

When the Campaign Workers Celebrated Victory



The above photograph shows more than 200 business men who joined hands last week in making the Chamber of Commerce campaign a huge success. On their first day they raised \$35,000 and on the second day they boosted the total \$2,000 over their goal. On the third day the figure went up to approximately \$70,000 and on the closing day it mounted to \$107,000, a world's record.

Florida's Newspapers And Magazines Responsible For Growth Of State, Says King

GAINESVILLE, Aug. 14.—No agency deserves more credit for the remarkable growth of Florida during recent years than do the newspapers and magazines of the state, declared C. J. King, advertising editor of the agricultural department, in an address Wednesday before the Home Demonstration department at Farmers' and Fruit Growers' Week.

found that the editors are bent upon the one idea of driving home to their readers the outstanding thought that—"Florida is the best state in the union."

Elderly Germans Vent Feelings On Government Body

BERLIN, Aug. 14.—The Reichstag recently was treated to a true interpretation of public sentiment, at least the sentiment of part of the public, when 200 elderly men and women demanded salvage of their savings wrecked by the inflation of the mark.

Business Conditions For July Show Improvement Over Previous Month

TALLAHASSEE, Aug. 14.—Early reports to the United States Department of Commerce on business conditions in July showed increases over June in the construction of sea-going vessels, the shipment of iron ore through the upper lake ports, deliveries of silk to American mills, interest rates on call and time money in New York, custom receipts, and the issuance of new securities by corporations.

What the World Is Doing As Seen by Popular Mechanics Magazine

Hobby-Horse Chair on Springs Kept Cromwell in Training

One of the reasons for Oliver Cromwell's fame is the fact that he successfully developed the cavalry unit of his army to a high degree of efficiency, demonstrating the value of horses in many battles.



Radio Control on Railways to Start and Run Trains

A radio system capable of operating railway trains, throwing switches, and providing means of communication with passengers, all from a central point, has been described by G. T. Allen, of the Westinghouse Electric and Manufacturing Company.

Making Giants Out of Mice and Men

Rats as large as raccoons and guinea pigs as big as badgers are possibilities as a result of a discovery by a scientist at the University of California, while its application to cattle, sheep and hogs, as well as to geese, ducks and chickens, would result in such an increase in size and rapidity of growth that one-half the live stock now produced would furnish the same quantities of foodstuffs as those raised today.

Making Crystals at Home

Good crystals can be made at home. Crystal set users are always anxious to try new crystals, and many of these now on the market are not as good as they should be.

Many Prisoners At Raiford Farm Get Dental Attention

TALLAHASSEE, Aug. 14.—Of the 608 prisoners now at the state farm at Raiford 168 have received dental treatment at the expense of the state since July 1, and three weeks more are required to complete the work.

Wages Of Motion Picture Directors Extremely Varied

HOLLYWOOD, Cal., Aug. 14.—An explanation of the wide variance in the weekly salaries of motion picture directors was given here at a meeting of film executives.

Renew Your Health by Purification

Any physician will tell you that "Perfect Purification of the System is Nature's foundation of Perfect Health." Why not rid yourself of chronic ailments that are undermining your vitality?

Florida Real Estate Wanted

For Our 100 Brokers to SELL

The Florida Real Estate Exchange can get you top prices for your Florida property without delay.

Allen & Brent

Real Estate Auction Sales - Let us sell your property

AT AUCTION

We are permanently located in Sanford

OUR SALES FORCE are EXPERTS

We guarantee Satisfaction.

If you have Property you want sold—List it with us and kiss it good-bye.

Florida Re-Sale Exchange

East Flagler Street, Miami, Florida.

Standard Coastwise Passenger and Fast

Modern all-berth steamers. Wide range of passenger accommodations.

NEW YORK

Standard Coastwise Passenger and Fast

Modern all-berth steamers. Wide range of passenger accommodations.

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Trend Of American Prison Reform Is Outlined By Dr. A.W. Butler Of Indianapolis

LONDON, Aug. 14.—The trend in American prison reform is toward individual attention for wrongdoers in courts and prisons, Dr. Amos W. Butler of Indianapolis, Ind., declares in a paper prepared for the International Prison Congress, in session here Aug. 3-10.

Everglades Limited

128 Feet Fronting on Celery Avenue adjoining corner on Celery Avenue. If taken quickly chased at \$75.00 a front foot on easy terms.

Advertisement for Everglades Limited, featuring a large illustration of a palm tree and text describing real estate opportunities.

Advertisement for Atlantic Coast Line, featuring a large illustration of a steamship and a detailed schedule of routes and fares.

Advertisement for Allen & Brent, a real estate auctioneer, with contact information and a list of services.

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WILLIAM L. SMITH, Editor. HOWARD BRIGGS, Manager. 111 Magnolia Avenue Phone 408

SUBSCRIPTION RATES: One Year—\$7.00 Six Months \$3.50 Delivered in City by Carrier, 25c per week. Local Weekly Edition 12c per copy.

- SATURDAY, AUGUST 15, 1925 THE HERALD'S PLATFORM: 1.—Deeper water route to Jacksonville. 2.—Construction of St. Johns-Indian River canal. 3.—Extension of white way. 4.—Extension of local amusements. 5.—Swimming pool, tennis courts, etc. 6.—Augmenting of building program—houses, hotels, apartment houses. 7.—Extension of street paving program. 8.—Construction of boulevard around Lake Monroe. 9.—Completion of city beautification program. 10.—Expansion of school system with provision for increased facilities.

BIBLE THOUGHT FOR TODAY: FRUIT OF THE SPIRIT:—The fruit of the Spirit is love, joy, peace, long suffering, kindness, goodness, faithfulness, meekness, temperance; against such there is no law.

THE DAY IS DONE: The day is done, and the darkness falls from the wings of Night. As a feather is wafted downward From an eagle in his flight. I see the lights of the village, Glean through the rain and the mist, And a feeling of sadness comes o'er me That my soul cannot resist.

Do you read just to be reading? Mental food if undigested, does our minds little good. Those things we eat help our bodies but little if they are not fully absorbed by our system. It is far better to read a little bit and ponder over, compare and contrast it, until we have thoroughly absorbed it mentally getting the full meaning, than it is to jam our minds full of thoughts and then continue doing so until we have become utterly confused and have only a vague idea of what it is all about.

MY FAVORITE STORIES: BY IRVIN S. COBB. To an inquiring Northerner in Louisiana office-holder was explaining why the colored vote in a State election was invariably so small, whereas the colored population in that particular section of the state outnumbered the white population by at least ten to one. "Do you use force or threats to keep the negroes away from the polls?" inquired the visitor. "No, sir," said the Louisiana man. "The test is absolutely educational."

