

WARRIOR FORCES... DESPITE... RAINS... Traditional... Fighting is... Hwangtz... To Shanghai... Troopers... to Changchow... Forces Are... Towing Toward... Is Reported... Sept. 13.—Riots of the warring Chililitary governors bat-

Miss Naomi Fellows Leads Campaign Contestants in Latest Tabulation of Votes



Miss Naomi Fellows took the lead in The Herald's big Salesmanship Campaign today at the end of the second week of the contest.

Leds Competitors With Total Of 178,400 Votes; Is Ahead of Nearest Opponent by Slight Margin Over 4,000

Miss Versa Woodcock Is In Second Place

Miss Velma Shipp and Miss Nell Williams Follow, Pressing Close to Contest Leader

With 178,400 votes to her credit Miss Naomi Fellows takes the lead in The Herald's big subscription campaign today. Pushing quickly ahead of Miss Velma Shipp and Miss Nell Williams, Miss Fellows demonstrated to other contestants her determination and ability to get to the top.

CAMPAIGN LIST SHOWS CHANGES AMONG LEADERS

Table with 2 columns: Name and Votes. Includes Miss Naomi Fellows (178,400), Miss Versa Woodcock (174,100), Miss Velma Shipp (147,200), Miss Nell Williams (125,200), Miss Sarah Corwin (62,500), Miss Mary Kinlaw (42,400), Miss E. A. Brotherson (11,800), Miss Lillian Shinholser (10,500), Miss Lucile Sweet (10,100), Mrs. Walter Wight (10,000), Miss Alice McKim (10,000), Miss M. E. Dooley (10,000), Miss Mary Fields (10,000), Miss Irma Smith (10,000), Miss Elizabeth Flowers (10,000), Miss Peggy Bruton (10,000), Mrs. F. C. Gulson (10,000), Miss Ethel Henry (10,000), Miss Florence Malm (10,000), Mrs. Ned Smith (10,000), Mrs. Howard Overlin (10,000), Miss Alberta Aycock (10,000), Miss Margaret Miller (10,000), Miss Lena Bell Hagin (10,000), Miss Palmer Argo (10,000), Miss Carolyn Spencer (10,000), Miss Ruba Williams (10,000), Miss Emily Griffin (10,000), Miss Clara Rankin (10,000), Mrs. R. S. Holly (10,000), Mrs. S. P. Dutton (10,000), Mrs. G. E. McCall (10,000), Mrs. Joe Lee (10,000), Mrs. Dentel Stafford (10,000), Miss Dorothy Stokes (10,000), Mrs. Pierce Griffin (10,000), Mrs. Roby Laing (10,000), Miss Pearl Robson (10,000), Miss Marie Tolman (10,000), Miss Katherine Wilson (10,000), Miss Jessie Hutchinson (10,000), Miss Ruth Hand (10,000)

First Period Sales Campaign To End 10 O'clock Tonight

The first period of The Herald's big Salesmanship Campaign will end tonight at 10 o'clock. After that time the voting power of subscriptions will be reduced and subscriptions will not entitle the contestant to as many votes.

BOYS ASSUME HUMBLE SPIRIT IN COLD PRISON

First Day at Joliet One of Preparation for Life Work; Boys Just Numbers 9305 And 9306 Banished of Lives

To Work in Chair and Rattan Shops

Slayers Refuse to Talk With Reporters for Last Time Behind Walls Joliet Prison

JOLIET, Ill. Sept. 13.—Steel and stone environment have instilled the submissive air of frightened school boys into the hearts of Nathan Leopold, Jr., and Richard Loeb. The swank of the college boy is buried forever.

PRINCE TAKES FIRST RIDE IN SUBWAY TRAIN

Heir to English Throne Takes Trip to New York City To Satisfy Whim; Views City From Woolworth Tower

Prince Recognized By But Few People

Stops at Store and Purchases Several Ties and Later Goes to Shop to Buy Some Books

SYOSSET, N. Y., Sept. 13.—The Prince of Wales Friday had his first ride in a New York subway and for the second time ascended to the pinnacle of the Woolworth building to have a look at New York and the harbor.

Chilean Triumvirate Wants a Fresh Start

BUENOS AIRES, Sept. 13.—The "governing junta" military triumvirate which now rules Chile, does not propose to lay down power until it has given the country a new constitution under which it will make a fresh political start.

Man Announces Death Then Takes Poison

NEW YORK, Sept. 13.—After writing a telegram formally announcing his death to a friend, Louis M. Wachtel, salesman of Steubenville, O., drank poison in his room at Hotel McAlpin today and was found by the ambulance surgeon arrived. He left a dollar bill pinned to the telegram and called the hotel manager and told him that he drank the poison.

Sanford High School To Open Fall Term Monday With Big Attendance

Monday morning marks the opening of the fall term of the Sanford High School according to an announcement made today by Prof. G. E. McKay, principal of the school.

