

FINN PARADE CATERPILLAR

Caterpillars which follow one another, blindly have been found in the South of France. They are called "pine processionary" and immediately one move toward a new feeding ground the rest follow each laing a silken trail to guide those in the rear.

DAYS OF '49 WILL BE BROUGHT BACK AGAIN THIS YEAR

By ESTO BROUGHTON International News Service Special Correspondent. COLOMA, Cal., May 16.—Wecpah, Nevada's gold flash in the past, panned out like "fools' gold," the mica which trickles through light fingers.

Masons To Celebrate Diamond Jubilee In California Near Place Where Gold Discovery Started Thousands For West. They will but play at it, for Hollywood movie company will stage the "wild west" resurrection of "old times" it is rumored, and Jess Whitehead, the playwright will compose the pageant of the days of '49.

GAS IS BAT KILLER

Rats, to pesth of many parts of Europe are to be fought with poison gas. A Dane has invented a projector which fires cartridges in to the haunts infested by the rat.

FLIES 18,000 MILES AMONTH. Pierre Robin, a French commercial airway pilot, is flying 18,000 miles a month, and thinks nothing of it.

SPIDER KILLS MAN. Bitten on the leg by a poisonous red-backed spider while on his vacation, A. E. Cresswell, senior analyst of the Health Department of Australia, died from blood poisoning recently at his home at Melbourne.

Sammy Mandell Favored To Win Boxing Meet With McLarnin At Polo Grounds

NEW YORK, May 16.—(INS)—Somewhere in the same ward with the third baseman who thought Babe Ruth was going to hunt should be carefully confined the gent who thought Sammy Mandell was worth eight dollars against Jimmy McLarnin's five for the lightweight championship meeting at the Polo Grounds tomorrow night.

Both are taken for granted and on faith, that being the only thing to do in a case like this—take them. They must be wrong or they wouldn't even claim they did it.

However, it is not the writer's wish to suggest that Mandell is due to blow this one. The claim that Samuel will cakewalk to the decisive loss, has been so persistent I am almost convinced that he will.

The idea in this transaction is that those who figured in it were a couple of big coffee men from

Finish 22,000,000th Telephone— And Still They Turn Them Out!



Out to Chicago not long ago the Western Electric Company's Hawthorne Works produced its 22,000,000th telephone instrument. A little more than half a century ago Alexander Graham Bell made the first one, over which he transmitted the first complete spoken sentence on March 10, 1876.

FISHING CONTEST

Contest Opens May 16 Closes Nov. 1

- RULES: 1. Must be fresh water trout caught in fresh water. 2. Must be caught by resident of Seminole County. 3. Must be caught on casting rod, reel and plug. 4. Must be registered by us at our store and on our scales. 5. Make of rod, reel plug and place caught must be registered with us.

- PRIZES: 1st. Prize—Pfeuger Supreme Reel. 2nd. Prize—Shakespeare Marhoff reel. 3rd. Prize—Heddon, 3 ft. Casting Rod. 4th. Prize—Tackle Box. 5th. Prize—50 yards Non Pareil Line.

See Our Window For This Week's Special Hill Hardware Co.

UNION PHARMACY SPECIALS FOR THURSDAY & FRIDAY. Tube Palmolive Shaving Cream, 21 Kt. Special 70c. Gold Plate Gillette Razor complete with blade; package Gillette blades. All for 70c. 9 Cakes Jergins 15c Soap. 1 Cake Woodbury's Soap free \$1.00. Bottle Williams Aqua Velva shaving lotion Free with each tube of Williams Shaving Cream. 35c. One Gallon Aladdin Jug, just the thing for your fishing trip \$1.68. Johnson & Johnson Baby Castile Soap 20c. Narcisse Bath Powder 89c. Milk of Magnesia, 50c size 38c. 1 50c Bottle Shaving Lotion Special. 1 50c Package Blades \$1.00. \$1.00 Shaving Brush Free \$1.00. With Each \$1.00 Box Face Powder we will give one 50c Bottle Brilliantine Free. With Each 75c-Box of Face Powder we will give one Bottle Brilliantine Free. Tooth Brush FREE. Tooth Paste FREE. With each 50c tube of tooth paste we will give a 50c tooth brush FREE. With each 50c tooth brush we will give one 50c tube of tooth paste FREE. 111 E. First St. We Deliver

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Sanford Herald
Editor
HOWARD BROWN
Manager
EARLE B. JONES

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twelve thousand copies daily cover-
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lists in order to verify absolutely
all claims as well as
to report business methods.