PRESS AGENTS AND REPORTERS: MAGON TELEGRAPH. One feature of the Highway Department investigation of which much has been made was the testimony concerning Chairman Holder's having retained newspaper men to "create good will" for the Highway Department. Mr. Strotzer devoted several questions to that particular point in his cross examination of Mr. Holder yesterday because it is important. No department of the State government which is rightly and circum-spectly operated has any right to employ either a press agent, or to pay newspaper reporters for their services in writing the news of the departments. The public understands, of course, the difference between a press agent and a newspaper reporter, but it is well to draw the distinction again so that there may be no confusion in ready recollection. Mr. Holder's testimony. A press agent is a person who prepares stories for publication and circulates them to the newspapers. They are either used or rejected, according to their merit. Press agents are often used for useful purposes, particularly in big organizations which have in-

Telling One Man Or Ten Thousand

Several weeks ago a prominent business man of this city and a good friend of ours came to this office and told us confidentially about a story that would be ready for publication within a few days. What he told us was important and it concerned something that meant further development of Sanford and another indication of the city's steady growth. Because it was told to us in confidence, we kept it to ourselves.

Two days later we met another business man who told us all about the story that had been given us in confidence. We walked further down the street and met another man who also mentioned it as one of the biggest things that had happened in Sanford for some time. Just then we overheard a group of realty men talking about the same thing. That day it was openly discussed at a meeting of one of the luncheon clubs.

In the meantime a representative of The Herald was sent to see the man. When the reporter arrived at his office he was informed that the story was not ready for publication because some of the details connected with it had not been completed. The reporter reminded the man that the story was a topic of conversation on the streets and urged him to make the announcement of it. Despite that fact the story was withheld.

About a week later this same business man came to this office and announced he was ready to release the story. He gave it in detail. That day's issue carried the story but it occupied a small space at the bottom of the front page. The man is still probably wondering why. At one time the story was one of the biggest that could have been published here and one which at least deserved a three column head on the front page. Now it had shrunk to a small one-column head. And why? Because it had ceased to be news.

The Herald has for its first and main purpose the publication of live news. When a story becomes known far and wide, it loses its news value. The older the story, the less important it is and the older the news, the less interesting it becomes. Imagine reading an account of something you have known for a week or ten days. Are you interested and do you peruse the story in its entirety? The chances are that you will glance at it and throw the paper away in disgust because it hasn't "got the news."

The Herald stands ready and willing at all times to cooperate with the citizens of Sanford but in return must receive co-operation. The Herald was interested in this story not only for its general news value but also for the good publicity that it would bring Sanford and for the interest that it would arouse in outsiders. Aside from this fact, it was good publicity for the man who was doing it and gave his business advertising that could not be purchased at any price.

The man who is doing constructive things for Sanford should tell his newspaper first. There are two things that prompt him to do things, first his desire to help the city grow and second, his desire for monetary return. In giving the news first to the newspaper, he is co-operating with it and it is aiding him to successfully achieve those two things.

Wouldn't it then be better to tell ten thousand people through the newspaper than to tell one man on the street?

Not How Much But How Well

Do you read just to be reading? Mental food if undigested, does our minds little good. Those things we eat help our bodies but little if they are not fully absorbed by our system. It is far better to read a little bit and ponder over, compare and contrast it, until we have thoroughly absorbed it mentally getting the full meaning, than it is to jam our minds full of thoughts and then continue doing so until we have become utterly confused and have only a vague idea of what it is all about.

MY FAVORITE STORIES: BY IRVIN S. COBB. "Well, sir, it's this way. If it's a white man who wants to vote and he happens to be a stranger to the polling officers we ask him if he's a Democrat and if he says 'Yes' to that, we ask him if his father fought for the Confederacy and if he says 'Yes' we ask him if he chews tobacco and if his answer still is 'Yes' we say to him 'Walk right in and vote.'" "But suppose the applicant is colored?" "Well, in that case, we don't ask him any of these questions. We ask him something else." "What do you ask him?" "We merely ask him to demonstrate the bimodal theorem."

Contemporary Comment: Monkeys are not kin to men because they quit when they've got enough coconuts.—Arkansas Democrat. Moral support is fine, but neither a wife and children nor a newspaper can live on it.—Knoxville Sentinel. Americanism: Still blowing the foam off ice cream sodas as a comic reminder of the good old days.—Arkansas Democrat. Faith in mankind is what enables you to say for ten of you or a block of ice without weighing it.—Spartanburg Sun. Greb says Dempsey wouldn't be able to lay a glove on him—but if he should happen to it would feel more like an anvil.—Lakeland Evening Ledger. American women must have come from heaven, says Prince Hibesco, the Roumanian Minister. That's what we think, Prince—but where are they going to?—Palm Beach Times. If painting knees ever does become a bona fide, full grown fad we hope they don't use spraying machines and thus precipitate more troubles with the unions.—Palm Beach Times.

Pardoning A Governor

Macon Telegraph

No reason has been advanced, except that he is a former Governor or that he is "anxious to make restitution," why W. T. McCray, of Indiana, should be pardoned from the Federal penitentiary in Atlanta. The petition for his pardon was presented by a number of Congress. It was said to have been signed by Governors of former Governors of Illinois, Colorado, Alabama, Florida, Georgia, South Carolina and Tennessee. It was not signed by the Federal Judge who heard the evidence against him or by the district attorney who prosecuted.

The only argument advanced before the Attorney General was that McCray was anxious to repay those who had lost by his crookedness. It is a noble sentiment, but it is to be taken with a grain of salt. Persons who make restitution for their crookedness are few and far between. Men have been released from the penitentiaries to make restitution before. Some of them have restored their own fortunes, but few have ever restored money to the persons who lost it.

McCray was convicted of using the mails to defraud. There were also charges of forgery and various other criminal allegations against him. Because he was Governor of a State, because the people of a State had enough confidence in him to give him the highest executive office they could confer, many trusted him and were led into his schemes. His responsibility was greater than the responsibility of the ordinary defrauder; his crime was therefore greater. How can the Governors and former Governors who signed the petition justify themselves? Are they willing to endorse notes for him so that he may repay? Are they willing to guarantee repayment and to pledge their own honor? We hardly think so.

The former Governor of Indiana was sentenced to serve ten years in the Federal penitentiary. He has served only fifteen months. The jury which convicted him and the judge who sentenced him held that his crime merited punishment of ten years in jail. What are we to say for our system of justice if, by the political influence of Congressmen and Governors back in the States, that system is to be defeated in its purposes?