Swinehart Talks To Men Friday On His Life History

M. J. Swinehart, general manager of the Presbyterian Mission Work in Korea gave a very interesting account of his life from the time he began work as a young engineer up to the present time in his talk to the men of the Presbyterian Church and their visitors last night.

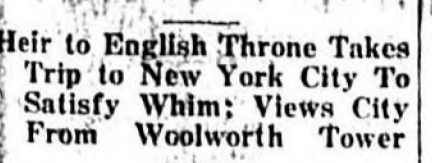
Hinternister Says Florida Is Center Building Activities

Having just returned from a 10-week vacation in the Pocono Mountains, Pennsylvania, J. H. Hinternister, of this city declared to a representative of The Herald this morning that the most noticeable difference between Florida and the northern states is the fact that here an extremely large amount of construction is in progress while in the north building activities are practically at a standstill.

MARKET

CHICAGO Sept. 13.—Wheat, December 122 1/2; May, 138 to 139. Corn, December, 112 1/2 to 115. Oats, December, 62 1/2 to 63 1/2.

Coolidge Greets Fliers



DEFENSE TEST IS PRONOUNCED A BIG SUCCESS

Vast Civilian Army Passes In Review Before President Coolidge on Friday

Very Satisfactory Is Officials' View

Over 16 Million Take Part In Exercises Over Entire Nation

WASHINGTON, Sept. 13.—Response of the nation's civilian population to the Defense Day appeal to the individual's obligation and responsibility under the new national defense program and functioning of the first limited test of the program itself, met the highest expectations of the War Department and government officials generally.

LOCAL DEFENSE, SANFORD MASONS TEST DECLARED PLAN TO ERECT TO BE SUCCESS \$35,000 BUILDING

Patriotic Citizens Semiole County Rally for Demonstration at Central Park; Guardsmen Take Big Part

Plans Have Been Outlined By Architect and Committee For Two-Story Structure; Work Starts in 30 Days

With practically every member of the local National Guard units and a large number of other residents of Semiole county taking part, a great success locally and many people have stated that results were very satisfactory.

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Army World Fliers Begin Last of Trip

WASHINGTON, Sept. 13.—The army world fliers began the last stage of their journey today, hopping off from Bolling field here for Dayton, Ohio, at 10:50 o'clock this morning. Brigadier General Mitchell, assistant chief of the army air service, accompanied the fliers a short distance in an escort plane.

Pershing Retires With Signal Honors Today

WASHINGTON, Sept. 13.—John J. Pershing ended his 43 years' active service in the army at noon today with signal honor paid him in the issuance of an executive announcement by President Coolidge expressing the nation's indebtedness to the service which won him the leadership of the American forces in the World War. Only rare instances in history in which a retiring officer has reached the highest rank has there been a precedent for the honor conferred upon General Pershing by executive order which the President today extended.

Clearing of the Atmosphere here and reports of weather observers which indicated better conditions between here and Dayton prompted those in charge of the flight to order the planes into the air.

You Want a Job?

Let The Herald find a place for you to work. Good men and women are in great demand in Sanford and throughout the county. It isn't necessary for any person to be out of work in this great industrial section.

Not Too Late to Enter.

There is still plenty of time for young ladies to enroll in this campaign and come out a winner on November 22. Only two weeks have passed and any determined worker gets a quick start can easily overcome the lead of those contestants now ahead.

Those young ladies who wish to enroll before the end of the first period are urged to telephone The Herald office and give their names. In the ten weeks remaining it would be a comparatively easy matter for a new entrant to come out in first place.

Check In Before Saturday Night

Make Every Subscription Count for the Greatest Number of Votes

**The Time is Passing--
You Must Act at Once
To be a Victor!**

The vote schedule decreases after Saturday!

Subscriptions turned in this week are worth more than they will be at any other period of the campaign.

After Saturday night the first reduction will be made and beginning Monday less votes will be given on subscriptions and on the ballot which is published daily in The Herald.

Make hay while the sun shines.

Time is quickly passing. The minutes soon count up into hours and the days rapidly pass. Are you onto your job or are you resting contentedly on your past reputation?

No matter how many subscriptions you have, get them to The Herald while the present voting schedule is in effect. Don't wait until Monday.

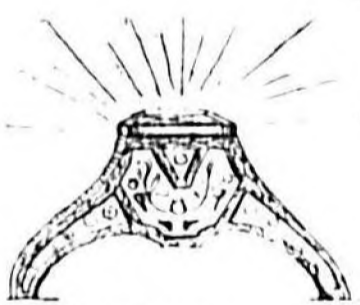
The campaign is yet young. It is still possible to win. If you are not already in the campaign be sure to nominate yourself before Saturday night. Let your friends know you mean business and are out to win.

The Sanford Herald's big campaign has just gotten a good start. These are golden hours of opportunity for the young ladies of Seminole county. Never before has such a liberal offer been made here.