THURSDAY, MAY 17.
BIBLE VERSE FOR TODAY

FRUITS IN SEASON—The
wicked worketh a deceitful work,
but to him that soweth righteous-
ness shall be a sure reward.—
Prov. 11:18

PRAYER—Let us never forget,
Lord, that whatsoever a man sow-
eth, that shall he also reap.

Clothes may not make the man
but they can break him.

The Apopka Chief says, "You
have only one vote to cast in the
primary. For goodness sake don't
make a mess of it."

We already have two Repub-
lican parties in Florida, and if
Catts is nominated there are like-
ly to be two Democratic parties.

Catts and Carson spoke in Tam-
pa on the same night recently
but not from the same platform.
Catts knows Carson has the goods
on him.

It is rumored that Catts is
coming back to Sanford. We hope
every citizen turns out to hear
him because we know then that
no one will vote for him.

The German Trans-Atlantic Fli-
ers were recently entertained
most royally on a visit to Chicago.
Nobody but a trans-Atlantic flier
would dare to visit Chicago.

Isn't it funny that neither Joe
Sears or Park Trammell will come
to Sanford? One would think they
are afraid the St. Johns River will
overflow its banks and drown
them.

A "canned" editorial going the
rounds of the state press asks the
question, "Have you made your
will?" No we haven't. And there
is just one first class reason why
we haven't.

We saw a very splendid ad in
the Tallahassee Democrat the
other day extolling the virtues
of Sidney J. Catts. The only
trouble with it was there wasn't
a word of truth in it.

Former governor Catts says if
he is elected he will cut the gov-
ernor's salary from ten thousand
to six thousand. Why not cut it
out altogether, Sid? You'll get
all you want through graft.

Fellow on the street said the
other day that Hagan was the
best man running for the legis-
lature from Group 2, and then
another fellow said, "Well, isn't
he the only man running?"

An ancient Turk, said to be 155
years old, is about to leave his
native city and begin a tour of
the United States. In this way he
hopes to make enough money to
support himself for the rest of
his life.

Tampa cops recently ordered a
couple of girls off the streets be-
cause they wore no stockings.
Personally we think the custom an
excellent one. Certainly in summer
it is more comfortable to be with-
out stockings than with them,
and no more offensive.

The Senate Campaign Funds
committee has discovered a week-
ly operated in Washington at a
cost of five hundred dollars every
time it comes out, for the express
purpose of preventing Hoover's
nomination. Isn't it funny how
all political organs lose money?

We heard Dr. Puleston over
the radio the other night telling
of his experiences in the jungles
of Africa where he narrowly es-
caped death a number of times
while hunting lions and other
dangerous animals. We are speak-
ing of course of Dr. Fred Pule-
ston, the retired African explor-
er.

A new visitor to our exchange
table has just put in its appear-
ance. It is the Sanford Herald,
published in the thriving city of
Sanford, Maine. Several years ago
we had the pleasure of visit-
ing in the Maine city and found
it quite like our own in more re-
spects than just in newspapers.
It is a beautiful place and its
citizens are wide-awake and pro-
gressive.

The Doctor Hath A Way All Right

The present gubernatorial campaign is undoubtedly the most humorous that has ever been waged in this state. If there is any truth in the old saying, "Laugh and grow fat," many of us will be ready for the side show by June 5. If the whole race could be dramatized, with Catts and his entourage singing to the people of the state from one end to the other with Carlton and Hathaway in the big tent charging and counter-charging, with Carson chasing up and down the back fences hanging on to the Catts' tail, and serious-minded Senator Taylor making the rest all the funnier by his own stoical demeanor, it would be a side-splitting comedy.

Now comes the staid old Times-Union, that flawless exponent of pure journalism, and announces the campaign expenditures of the various candidates, including its own favorite, Dr. Fons Hathaway. The Times-Union says that Senator Taylor has thus far spent \$6,942.61 in the interest of his candidacy. Sidney J. Catts has spent \$7,917.48. Jim Carson's expenses have amounted to \$10,896.35. Doyle Carlton has disbursed some \$12,258.07. And Fons Hathaway, that poor, broken down, bankrupt Chairman of the State Road Department, has been able to spend in the furtherance of his candidacy only \$6,674.07.