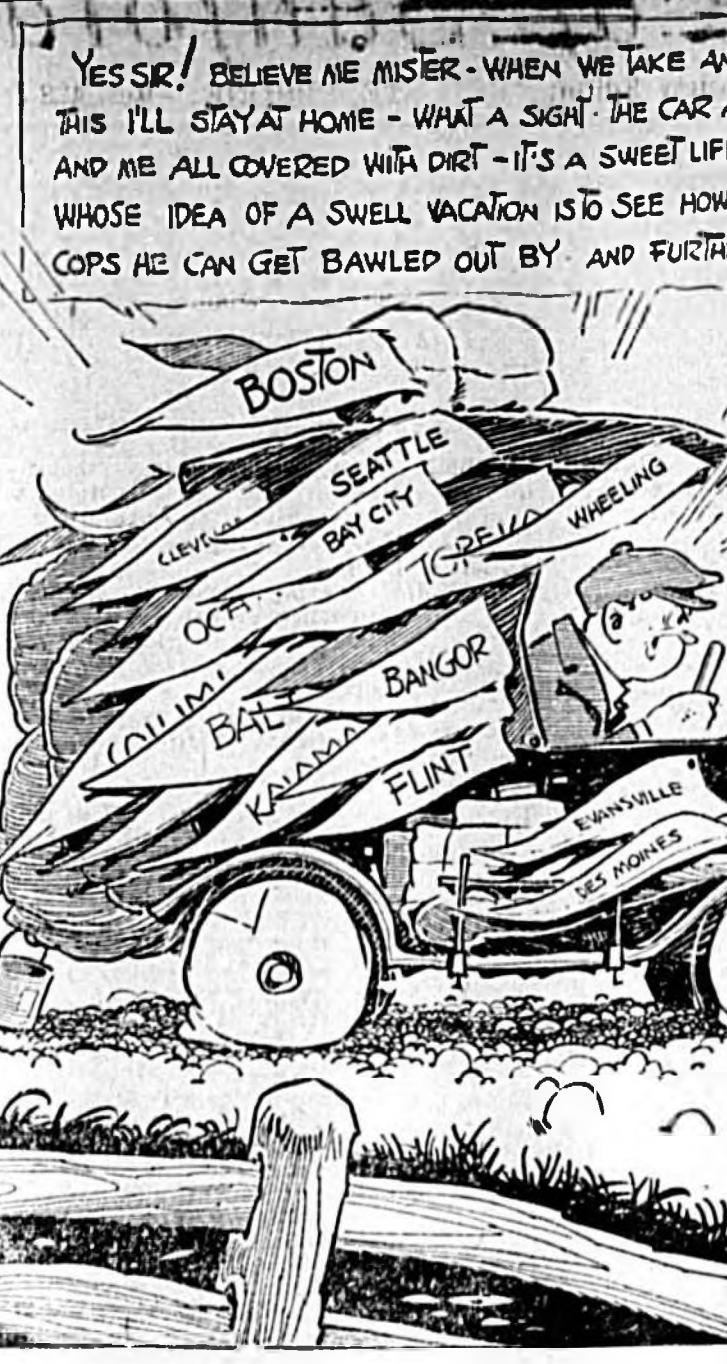
We have no doubt the petition was signed thoughtlessly by scores whose names appear thereon. Almost anyone will sign a petition. If you doubt it, frame a petition to the Governor of Georgia that he pardon the worst criminal at Millersville and take it among your friends. All of them will sign. Names pardon petitions mean nothing and should have no influence in the disposition of the cases.

How to Live To Be Ninety

New York World

In the old days when a man survived his allotted threescore and ten we knew it was Duffy's Pure Malt Whiskey that did the trick and everything was simple. But those dear old days are gone and now everything is contradiction and confusion. For example, Mr. Nathan Douchey, who is ninety-one and hails from Troy, N. Y., explained his secret the other day. "I'm alive, and I've drunk whiskey and smoked everything from cigarette to black cigars. And I've had my fun too. While other people were going on diets, doing without smoking and talking at hard whiskey, I've drunk my share, smoked a lot and enjoyed life. And on the other hand there is Mr. William Snow, who is ninety-five and who hails from East Orange, N. J., and exponent of an opposite theory. He says: "It's all right to talk about living to be a hundred and still drinking and smoking, but very few can do it. The safest way is to inaugurate a sensible self-discipline and live carefully. Here we have it, the age-old clash between hedonism and stoicism. And those of us who wish to become very old, what are we to do? Obviously the thing is to drink lemon pop one day and whiskey the next. If each taken alone is so efficacious, both taken together ought to be a veritable fountain of youth.

THE COVERED WAGON



JUST IN PASSING

BY R. J. HOLLY

If the recent Chamber of Commerce drive did nothing else but get Dan McFarland here it would have been a big success. After seeing all of them, Mr. McFarland picked on Sanford for some big investments and he was sold on the city before the drive ever started. Of course now that he sees how that Sanford people do things he is absolutely sold on all of us and he will eventually become a Sanford citizen.

All of which brings to my mind my prediction made years ago that as soon as we could induce some live wire to come here from other cities to help us in building Sanford we would have some city. Now that we have Harry Godwell, Howard Hudick and Dan McFarland we should do some big things this winter. We need new blood and new money and new ideas. We have accomplished wonders among ourselves for many years and but the time has passed when we can rely on our own efforts and the new folks will help us put it over.

If everyone in Sanford could read the many fine notices in northern newspapers about our recent drive for membership in the Chamber of Commerce they would say that we have already gained \$100,000 worth of free publicity. It is the kind of publicity that you cannot buy and Secretary Chairman of the Chamber of Commerce knows how to get it and where to get it.

It gives me much pride to know that Sanford folks are getting a good price for their property. They have been here through lean years and fat years, they have seen the city grow from nothing to a large city in the early days and then go down to nothing after freeze. They have seen it ebb and flow in prosperity and failure since but they will never again see it go down to the depths for Sanford is up and gone for all time now and the Sanford folks who have been keeping up with things are making money.

The celery growers can do as they please about their celery crop—they will do that thing anyhow, but if they will study the situation carefully they will curtail the celery crop this year and get more real money for it. Labor is scarce, prices have gone up on everything, the growers need and it would be much better for them to have half a crop and get double the price for it. In other words it is much better to get two dollars for one crate of celery than to get one dollar a crate for two crates. There is a big saving in half a crop, always.

Sanford has raised a chamber of commerce fund of \$70,000, and The Herald, of that city wants to make it \$100,000—Clearwater Sun.

Well, well, isn't that a nice friendly feeling to have now that we have raised \$100,000. And yet they say we have telegraph and telephones and even the mail, carry news. For the love of Mike, wake up.

Frank Waterman will be a candidate for mayor of New York on the Republican-Fusion ticket (whatever that is) and we can guarantee him the combined vote of Eastis and Sanford.

Folks in Bradenton became tired of twenty-eight cent gasoline and decided to band together and get gas cheaper with the result that they have put in a filling station and are selling gas now for sixteen cents. And the Chamber of Commerce is back of the movement. Try that on your piano this week.

I intend to have that swimming pool and Tourist Headquarters on the lake front if it takes every cent that the city of Sanford has in the treasury. And I will gamble with you that the said swimming pool will be a reality in another six months.