No young lady who enters the campaign and remains working until the end can lose. Those who fail to win one of the prizes will be paid a commission of ten per cent on all money turned in to The Herald.

There is nothing to lose. There is everything to gain.

SECOND PRIZE



**Diamond
Solitaire Ring
Value \$235**

A perfect piece set in a quality hexagon basket woven platinum mounting. A beautiful ring which will please any owner. On display in the show windows of The Diamond Palace on First Street.

HOW TO VOTE

Each subscription to The Sanford Herald will count in votes for your favorite contestant.

Early beginners in this contest will have the advantage over those who start late, for every two weeks during the campaign the schedule of votes will be reduced.

1 Five-Year subscription to The Daily Herald \$65.00	125,000 Votes
1 Four-Year subscription to The Daily Herald \$25.00	85,000 Votes
1 Three-Year subscription to The Daily Herald \$21.00	50,000 Votes
1 Two-Year subscription to The Daily Herald \$14.00	30,000 Votes
1 One-Year subscription to The Daily Herald \$7.00	9,000 Votes
1 Six-Months subscription to The Daily Herald \$7.50	5,000 Votes
1 Three-Months subscription to The Daily Herald \$4.00	800 Votes
1 Five-Year subscription to The Weekly Herald \$10.00	19,530 Votes
1 Four-Year subscription to The Weekly Herald \$8.00	7,812 Votes
1 Three-Year subscription to The Weekly Herald \$6.00	3,125 Votes
1 Two-Year subscription to The Weekly Herald \$4.00	1,250 Votes
1 One-Year subscription to The Weekly Herald \$2.00	500 Votes

The subscription price of The Sanford Herald is \$7.00 per year for the daily issue, and \$2.00 per year for the weekly issue. No subscription to the Daily for less than three months or to the Weekly for less than six months will count for votes.

GOOD FOR 100 VOTES

This Coupon, when neatly cut from the paper, is good for 100 votes in The Sanford Herald's Salesmanship Campaign for the following contestant:

NAME _____

ADDRESS _____

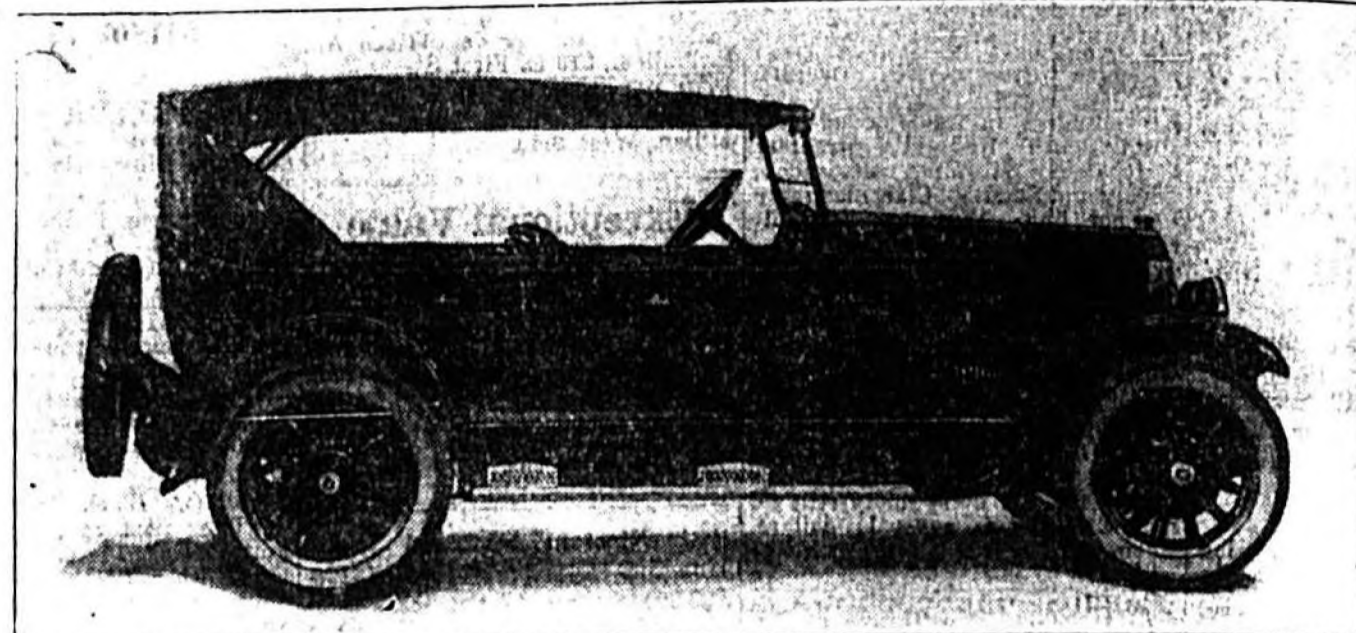
Good Unless Voted on or Before Sept. 13.