We have no doubt that the Times-Union, and perhaps others of the pro-Hathaway papers, will promptly break forth in a great Hathaway lament that the man most ably qualified, most pleasing in personality, most captivating in oratorical powers, most blest in mental capacity, should be so cramped by the inadequacy of his campaign funds. We expect to hear a great wail go up that the man who is riding in the machine, who has let the contracts for the roads he is riding on, who has spent some forty-million dollars of the people's money in the past three years, should be compelled by poverty to spend on his campaign almost exactly half as much as another candidate in the race.

But the editors of the other newspapers throughout the state, and probably even the editor of the Times-Union, will all laugh up their sleeves when they read this report of campaign expenditures. We all know that Dr. Hathaway has spent on his campaign from three to five times as much as any other candidate in the race. We have heard his campaign fund estimated, by those who at least pretend to know, at a quarter of a million dollars. And the very least we have heard anyone, even his own friends, say Hathaway would spend, is a hundred thousand dollars.

We do not know, of course, how much Dr. Hathaway is paying Senator Waybright, Judge Darlington, or Dr. MacKenzie for their services in stumping the state for him. But it is only reasonable to assume, in times like these when everyone is more or less hard up and needs all his time to make a bare living, that they are not working for nothing. We have heard it said that Senator Waybright is getting five thousand dollars, and we think that, in view of the Senator's forensic abilities, a very reasonable "fee."

But while we cannot figure with any degree of exactness what Dr. Hathaway's expenses are for traveling, postage, office supplies, stenographers, cuts and electrotypes, circulars, posters, his retinue of advance men, publicity writers, servants and what-not that travel with him, and his coterie of orators, we can ascertain to some extent what he has paid for advertising. This item Dr. Hathaway has listed among his expenses at \$1,324.60.

There are forty-one daily newspapers, and slightly more than one hundred weeklies in Florida. All the dailies and most of the weeklies come to our exchange table, and it has been our pleasure during the past few months to read these papers rather carefully. We have not been one of Hathaway's most ardent supporters, but even so we have received our share of his advertising. And, quite naturally, we have not received more than our share. We would say that we have been given about an average amount. And for this we are most grateful, and we hope that nothing will shake Dr. Hathaway's belief in the power of advertising. He has reached the people of this county through the columns of The Herald as he could in no other way.

But that advertising has cost him money. He has spent with us since the campaign began about two months ago no less than \$366.80. We believe he has spent on the average an equal amount with every other daily newspaper in Florida. With some he has spent considerably more; with some, perhaps less. But say we take \$366.80 for the average. With forty-one newspapers to do business with, that makes \$15,006.00. Then suppose he spends one seventh of this amount with the weeklies, there's another \$2,143.71. Add the dailies and weeklies together, and you get \$17,149.71, just \$2,149.71 more than the legal limit for all his expenses put together.

Of course it is easy to say that Dr. Hathaway has been particularly nice to The Herald, has spent three or four or ten times as much with us as he has with any of the other newspapers. And he will say that the advertising in The Herald and in all the other newspapers in the state was paid for by "The Seminole County Friends of Dr. Hathaway." And we'll deny it. It doesn't make any difference to us where his money comes from. We've heard it said that the genial Doctor Hathaway, and we are sure he has. Perhaps he learned how to prepare expense reports while running the road department. If what Doyle Carlton says is true, it certainly looks like it.

Changing Policies

The cost of producing an acre of tomatoes in Florida is reported to be \$250. Under cheap labor conditions, as exist in Mexico, it costs \$90 to produce a similar acre. Realizing that Florida Growers cannot hope to compete with the Republic on the south of us, the state Chamber of Commerce has asked Florida candidates for Congress to sign a pledge to work for United States tariffs on tomatoes. This action is only one of the symptoms which indicate that traditionally Democratic Florida is becoming more enamored to principles closely allied to Republicans.

Some people remember the days when pineapple raising was an important item in the economic life of the East Coast. They also remember that due to the lack of a protective tariff, the Cuban product was allowed to enter the United States and to strangle an enterprise that bid well, by itself alone, to make Florida one of the richest states in the Union. From the city of Tampa come frequent rumblings that the cigar makers there are having a hard time to compete with the more cheaply made Cuban brands. If by any chance there is any one attempting to get rich on bananas, we suspect they too are finding the competition keener than is healthy.

Florida's location in a sub-tropical zone, which places most of its agricultural pursuits in competition with the West Indies and Central America, makes it necessary for a protective duty if it expects to stay in the race with those countries where labor is so much cheaper. In the event that rubber and sugar cane products are ever exploited to any great extent in the rich soil of the Everglades, the necessity for a tariff will be even more strongly felt. It cannot be emphasized too strongly that the economic demands of a people will determine its political character.