There is nothing to worry about in the price of Sanford property. If you have property and want to sell it you can double your money any time. If you don't choose to sell there is no law compelling you to sell. Only if none of us sell what we have there will be no property sold. That ought to be as clear as mud to everyone.

Last year at this time I said that First Street property was worth \$1000 a front foot and immediately it became worth that much. I also said that Sanford property was the cheapest property in the state. Just now First Street property is worth \$2,000 a front foot and you can get it. And still Sanford property is the cheapest in the state and certainly it is the best investment today in Florida.

Old friend of mine said yesterday that he thought the Chamber of Commerce should be putting up signs and advertising in every way. Wanted to know why we did not do it last year. I asked him if he was a member last year and he said he was not. All right, then, there is your answer. He was not contributing a cent, had never attended a meeting, knew nothing of our efforts to advertise without money and therefore was certainly in a fine position to criticize, yes, what?

Now that the Hotel Forrest Lake is getting right along for the winter season some folks think that we can sit down and wait for the golden flow of tourist checks. We have only started. We need six more hotels as big or bigger than the Forrest Lake and we need twelve apartment houses that will house fifty families each. This is not only the time to sit down and tell about what we have done. In fact we have done very little so far.

It behooves the people of Sanford to take an active part in the Chamber of Commerce proceedings at all times. It is your Chamber of Commerce and you should attend the Friday luncheons at the Seaside Cafe and see what is doing. It has always been left to a few people to do all the work. We would like to shift some of the burden on the shoulders of the folks who have been standing idly by.

DAN DOBBS

Nothing seems to do quite so much to a man's appetite as learning to be a high diver. Life is short enough to forget how to drive a car. The honeymoon is over and there wouldn't be any more. Even if a new era were there wouldn't be any more. You don't have to learn to have a leg. A telephone exchange they swap right numbers ones. Cheap matches are available. You seldom strike in a whole box. If you lose sleep at night try to find it while following day. The more beautiful the more autos you see on the roadside out of gas. A real dog likes to bite out of a pedigree dog. Every now and then a man to repeal the laws of nature. Window panes but long away from bar-hall lights bulbs if kept in. Any man who gets Sunday when it isn't just too lazy to go. There would be a ton of their profession could find a way of hill.

SATURDAY EVENING SERMON

BY REV. THOS. J. ARMSTRONG

Mark 9:23—"If thou can't believe all things are possible to him that believeth."

Jesus is returning from the mount of transfiguration with three of his disciples. He is coming down from that lofty place where he has been in communion with God whose glory has changed his whole being. While in the midst of an earnest conversation with the three disciples he comes upon the multitude—that ever present multitude—which always flocked after Jesus. In fact we can not think of one without the other. Jesus and the multitude! How sweet it sounds. Moreover it was a troubled multitude. There is something almost tragic something profoundly pathetic in the frequent scenes of Jesus apart holding quiet communion with his heavenly Father only to come back to the troubled and hungry multitude. Does it not almost foreshadow the time when the Jesus shall turn to the multitude a pleading eye only to hear the cry "Crucify him." But this multitude seems to be moved by some unusual occurrence and that is enough for Jesus.

I. The Troubled Multitude. They find a crowd evidently much worried. Many are asking questions and running around. The disciples appear puzzled. The center of attraction is an anxious father with an afflicted son. Many trouble affert by human perplexity. The people, the problem, the disciples, but no help.

Jesus comes. There is a quickening sense of expectation. The father turns to him and there is doubt in his trembling voice as he says—"Master I have brought you to thee my son—if thou canst do anything, help us." He has waited and worked and spent so much money in material things and there is no hope. Now after all things else fail he comes to Jesus the Christ, but he doubts very much if it will do any good. And the trouble is he is a doubting father. The time is critical, but the father's faith is at low tide. How it typifies the great need, and anxiety, and turmoil of a materialistic generation, how Jesus said: "O faithless generation, how long shall I bear with you and how long shall I bear with you?"

II. A Believing Father. Jesus said to him "If thou believeth, all things are possible to him that believeth." Then there came a response, with tears in his father cried out: "Lord help thou mine unbelief." (Matthew 9:14) He has placed himself in an attitude toward God for help him. For Christ's profound and unwavering those seeking help. He coming in and soon was the burden lifted and he was it not said of a man that Jesus could do a work there because of of its people? Change and give us the prayer and mother. Give us faith and confidence in a life of prayer. The prayer of Jesus help. A father is restored to his father.

III. Jesus' Challenge. This is a good challenge attitude toward the Christ. We come asking questions, we are in trouble, to him, we need help if any thing, then do it. "Canst thou?" Then Jesus challenge. "If thou canst believe? If you can believe Jesus can help. We all things of Christ when we have little faith in him. Faith rises to great heights of confidence in him is then things for us. The great look for help where none, when, when we are sustaining and quickening, that Christ alone can give great example here in that need when he said: "O faithless generation, how long shall I bear with you and how long shall I bear with you?"

ADD GOOD JOKES TAMPA TIMES. The occasional knocks Florida gets from jealous partisans in other states can't hurt us any. But a few of them are amusing enough to reprint, such as the growl written by a little writer on the editorial page of the little Daily News published in the little town of Jackson, Miss. (That state has no large cities, you know.) We will publish the whole thing here. It contains one or two truthful paragraphs, to which we will call your attention, as we should not want you to think its writer is a liar all the time. "Mississippi has everything that Florida offers as a pleasure resort, and much more besides." He was unable to be definite, so we will simply ask where they keep their coconut palms, not to mention a thousand other strictly Florida offerings. "For climate and sunshine, the Mississippi coast can match Florida any day in the year." This is so false that it is evident he was never in Florida, though he may have happened to have spent one rainy day this side of the line. No use to send a federal weather report—he wouldn't believe it. We dare him to say the same thing next winter. "Furthermore, we are free of some of the handicaps encountered in Florida." The only one we can think of is the housing shortage. "There are no swamps or everglades along the Mississippi coast. Its shore line merges into a coastal plain." This is truthful, but why tell us of Mississippi's ailments?

The Social Side of Sanford

MISS KATHRYN WILKEY, Society Editor.

TELEPHONE:—Res. 428-J.

Social Calendar

Saturday—Wedding will be on Saturday evening at 8 o'clock at the home of Mr. and Mrs. ...

Monday—The department of ...

Wednesday—Spent Thursday ...

Friday—The regular organist of the church, Mrs. Fannie S. Munson is away at this present time taking a special course of instruction in pipe organ under Chas. M. Conroy of Scranton, Pa., one of the world's best known and most talented organists.

Pipe Organ Installed In Holy Cross Church 5 Months Ahead Time

Members of the Holy Cross Episcopal Church are rejoicing upon the installation of their pipe organ. The organ that was destroyed in the fire that destroyed the whole plant of the church, was a Pilcher organ of remarkably fine tone. The new organ is made and installed by the same people and is much larger than the former instrument, and embodies many new and improved features.