Cut This Coupon

Fill in—mail it or bring it in—it means 100 votes for the person whose name appears upon it.

THE NEXT LIST OF
CONTESTANTS WILL
BE PUBLISHED IN
THE HERALD ON
SATURDAY. THOSE
VOTES TURNED IN
BEFORE NOON ON
SATURDAY WILL BE
CREDITED TO THE
CONTESTANTS.

WHO WILL WIN THIS CAR?



FIRST PRIZE Buick Standard Six

A most graceful 1925 model, fully equipped, with balloon tires, four wheel brakes; a wonderful car "The Standard Six." Special Duo finish. The latest thing. Is on display in the show rooms of the Sanford Buick Company on Magnolia Avenue.

Value \$1350

Rules of Campaign

Any young lady residing in Sanford or Seminole county, over 16 years of age, is eligible to enter this automobile and salesmanship campaign and compete for one of the valuable prizes offered.

The territory is wide open. Contestants can enter from any point in Seminole county and be on an equal basis and have the same opportunity to win.

Subscriptions to The Sanford Herald may be secured anywhere in the United States at the regular rates. All orders turned in at The Herald office must be accompanied by the cash in payment.

A contestant will not be permitted to pool her votes in favor of some other contestant. Votes can not be transferred from one contestant to another.

No employee of The Sanford Herald, or member of his or her family will be allowed to enter this campaign.

A nomination blank, when properly filled out with the name and address of the contestant nominated, will give that person so nominated ten thousand votes. Only one nomination will be credited to any one contestant.

Only one prize will be awarded any one contestant. The winner of the first will not be eligible for any other prize or commission.

Contestants who remain active in the campaign until the close and who fail to win one of the prizes will be paid a commission of ten per cent on the amount they have secured in subscriptions. The Herald wants no contestant to work without remuneration and will pay all those who fail to win one of the valuable prizes a commission of ten per cent provided the contestant remains active until the end of the campaign.

All votes to be counted to the credit of contestants in this campaign should be mailed to The Sanford Herald or delivered personally to the Campaign Manager at The Herald office.

The Salesmanship Campaign began Friday morning, August 29, and will end at ten o'clock p. m. Saturday, November 22, 1924.

This campaign is to be conducted on a fair, square and impartial basis and the prizes will be awarded to the contestants securing the largest number of votes. In order that there shall be no question in the minds of any person relative to the fairness of the campaign, The Herald will select three judges who will at the end of the campaign, count the votes that have been cast and will award the prizes to the winners.

Those contestants who fail to live up to the rules of the campaign will be subject to suspension, thereby forfeiting all rights they may have had. Said forfeited votes can not be applied to any other candidate.

The decision of the Campaign Manager will be final in all controversies arising between candidates.

Don't Stop Until You Have Won

Don't let one minute go to waste. See all your friends, and enlist them in your behalf. But don't depend entirely on them to do all the work for you. Undoubtedly they will do all they can to help you, but to make yourself a winner you must put every spare moment you have into the business of piling up votes for yourself.

The opportunity is good. It depends largely on the ability of the individual to get results. No worker can lose who remains active in the campaign until the end. If one of the valuable prizes is not won a commission of ten per cent will be given you. It is an opportunity such as comes but seldom.

It is a simple matter to secure subscriptions for Sanford's only newspaper. Publishing all the local news and happenings from Seminole county, The Sanford Herald is in demand in every household. Contestants find it a comparatively easy matter to get readers not only in Sanford or in nearby sections, but in neighboring towns and cities.

The contestant who takes advantage of every minute she has and keeps continually plugging away at the task will be able to see her list of votes steadily and rapidly increasing.

Be a consistent worker, not a spasmodic worker. Plan your campaign so that you will do things in a systematic manner. Make every day, every hour and every step you take count for the most. And then when you have hit your stride stick to it, never wavering, but with your eyes on the first prize. And you can make this beautiful Buick, your Buick.

THIRD PRIZE

Edison Phonograph

The latest Console model in a handsome mahogany cabinet. Will grace any home. Can be seen at the Hinnermaster Piano Company on Magnolia Avenue.

Value \$185



NOMINATE YOURSELF OR FRIEND

NOMINATION COUPON

SANFORD HERALD, Sanford, Florida.

Gentlemen: I hereby nominate _____ as a contestant in THE SANFORD HERALD'S Salesmanship Campaign whose address is _____

This nomination, in accordance with the rules and conditions of the contest, entitles my nominee to 10,000 Votes.

NAME _____

ADDRESS _____

Candidates who are nominated will only be credited with one nomination blank to count 10,000 Votes.