MIAMI SWINGS TO CARLTON

The mighty tide of sentiment for Doyle E. Carlton for governor that ebbed and flowed in Bayfront park Tuesday night, culminating in a spontaneous acclaim that swept hundreds to the rostrum "to shake hands with Florida's next governor," can have but one meaning—Doyle Carlton has won Dade county and its citizens have taken him to their hearts.

No political rally of the present campaign in Miami has witnessed such a demonstration as followed Mr. Carlton's plea for honesty and economy in government and the destruction of machine politics. The reception accorded his remarks demonstrates only too clearly that so far as Miami and Dade county are prepared and determined to go to the polls June 5, and scrap the Tallahassee machine beyond even the magic repair of Boss Hathaway's equipment division at Gainesville. Too bad the invisible audience over the state that listened in

will favor for governor. The demonstration in Miami was but a high mark, so to speak, in the tide that, slowly but surely, has been gaining momentum in the heels of Mr. Carlton's triumphant speaking tour of the state. More spontaneous and fervent perhaps, it was but characteristic of scenes that have attended his speaking engagements elsewhere. The Carlton tide set in weeks ago. Tuesday night it grew to a tremendous wave of sentiment that swept the claims of other candidates into the limbo of forgotten hopes.

By sticking together and electing a friend, the farmer may be able to get about three more free bulletins.—Buffalo News.

Elton J. Moughton
Architect
First Nat'l Bank Bldg.
Sanford, Fla.

Loch Arbor
The place to build your home
De Forest Sanford Realty Co.

Time For Preparation Needed

Those having property, big or little, any where in Seminole County for sale please notify me early by letter, simply stating the fact, and giving the number of your separate pieces. A form for boundary description and for display features will then be mailed to you that your listings (without ownership shown unless you so desire) may appear on October Publicity Sheets. Will need some time to get all phases of a quick, practicable system in presentable shape. Farmers,—please don't forget to write, those "Croy Precriptions" and be sure to sign your name to them. Such a treatise will be a small matter to you but a "Great Gift" to Our County's New Citizens. With you for Seminole until that name becomes a synonym for Wholesome Prosperity.
H. A. Speir Sanford Florida