The contract called for the installation of the organ by Dec. 15, but by the workings of certain fortunate circumstances it was completed and shipped on July 8, reaching Sanford in perfect condition a few days later fully five months ahead of contract time.

The work of installation and tuning will be finished by tonight and the organ will be ready for use on Sunday.

The regular organist of the church, Mrs. Fannie S. Munson is away at this present time taking a special course of instruction in pipe organ under Chas. M. Conroy of Scranton, Pa., one of the world's best known and most talented organists.

Allen H. Stone, organist of the local Methodist Church, has kindly consented to play for a special musical service Sunday afternoon at 4 o'clock which will give an opportunity for the congregation and friends to hear this beautiful instrument.

L. L. Adams one of the most expert of the operatives used in installing organs will remain over Sunday to insure that everything will function smoothly and efficiently during this first test of the instrument.

A most cordial invitation is extended to all who may care to be present at the organ recital.

Rahner-Hardy

Mr. and Mrs. Joseph David Rahner of St. Augustine announce the engagement and approaching marriage of their daughter, Emily Nyce to William Jennings Hardy of Sanford.

The above announcement will be received with cordial interest here by the many friends of the couple. Miss Rahner has been a visitor in Sanford on numerous occasions, having been the guest of Mrs. Munroe Hutton in whose wedding this summer she was an attendant. She possesses a charming personality that has endeared her to scores of friends here and made her a popular member in social circles over the whole state.

Miss Rahner is a graduate of Florida State College for Women where she was a class mate of Mrs. Hutton. She is a member of the Chi Omega Sorority and during her attendance at college was prominent in social and scholastic circles.

Mr. Hardy has been a resident of Sanford for the past year and a half, is a member of the Sanford Construction Company, which has extensive contracts here for street paving work. He is a graduate of Clemson College in South Carolina and a member of Sigma Chi fraternity. During his residence here, Mr. Hardy has made a wide circle of friends and has been active in civic and social circles. He is a member of the Rotary Club and other prominent organizations.

PAOLA METHODIST CHURCH—Preaching at the Wesleyan Methodist Church at Paola every Sunday at 11 a. m., and 7:30 p. m. A live and good Sunday school also. You have a cordial invitation to Paola Church. The church here is enjoying the good and spiritual work of the pastor, Rev. G. W. Sparks.

Woodruff has returned in Jacksonville having been notified by the death of Mr. Woodruff. Friends in Sanford will be glad to hear that he is seriously ill.

Personals

Clyde Byrd left this week on a business trip to Miami.

Mrs. Clyde Byrd is visiting her parents, Mr. and Mrs. Jake Way of Arcadia.

Waverly Abernathy of Miami, formerly of this city, is in Sanford visiting friends.

Mr. and Mrs. S. A. Webb left recently for Miami where they will make their home.

Mrs. Sam Campbell of Atlanta, Ga., is the guest of Mrs. L. N. Hansell on Park Avenue.

Mr. and Mrs. J. D. Woodruff and son Jack have returned from a delightful stay in Hendersonville, N. C.

Jack Fox and R. A. Terhune, Sr. returned Thursday from Daytona Beach where they spent the week on business.

Mrs. Herbert Messer and son, Herbert, returned home last night after spending the summer in Sisterville, W. Va.

Mrs. L. N. Hansell and son Dan, will leave Sunday for Mars Hill, N. C. where Dan will enter school for the coming year.

Mrs. Sid Rive will return Sunday from Daytona Beach where she has been spending a week as the guest of Mrs. W. L. Morgan.

Miss Lillian Shinholzer, Miss Margaret Zachary and Miss Besie Zachary returned Thursday from Miami and Ft. Pierce where they spent several days.

Miss Gayle Marshall and Miss Lucille Partin of Oviedo leave today by boat for Jacksonville where they will spend several days as the guest of Miss Marion Hadley.

Mrs. C. W. Earnshaw and little daughter, Mary Louise, of Bradenton, will arrive in Sanford this afternoon on a visit to Mrs. Earnshaw's parents, Dr. and Mrs. T. J. Nixon.

Mr. and Mrs. H. R. Etevens and daughter, Miss Rebecca Stevens, are expected back today from a visit in Pennsylvania where they have been spending the past two weeks.

Miss Dorothy Haynes left Friday for Jacksonville where she will be the guest of her aunt, Mrs. Harry Stevenson for several weeks. Before returning home she will motor through Georgia, accompanied by her parents, Mr. and Mrs. Walter M. Haynes.

At The Churches

FIRST BAPTIST CHURCH
Sunday school 9:30 a. m.
Morning worship and sermon 11 a. m. Subject of morning sermon, "Some Striking Lessons From a Vacation."

Young People's Unions 7 o'clock. At the session tomorrow evening the Intermediate Union begins a very valuable course in training. Many of the parents should be present, and get acquainted with the character of work which this body of young people are beginning.

Evening service 8 o'clock. The ordinance of baptism will be administered at 8 o'clock sharp. Evening sermon subject, "A Daring Adventure."
Church Family Night and prayer meeting Wednesday evening 8 o'clock.

CHRISTIAN CHURCH
Services at American Legion Home Bible school at 9:45 a. m.
Morning service and Lord's Supper at 10:45, conducted by Rev. H. T. Eakin.

Prayer meeting Wednesday night at 8 o'clock at the home of Mrs. R. A. Terhune.

CONGREGATIONAL CHURCH
Thomas J. Armstrong, pastor
Sunday services as follows:
Sunday School, 9:45 a. m.
Morning Service, 11 a. m.
Evening Service, 8 p. m.
A cordial welcome is given to come and worship with us.

CHURCH OF THE HOLY CROSS
Tenth Sunday after Trinity
Sunday School, 9:45 a. m.
Morning Service, 11 a. m.
Special Musical Service at 4 p. m., to which the public is most cordially invited. The new pipe organ which has just been installed will be heard for the first time. A. H. Stone will be the organist.

FIRST METHODIST CHURCH
Services on Sundays as follows:
Sunday School with classes for all 9:30 a. m.
Morning Worship, sermon by the pastor, 11:00 a. m.
Epworth League Meeting, 7 p. m.
Preaching by the Pastor, 8 p. m.
Prayer Meeting on Wednesday 8 p. m.

PRESBYTERIAN CHURCH
Rev. E. D. Brownlee, the pastor has returned to Sanford and will preach both morning and night, Sunday, and each Sunday hereafter.

Services Sunday as follows:
9:45 a. m., Sunday school.
11 a. m., Preaching services.
7 p. m., Senior Christian Endeavor.
8 p. m., Preaching services.

A Real Home

To be completed in about thirty days

Palmetto Avenue, Pine Heights, Sanford

A six room and bath 'Florida-Spanish' type house on a large lot 64 feet wide by 173 feet deep. Sidewalk, drive, and paving finished and included. Lot to be leveled and sodded. House will be finished ready to move into without buying a single 'extra'.