STUDEBAKER TO OFFER ENTIRELY NEW TYPE OF CAR

Report Says Car Combines a Number of Desirable Features; Secret of the New Type if Carefully Guarded

South Bend, Ind., Sept. 12.—One of the most sensational auto models in development in many years is promised by rumors that Studebaker will announce tomorrow a car of entirely new principle and design.

From sources that cannot be questioned, word comes that Studebaker—after two years of research, study and scientific experiment—will announce a car that combines at once a number of advantages that have heretofore been exclusively open-car in character, with the protection and comfort of closed cars.

This, it is claimed by motor car makers and motorists in general, will enable a car-owner to enjoy the better performance, the freedom and airiness of the open car, and yet to be sure of instant comfort and protection during the very stormiest weather.

The secret of this new type car has been most jealously guarded behind closed doors. Now, however, its construction has been secured, although Studebaker officials vehemently declare that it will be absolutely unlike anything hitherto offered the motoring public by an American or foreign maker.

One Studebaker official today said that they had been besieged by wires and letters from automobile dealers and car owners from every part of the country, "begging for advance information that it will be added, "we shall not give until it is publicly announced to the entire country Sept. 14.

Hint at Extraordinary Beauty. A favored few who have seen the new Studebaker said they were "public announcements will list the 15 body styles of the most unusual and compelling beauty ever offered the American public."

"Longer, lower cars," said one noted engineer who had been granted an advance view of the new models, "and they have lines that are as clean cut as a chisel. They suggest very subtly the best of both American and foreign design. They are distinctly Studebaker, do not feel at liberty to imitate. In this, the lines are straight, longer and lower than any other car of this class that I have ever seen."

As Entails New Six. In certain quarters it is stated emphatically that Studebaker is also bringing out a new six which will have unusual features of value. This new six, it is said, will have several body styles of the sensational, new open closed type.

All who have advance information declare that Studebaker's new car will be standard equipment, and that it will be offered at a price that is very low for a car of this class. No secret is made of the fact that the new Studebaker will be a four-door model, and that it will be offered at a price that is very low for a car of this class.

It is pointed out, however, that Studebaker in the past has taken the stand that four-wheel brakes would not be used on a Studebaker car until it had been perfected free from the faults it is admitted may be found in some new models. From what may be gathered, it

Table with financial data: Sanitary taxes, Delinquent personal, Total receipts, Balance August 1, Disbursements, Office city manager, Office city attorney, Office municipal judge, Department of police, Department of fire, Div. streets and bridges, Div. sewers and drains, Division parks, Division public buildings, Division engineering, Division health, Division inspection, Store room, Miscellaneous income, Waterworks operation, A. C. credit, Bond and finance, Library expense, Golf park account.

Yellow Jacket Spray Cart. We have new carts and repairs for the old ones on hand. Let us look your order for a new one or repair the old one. MAHONEY-WALKER CO. INCORPORATED. Phone 388.



YEN PRIME MINISTER. PEKING, Sept. 12.—Dr. W. W. Yen, former foreign minister, was elected premier of China today, succeeding Sun Pao Chi, whose cabinet resigned last July 2.

DEFENSE TEST IS PRONOUNCED A BIG SUCCESS

Even Cases Are Held In Local Court Friday. The defense test was pronounced a big success. The test was held in the local court on Friday. The test was held in the local court on Friday.

BOYS ASSUME HUMBLE SPIRIT IN COLD PRISON

Rob Pompano Bank Of \$9,000 Friday. The boys assumed a humble spirit in cold prison. They were held in the prison for several days. They were held in the prison for several days.

LOCAL MASONIC ORDER TO ERECT \$35,000 EDIFICE

Orlando High School Becomes Overcrowded. The local masonic order is to erect a \$35,000 edifice. The Orlando High School has become overcrowded. The Orlando High School has become overcrowded.

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SWINEHEART TALKS TO MEN FRIDAY ON HIS LIFE HISTORY

He found that they wanted to have a conference with him, he declared that he was too busy already and loved the men to come to his room, however, and they introduced themselves as Charles A. Rowland, M. H. Adams, G. and Dr. Marion McHoll of Atlanta. Mr. Swinehart said that the names of these two men at that time meant nothing to him and that he thought the conference of no great significance.

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DEVOLVE Varnish. Varnish Beauty that Weathers the Elements. DEVOE PAINT AND VARNISH PRODUCTS. BALL HARDWARE CO. PHONE EIGHT.

Sanford Feed and Supply Co. 666 JNO. W. SNEED Myrtle Ave. and Fourth St. SANFORD, FLORIDA. PHONE 539.

What is a Check? Have you ever had a checking account and realized to its fullest measure all of the advantages to be gained from such an account?

THE NEW TREATMENT FOR BAD COLDS. ROUMILLAT & ANDERSON.

SANFORD LOAN AND SAVING COMPANY. 1000.000.000. 231 MAGNOLIA AVE.

KILGORE SEED COMPANY. WELAKA BUILDING. PHONE 218.