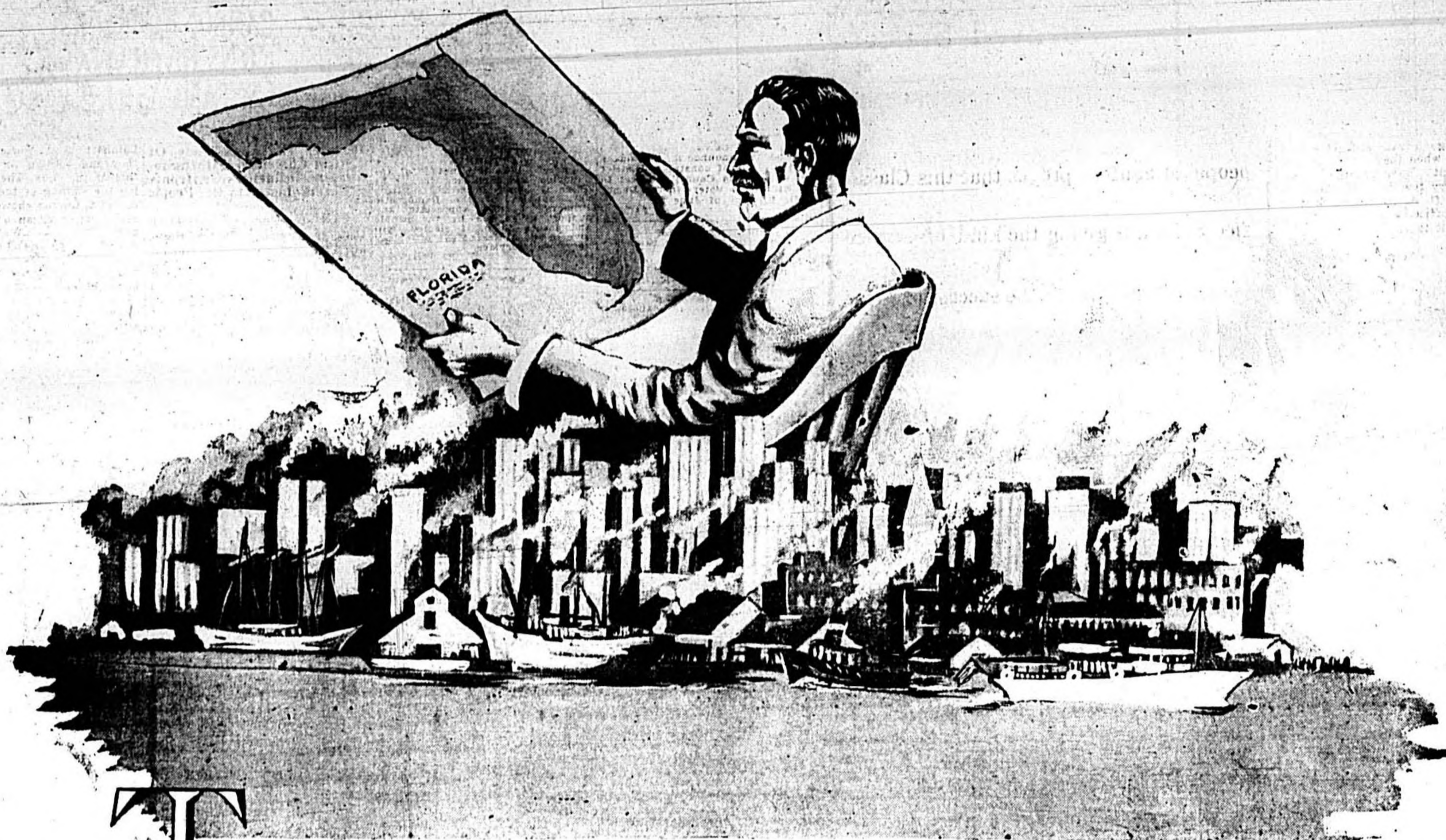
Increase Sales FASTER

Women read this paper. Practically all of the buying for the home is done by women. When your message reaches women, it reaches the buying power of the home. Sow your advertising seed in fertile ground... reach the vast buying power... get your message "across" by reaching the women readers of The Herald. Our service department will help your advertising plans. Call on us to help you increase sales faster

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The Sanford Herald

THE DESIRES OF THE PEOPLE ALONE WILL MAKE THEM PROSPEROUS.



The longest sea-coast of all the states

LIKE a giant thumb pointing southward into tropical seas Florida grasps the Gulf of Mexico and holds it secure—the American Mediterranean—against the Atlantic. Beginning at Fernandina on the east and Pensacola on the west, its vast sea-coast swings away from the mainland in two sweeping lines to drip off at last in a shower of islands—the Florida Keys.

Look at a map of Florida! Even a casual study of the state's geographic position and topographical advantages reveals an inevitable future development as one of the nation's most important sections. Its proximity to the vast untouched wealth of South and Central America and to the Panama Canal gives it a dominating position relative to the commerce of the world. One great economic factor in the future industrial expansion of the Americas challenges the thinker. Florida has a longer seacoast than any other state. Here within the bounds of a single commonwealth we have 1100 miles of ocean front—six flourishing ports that already stand high among the South's greatest—and numerous other deep water harbors that only await the state's further industrial development to prove their worth to world trade.

With their resources as yet barely touched the waters that wash the shores of Florida yield each year \$20,000,000 worth of sea food alone. The largest sponge fisheries in the world are at Tarpon Springs. Along

THIS ADVERTISEMENT

is one of a series on the
Future of Florida that will
be published by

THIS NEWSPAPER

The advertisements will be prepared by Believers in
Jacksonville, Inc., and will appear regularly in
twenty-five Florida newspapers.

this majestic shoreline, and within its bounds, tens and hundreds of thousands of people from all the world find each year in the gleam of sunshine and water a mystic fountain of youth and health.

Fanned by the bracing, iodine-containing, salt-laden breezes from the sea, almost every part of the state is within close proximity to some section of the winding coast line. Bathing and driving beaches, and ocean fishing, boating and other seashore sports here, are not equaled elsewhere in the world. Around the rim of Florida are delightful scenic boulevards that skirt the sea and beckon the motorist from everywhere. The blue lakes and leisurely rivers and streams are havens of scenic beauty and interest and attract each year a majority of the finest pleasure craft afloat.

Florida's great sea-front makes the state a better place to live. It attracts visitors from all the world, and a great proportion of the present population of the state first came here merely to visit. The resources and natural advantages of the state's coast line for commerce and industry are factors of tremendous worth to the state's future. Florida's great seacoast represents only one of many reasons why people everywhere are fast becoming convinced that Florida's future is as sound and as promising as the future of America itself. It only remains for us to envision the future and look towards the morrow with an attitude and a spirit that will speed its coming.