House built on solid foundation. Outside walls solid wood sheathed, and finished with portland cement stucco on National Fabric; finish coat of stucco is U. S. G. Oriental stucco. All exposed roofing B. Mifflin Hood's clay tile. Clay tile floors in Arcade, Living Porch, Balcony, and Bath Room. Beautiful tile mantel. All rooms beamed ceiling. All walls throughout finished with U. S. G. Textone in tints. All doors throughout 1 3/4" thick. Closet door in Owner's Bed Room has full length mirror. Oak floors throughout, excepting Kitchen. Kitchen floor maple. Built in tub and shower, large lavatory; closet has white pyralin covered seat and Sloan's Royal Flush Valve. Double drain board sink with swivel faucet, stationary soap dish, and hot-and-cold spray for rinsing dishes. Automatic storage hot water heater. Built in Kitchen table. Small pantry. Two tile lined "Spanish" china cases in Dining Room. Built in book case. Wrought iron railings on Porch and Balcony.

This is a real home in a restricted subdivision on a lot with eastern exposure. Designed by an Architect for a home of combined comfort, convenience, and beauty, and substantially built by a reliable contractor for minimum depreciation.

Price \$12,600. Terms.

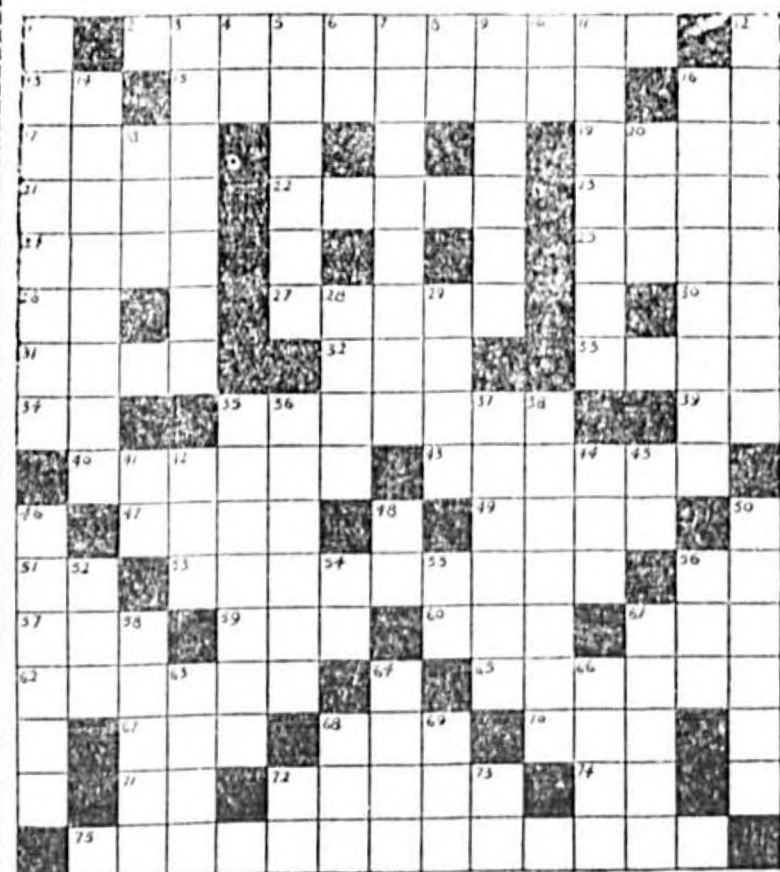
Elton J. Moughton, Owner

and for sale by members of the Sanford Realty Board.

SOLVE THIS CROSS WORD PUZZLE

The first 15 solutions to reach the Herald Office before noon Monday, will receive a free pass to

"LEARNING TO LOVE"



- HORIZONTAL**
- Free circulation of air.
 - Abie-bodied seaman (abbr.).
 - Influenced by desire for reward.
 - Traffic laws (abbr.).
 - Italian coin (pl.).
 - Withered.
 - Anchor.
 - Term used in grammar.
 - English term for trolley-car.
 - Span of years (pl.).
 - One of the Great Lakes.
 - Doctor (abbr.).
 - Idolize.
 - Tou (abbr.).
 - Reverend.
 - Singular.
 - An opening.
 - Electric-plate (abbr.).
 - Elastic.
 - Recording secretary (abbr.).
 - Care (pl.).
 - Liquid condiments.
 - Three-letter relation to oil.
 - Walked upon.
 - Upon.
 - Praying.
 - Dad.
 - Edge.
 - Atmosphere.
 - "Hall Farewell" (Latin).
 - Hastened.
 - Ohio city near Lake Erie.
 - A commission.
 - Staff.
 - In place of.
 - Tuff.
 - Reformed Presbyterian (abbr.).
 - Pertaining to the sea.
 - Three-letter word of South America.
 - One who patronizes the theatres (compound word).
- VERTICAL**
- Popular movie comedienne starring in First National Pictures.
 - Anita Loos' partner.
 - Point of compass.
 - Three-legged stand for a camera.
 - Adjective suffix.
 - Knowledge.
 - Meagerly.
 - Internal revenue (abbr.).
 - Shell fish.
 - Ingredients.
 - Obsolete term for cinematograph.
 - Those who commit treason.
 - Fish eyes.
 - To sin.
 - Eternities.
 - Wages.
 - Paid in advance.
 - A place of ideal perfection.
 - Natural born.
 - Those who turn.
 - Engineering Officer (abbr.).
 - A wing.
 - A toothed wheel.
 - Editor (abbr.).
 - First National Star whose first name is Antonio.
 - Toward.
 - Chance.
 - Nothing.
 - Railroad (abbr.).
 - Southern state (abbr.).
 - Kitchen utensil.
 - Aromatic resin.
 - Scientific pastime.
 - Twisted hemp.
 - Affection.
 - Below.
 - Distant.
 - Light knock.
 - New Testament (abbr.).
 - Southern state (abbr.).

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Fine, heavy weight. All pure silk.

54-inch Crepe Satin
and flat crepes dark shades.
\$5 to \$7 yard

Tub Silk
36 inch Radium, in all the light shades for underwear. Fast colors.
\$1.75 yard

Vanity Crepe
40-inch beautiful Flat Crepe in all the new shades
\$2.75 yard

40-inch Crepes de Chine, New fall shades, brown, navy, black pansy.
\$2.25 yard

Mallinson Silk Voile.
40-inch guaranteed. All shades. Fast colors.
\$2.75 yard.

"Molly O'Crepe" Mallinson heavy satin with crepe back, dark shades, \$5. yd.