JOHNSON'S WAX AND CEDAR OIL MOPS AND BRUSHES DUSTERS. On Sale at HILL HARDWARE CO.

Let Us... Solve your building problem. You will find it very profitable to consult us in any particular that concerns building, remodeling or general construction work.

Cool as Forest Shade. GENASCO Sealbac Shingles shed heat—turn back the blazing rays of the sun—like leaves of the forest. HILL LUMBER COMPANY. PHONE 135. Genasco SEALBAC SHINGLES.

Open Either End. One end is as clean as the other. Clean from top to bottom. RED COMB SCRATCH FEED IS AIR CLEANED. Seminole Feed Co. PHONE 94, NORTH ELM.

Diamond Tires and Tubes. Are Guaranteed to Give Satisfaction. By the reputation of the maker, By the character of the distributor, By their own intrinsic merit. They Will Not Disappoint you. Wight Bros. Co. Sanford, Florida.

A Man Robbed... is dissatisfied, but when a man gets his money's worth he is always pleased, and this is what we are doing at Rosaland Heights. Rosaland Heights. is situated on Sanford Avenue, two miles from town. Lots high and dry and well drained. Seminole Realty Co. DODGE BUILDING, 112 W. SECOND STREET.



One Great Unified Plan of Construction

If you have ever glanced at a map of Coral Gables—Miami's Master Suburb—or leisurely motored over its fine streets and boulevards, you must have been impressed with the great importance of these thoroughfares in linking together the various sections of the suburb. This is indeed one of the most significant features of Coral Gables development and the one which best reveals the skill and care which has been devoted to its planning.

Now, with the opening of the new Flagler Street section, we have another great avenue destined to be one of the most important in Coral Gables. It is Ponce de Leon Boulevard, the great artery of the addition.

Ponce de Leon Boulevard begins at the Flagler Street entrance, cutting directly through the heart of the new section, across S. W. Eighth Street (Tamiara Trail) and then sweeps down through the Douglas and Business sections to the city.

CORAL GABLES Miami's Master Suburb. GEORGE A MERRICK, Owner. Executive Offices: 158 E. Flagler Street, Miami. Atlantic City Office: 1729 Boardwalk. Florida Offices Jacksonville, West Palm Beach, Daytona, Orlando, Tampa, St. Petersburg, Sanford, Lakeland, DeLand, Eustis, Bradentown and Sarasota. SANFORD OFFICE: MILANE THEATRE BLDG.

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A Question Of Health, Not Of Dollars
A week from Monday the voters of Sanford will have another opportunity of demonstrating their progressive spirit, and of registering their faith in this city's future.

As Brisbane Sees It
A Cousins Landslide.
Frank Case Ends.
No "Worms" Think.
Eastman's New Education.
BY ARTHUR BRISBANE
(Copyright 1934)

DETROIT, in a landslide, nominates Cousins for the Senate. Michigan country places that do not know Cousins well voted against him.

BECAUSE OF their youth the young Chicago murderers, Ladd and Leopold, are sentenced to jail for life, not sent to the gallows. It was a strange scene in a "self-governing nation," picked rifles to protect the judge from a mob attack, a ring of police keeping the public a block away from the "people's court."

IN ILLINOIS "life imprisonment" usually means release in from six to fourteen years. The cry that "money will get the young men out of jail" is not based on fact. There could be no greater fact, for there would be no greater misfortune for the fathers and mothers in this case than to have those sons again at large.

MRS. TOWNSEND, the great-granddaughter of Israel Putnam, asked the Connecticut Legislature to denounce the Ku Klux Klan. They wouldn't do it, nor would they accept a resolution by another woman denouncing the Klan.



SATURDAY EVENING SERMON BY WILLIAM JENNINGS BRYAN

Mark, in the first chapter of his Gospel, gives us the details of a missionary tour undertaken by the Master. In the morning, rising up as usual, he went to the sea, and departed into a solitary place, and there prayed.

THE VALUE of Prayer. The addressing of a sin or temptation to the Heavenly Father for His pardon and forgiveness is a life in itself. Prayer is the heart's cry to God, and it is the only way in which we can be brought into communion with Him.

THE DAY'S most important news item is the election of the President of the United States. The election is expected to be a close one, and the result will have a great influence on the future of the country.

THE GIRLS our Sodas "just adore." All the boys say "gimme more." A treat awaits you at our store.

DAN DOBBS
Baiting mousetraps for work. We could believe anything, but we saw nothing like that look so tired and worn out.

Social Calendar
Monday, September 14, 1936.
F. E. Roumillat
Mrs. E. D. Brownlee
Mrs. J. B. Macdonald

AT THE CHURCHES
ROSTER CLASS
The First National Bank
A COMMUNITY BUILDER
F. P. FOSTER, President B. F. WHITNER, Sec'y.

Attention Farmers!
WE HAVE JUST RECEIVED A CAR LOAD OF ROCK LIME
Be Sure to Place Your Order Early
Carter Lumber Co.
Phone 565

SERVICE
1. A MODERN banking organization, with adequate facilities.
2. AN ABLE personnel in directors, officers and staff.
3. ACTIVE INTEREST in the individual needs of every depositor.

SEMINOLE COUNTY BANK
Strength Service Progress
4% Interest Paid on Savings Accounts

The Social Side of Sanford
Office 148. MISS ROSAMOND RADFORD, Society Editor. Phone: Res. 425

PERSONALS
Dr. and Mrs. Brownlee Entertain for Mr. Mrs. Swinehart
Mrs. F. E. Romillat entertained a small number of Sanford's young set Friday afternoon with a charitable party.

PERSONALS (continued)
Mrs. W. Howard, of Baltimore, Md., is spending several days in the city the guest of friends.
E. A. Wilson, of Jacksonville, was a business visitor in Sanford Thursday and Friday, stopping at the Montezuma Hotel.

PERSONALS (continued)
Miss Nell Haddock of Plant City, representing the East Coast Machinery and Supply Company, is spending several days in Sanford on business, the guest of the Montezuma Hotel.

PERSONALS (continued)
Miss Margaret McRae To Teach Expression
It has been announced by Superintendent Lawton that Miss Margaret McRae will teach expression in Sanford High School for the session opening Monday, Sept. 16.

PERSONALS (continued)
The girls our Sodas "just adore." All the boys say "gimme more." A treat awaits you at our store.

LET'S GO!
On a Free Motor Tour of
BITHLO

And Eastern Orange County
Come in and let us tell you of the manifold advantages being opened to builders and developers, home-seekers and investors in this fertile and virgin section of the county, owing to the new highways now penetrating the community.

Every Day Be Our Guest
CARS LEAVE OUR OFFICE 9:30 A.M.
Bithlo is 69.1 feet above sea level. Compare this altitude with the following towns:

Table with 3 columns: Town Name, Distance, and Altitude. Includes Jacksonville (8 to 25), St. Augustine (4 to 8), Hastings (7 to 26), Daytona (7), DeLand (27), Palatka (7 to 23), Eustis (61), Sanford (6 to 20), New Smyrna (10.3), Titusville (14.8), Indian River City (19), Gainesville (181), Lakeland (206), Cocoa (26.5), Kissimmee (60.1), Oviedo (19.5), Melbourne (22.5), Hill Hill (6.9), Fort Pierce (24.5), W. Palm Beach (20), Miami (10.6), St. Petersburg (20), Tampa (15), Clearwater (29), Orlando (119).

The Bell Cafe
"Sanford's Best"
SPECIAL SUNDAY DINNER
COCKTAILS: Fresh Oysters, Shrimp
RELISHES: Head Celery, Queen Olives
SALADS: Fruit Salad
SOUPS: Chicken Broth, Cream of Turkey
ENTREES: Roast Young Turkey, French Dressing and Cranberry Sauce; Roast Chicken, Celery Dressing and Apple Sauce; Broiled Pompano, Metre d'Hotel; Barbecued Ribs, Apple Sauce; Roast Spring Lamb, Green Peas; Filet Mignon, Mushroom Sauce.
VEGETABLES: Mashed Potatoes, Spaghetti au Gratin; June Peas and Butter Sauce; Cheese and Crackers.
DESSERT: Cake a la Mode
DRINKS: Coffee, Tea, Buttermilk, Ice Tea or Milk

Bailey Development Co.
115 N. Orange Ave.
Orlando, Fla.
Above information taken from Twelfth Annual Report Florida State Geographical Survey.

In The World of Sport

HASTE AND LACK OF THOUGHT ARE CAUSE ACCIDENTS

Coast Line Representative Urges Employees to Be Careful; Railroad Hazards Are Touched on at Meeting

The Safety Committee of the Jacksonville District of the Atlantic Coast Line met Friday afternoon with an unusually good attendance and a very interesting program was provided by Chairman T. L. Dumas, speakers included Dr. E. D. Brownlee, M. M. Smith, of Orlando, State Representative-elect Lyles, W. F. Shelly, and Mr. Adams, and a representative of the General Safety Director of the railroad system.

Dr. Brownlee, speaking first, touched on the hazardous nature of the railroad man's work. He said that there is no property value approaching that of human life, and that the proper conservation and protection of life is worthy at all times of one's best efforts and best talents. It cannot be replaced, when lost. He said that it is a duty, for many reasons, for every man to do his utmost to protect life and make it safe. Human relationships are so interwoven that no single person stands alone, but the suffering incident to the loss of a life extends to other persons. He showed how God values our lives, and the safeguards He has thrown around us, and that we should follow this example within the limits of our capacities.