Mallinson "Pussy Willow" 40 inches wide in all light and dark shades guaranteed for one year. All shades, fast colors \$3.50 yard

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Local This Week—Cherry, Custard Ice Cream

In the World of Sport

Stagg Holds Locals To Five Bingles And Saints Win Game 7-2

St. Pete Batters Show Ability To Hit In Pitches; Wildness of Crawford Partly Responsible for Runs of Visitors

Saints Play Good Ball Behind Stagg

Celery-Feds Show Rare Form In Ninth Inning; Frisbie Makes Sensational Stop

Stagg, new St. Pete hurler, held the Celery-Feds to five scattered bingles Friday afternoon while the visitors gathered 12 off Crawford and Myers and romped away with a 7 to 2 victory in the second game of the series here. This was Stagg's first game as a pitcher in the Florida State League. He further strengthened the playing of the St. Petersburg team by getting a walk and two hits out of four trips to the plate. He was recorded perfect support.

Crawford gave up only five hits in the six and one-third innings he pitched but two of those in the fourth counted for one run and two more in the sixth counted for two scores. In the seventh he struck out Stagg and walked Al-Jen, but was relieved by Myers as Messner came up to bat. Crawford's wildness was partly responsible for the first three tallies hung up by the Saints. Only one error helped the Saints in their scoring, Besse crossing home plate in the eighth when McQue threw wild to second.

Myers seemed unable to hold the visitors and seven safeties were secured off of him in the remaining two and two-thirds innings that he pitched. Excellent fielding by the entire Sanford team in the ninth inning ward off further scoring by the Saints when the first man up was safe on an error and two hits were secured during the inning. Tight playing prevented a score.

The Saints' first tally came in the fourth when Brown scored on a clean single by Doyle after he had tripled to center field. Two additional runs were scored in the sixth. Brown walked and Doyle hit safely in the infield. Brown had reached second on a wild pitch and went to third on the play, while Doyle went to second on the throw. Barnes hit safely to right field and both men scored. Barnes was thrown out trying to reach second, Kidd to Weatherby. Cox and Besse were out consecutively.

Sanford scored one run in the fifth inning on two sacrifices, a choice and a single. Kinsey walked but was thrown out at second on a combined choice and sacrifice by Kidd. Alford sacrificed and Kidd went to second. Then Kidd was safe at third on a choice by Crawford, the Sanford pitcher being safe at first also. Dumas was up next and singled to right field, scoring Kidd.

Kidd smashed out a double in the seventh but was caught napping at that base. Sanford's second score came in the ninth inning on a walk and another double. Frisbie walked, McQue struck out, and then Bailey, for his only hit of the contest, crashed out a two bagger, scoring the Sanford first step from first. Kinsey and Kidd flew out to left field and center field respectively and the locals were left five runs behind in the final count.

TAMPA HUMBLLED WHEN "BUGS" ERY HURLS SHUTOUT

Veteran Holds Leaders To Seven Scattered Bingles While Team Mates Pound Two Smokers For 15 Hits

LAKELAND, Aug. 15.—"Bugs" Ery humbled the Smokers with a shut out here Friday while his mates pounded Peterson and Alvarez for five runs and fifteen hits, four of them for extra bases to win 5 to 0. The Highlander gained another game on the leaders, and came within three games of them. The victory also gave them a 4 to 2 edge in games for the week so far.

The Box Score

TAMPA	AB	R	H	PO	A	E
Snead, 2b.	5	0	4	3	1	0
Hickey, 3b.	5	0	0	3	3	0
Estrada, cf.	5	0	0	0	0	0
Weik, ss.	4	0	2	3	0	0
Lee, rf.	4	0	1	1	0	0
Missipi, lf.	3	0	2	2	0	0
Jesmer, c.	4	0	0	8	1	0
Peterson, p.	2	0	1	0	1	0
Alvarez, p.	2	0	0	1	0	0
Totals	37	0	7	21	11	0

LAKELAND AB R H PO A E

Kowalski, 2b.	5	0	2	2	1	1
Buckley, ss.	4	1	2	3	4	1
Welch, lf.	3	1	2	2	0	0
Brazier, cf.	4	1	2	5	0	0
Edwards, lb.	4	0	1	10	1	1
Williams, 3b.	4	1	2	0	1	0
Surface, rf.	4	1	1	1	0	0
Francis, c.	3	0	1	3	1	0
Ery, p.	4	0	2	1	2	0
Totals	35	5	15	27	10	3

Score by innings: Tampa 000 000 000—0; Lakeland 011 029 015—5. Summary: Two base hit, Peterson; Three base hit, Welch, Brazier, Surface. Home run, Williams, Stolen base, Snead, 2; Kowalski, Brazier, Sacrifice, Welch. Double play, Snead to Weik to Jesmer. Left on base, Tampa, 12; Lakeland 8. Base on balls, off Peterson 1; Alvarez 0; Ery 1. Struck out by Peterson 1; Alvarez 3; Ery 2. Hits, off Peterson 11 in 4; off Alvarez 4 in 4. Hit by pitcher by Ery. Umpire, Baxter. Time 1:11.

How They Stand

FLORIDA STATE LEAGUE (Second Half)			
Team	Won	Lost	Pct.
Tampa	31	12	.729
Lakeland	32	20	.615
St. Petersburg	22	27	.449
Sanford	12	39	.235

NATIONAL LEAGUE			
Team	Won	Lost	Pct.
Pittsburgh	65	41	.613
New York	63	47	.573
Cincinnati	57	51	.528
Brooklyn	51	54	.486
St. Louis	51	57	.489
Philadelphia	49	55	.467
Chicago	49	59	.454
Boston	45	66	.405

AMERICAN LEAGUE			
Team	Won	Lost	Pct.
Philadelphia	71	36	.661
Washington	70	39	.642
Chicago	59	51	.536
Detroit	54	55	.491
St. Louis	51	56	.491
Cleveland	51	63	.447
New York	46	62	.426
Boston	33	71	.314

SOUTHERN LEAGUE			
Team	Won	Lost	Pct.
New Orleans	65	53	.551
Atlanta	67	55	.549
Nashville	61	57	.517
Chattanooga	56	59	.487
Memphis	60	61	.484
Mobile	58	63	.479
Little Rock	56	64	.467
Birmingham	51	63	.445

Today's Games

FLORIDA STATE LEAGUE Tampa at Lakeland, St. Petersburg at Sanford.

NATIONAL LEAGUE Boston at Philadelphia, Brooklyn at New York, Cincinnati at Pittsburgh, Chicago at St. Louis.

AMERICAN LEAGUE St. Louis at Cleveland, New York at Washington, Philadelphia at Boston. Only three scheduled.

SENATORS BLANK YANKS IN FIRST GAME OF SERIES

Reuther Has Better of Jones in Pitching Duel; Mackmen Win Over Boston Red Sox While Browns Beat Indians

WASHINGTON, Aug. 15.—Third Baseman Bluege's double with two on in the eighth inning broke up a pitching battle between Jones and Reuther Friday and Washington took the series opener from New York, 2 to 0. Meusel and Paschal, Reuther, pinch hitting for Jack Bentley, drove in the winning runs in the eighth of the second.

Score by innings: Brooklyn 000 020 000—2-11-0; New York 000 000 00x—3-12-0. Batteries: Osborne and Taylor; Scott and Snyder.

Second Game Score by innings: Brooklyn 000 100 020—3-9-0; New York 000 012 02x—5-11-1. Batteries: Brown and DeBerry; Bentley and Hartley.

PHILLIES OUTSLUG BRAVES PHILADELPHIA, Aug. 15.—The Boston Braves and Philadelphia put up a hitting barrage today, the latter winning by 11 to 8. Leach, a rookie outfielder with the Phillies, hit a pair of home runs, both with a man on base.

Score by innings: Boston 002 032 001—8-17-2; Philadelphia 211 021 31x—11-16-3. Batteries: Mith, Ryan, Kamp and Gibson; Betts, Carlson and Henline.

PITTSBURGH WINS WHILE NEW YORK TAKES TWIN BILL

League Leaders Put Over 7 Runs in Two Innings and Easily Defeat Cincinnati; Chicago Beats St. Louis

PITTSBURGH, Aug. 15.—The Pittsburgh Pirates won an easy 14 to 6 victory over the Cincinnati Reds Friday. The league leaders pounded five pitchers for a total of 16 hits. Meadows, while hit freely, was never in danger. Pittsburgh bats drove in 7 runs in the first two innings.

Score by innings: Cincinnati 000 401 001—6-12-2; Pittsburgh 250 000 16x—14-16-1. Batteries: Luque, May and Krueger; Meadows and Gooch.

GIANTS TAKE TWO NEW YORK, Aug. 15.—New York took both games of a double header from Brooklyn Friday, 3 to 2, and 5 to 3, gaining half a game on the league leading Pirates.

Jack Scott emerged victor in the box in the opener, holding the Robins to 11 hits. A single by Frank Snyder, pinch hitting for Jack Bentley, drove in the winning runs in the eighth of the second.

First Game Score by innings: Brooklyn 000 020 000—2-11-0; New York 000 000 00x—3-12-0. Batteries: Osborne and Taylor; Scott and Snyder.

Second Game Score by innings: Brooklyn 000 100 020—3-9-0; New York 000 012 02x—5-11-1. Batteries: Brown and DeBerry; Bentley and Hartley.

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and Gibson; Betts, Carlson and Henline. CUBS CONQUER CARDS ST. LOUIS, Aug. 15.—Opposite hitting and opponents' tumbling enabled the Chicago Cubs to make it two in a row over the St. Louis Cardinals today, 7 to 4. Brooks and Maraville scored in the second when Haffey dropped Gonzalez' fly. Adams, Heathcote and Freigau scored in the fifth on Grimm's double.

Score by innings: Chicago 002 030 000—7-9-2; St. Louis 000 000 000—4-9-3. Batteries: Alexander and Gonzales; Mails, Dickerman and Farrell.

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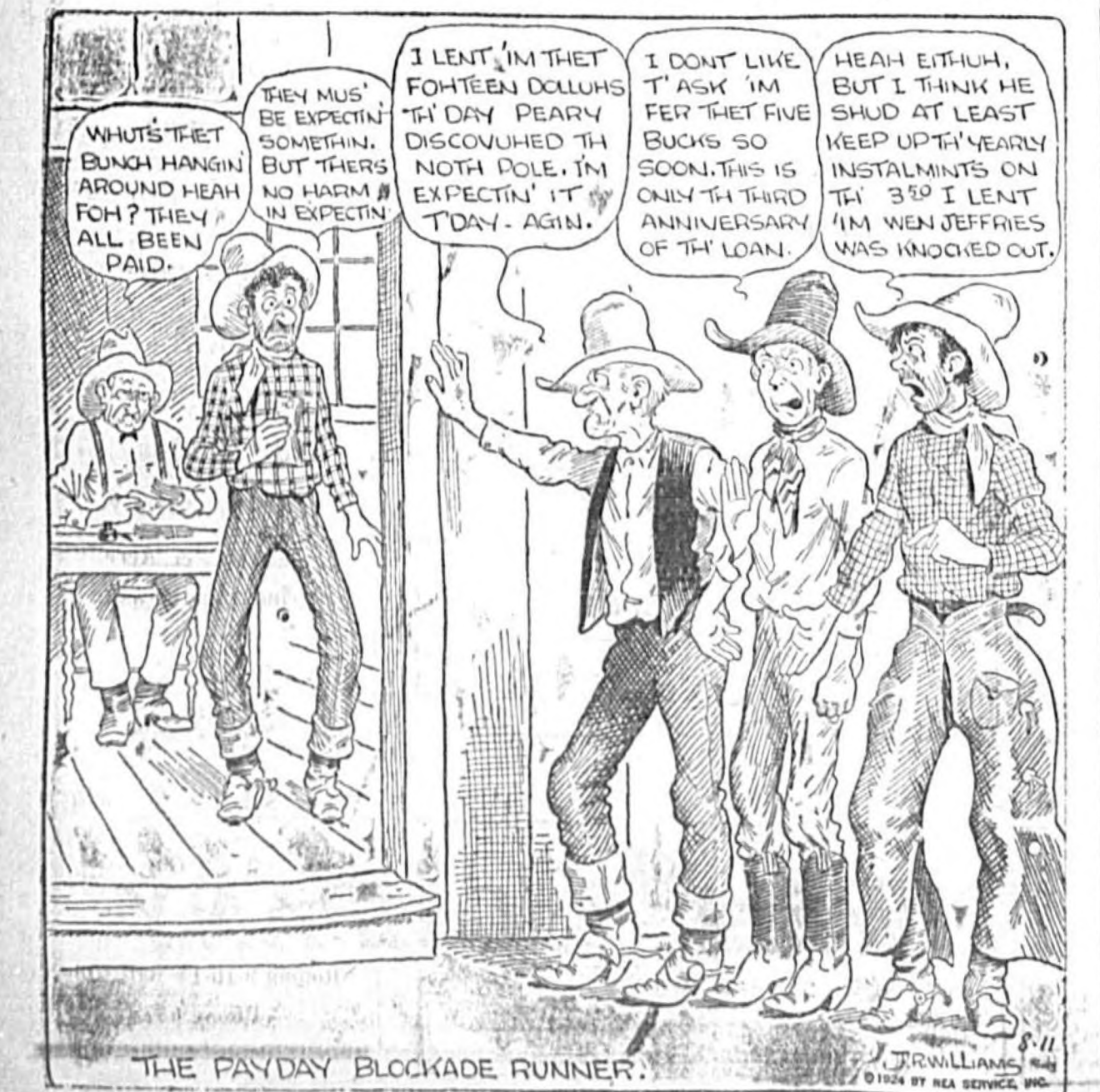
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