Mr. Smith spoke on the possibility of better grade-crossing laws, and cooperation between the drivers of automobiles and the railroads. He made a sound and interesting address, which was warmly applauded. Mr. Smith has been a pioneer in the better crossing movement.

Mr. Lyles, recently nominated candidate for state representative, made a short address. He re-nounced the committee that he is already pledged to the effort at better legislation along "Safety" lines, and assured them that he will go through with this program to the best of his ability.

Mr. Lyles was followed by Mr. Shelly, one of the oldest of the Jacksonville District engineers. Mr. Shelly has personally been interested in this subject for a great many years, and has never failed in word or deed, to further the cause of safety and the conservation of life and property, when the opportunity presented itself. He spoke intelligently of what he described as the most promising action, the reversal being taken in the movement at present, in the spirit of cooperation which is spreading out in all directions to include not only officials and employees of the railroad, but the general public. This cooperation is the only way to show definite, concrete results at present.

Mr. Adams, representing the Safety Director of the A. C. L. R., furnished some interesting statistics compiled by the system over a period of 11 months ending in the spring of the year. He said that it is not always possible to control the movement of auto drivers at crossings and in other dangerous situations, but that he hopes to see a fundamentally improved crossing at a reasonably early time, which will make accidents of this nature impossible. He divided other accidents into two general classes, (1) those due to the fault of the driver, and (2) those caused by a lack of concentration of mind on the work at hand. He urged that employees be careful; that they consider all situations deliberately and carefully, and to keep their minds clear. He stressed the value of cooperation between employees in the effort to help each other avoid taking chances.

There will be but one more meeting of the committee this year, which will be held in November.

Loggett & Myers Tobacco Co.

GIANTS LEAD LEAGUE BY A SINGLE POINT

League Leaders Lose to Cards While Brooklyn Remains Idle; Standing in American Remains Same When Senators, Yanks and Detroit Are All Idle; Trying For Giants

NEW YORK, Sept. 13.—The Giants Friday got their first dose of Western medicine and as a result their temperature decreased to the danger mark. While Brooklyn remained idle the St. Louis Cardinals plastered the Giants 5 to 1, the Giants getting 13 hits to only eight for the Cardinals. In spite of this, the Giants were able to send only one run across the plate—Jackson's home run.

This game was a freak exhibition in one way. Of the 21 hits made, only one—Jackson's homer, worth for extra bases, the other 20 being singles.

Pittsburgh continues its snail-like pace to overtake the leaders by defeating Boston 5 to 4.

The standing of the leaders in the National League Friday follows:

Club	W.	L.	Pct.	By
New York	45	56	.441	16
Brooklyn	45	56	.441	16
Pittsburgh	40	62	.392	21

The complexion of the American League remained constant Friday, the three leaders spending the day traveling. The Yankees and Senators travelled West to open series which will have a decided bearing on the standing September 30.

Only one game was played Friday, St. Louis beating the Indians 5 to 0.

The Yankees open today in Chicago, spending three days as guests of Charles Comiskey. From there they move to St. Louis, Detroit, Cleveland and Philadelphia. Grand receptions have been planned for the world's champions at each stop. Washington also opens in the West today.

The standing of the leaders in the American League Friday follows:

Club	W.	L.	Pct.	By
Washington	81	57	.587	14
New York	80	58	.579	16
Detroit	77	63	.550	14

Cards Defeat Giants

NEW YORK, Sept. 13.—The St. Louis club reduced New York's lead in the National League race to one point here Friday, winning the first game of a short series, 5 to 1. The Cardinals knocked out Watson in the first inning and drove out Ryan two innings later. McGraw used five pitchers. The Giants landed on Sherdell for 13 hits but were unable to hit in the pinches. Jackson's home run in the sixth saved New York from a shut-out.

Score by innings:
St. Louis 104 000 000 5 8 0
New York 000 001 000 1 13 1

Batteries: Sherdell and Gonzalez; Watson, Jonnard, Ryan and Gowdy.

BOSTON, Sept. 13.—The Pittsburgh Pirates defeated Boston 5 to 4 here Friday. The principal factor in Pittsburgh's victory was a home run to deep right center by Earl Smith off Benton in the eighth inning with Grimm on base. Fielding plays by Maranville and Hancock featured.

Score by innings:
Pittsburgh 110 000 120—5 14 2
Boston 000 110 011—4 14 2

Batteries: Pfeffer and Smith; Barnes, Benton and O'Neill.

PHILADELPHIA, Sept. 13.—Chicago took advantage of King's wildness Friday and took the first game of the series from Philadelphia, 10 to 8. Aldridge proved ineffective in the opening innings and gave the Phillies a lead which the Cubs did not overcome until the ninth inning. Cy Williams hit two home runs over the right field wall and his bat accounted for six of the home team's runs, but his error in the field allowed the visitors to score two runs in the sixth and finally win out in the ninth.

Score by innings:
Chicago 010 022 014—10 11 2
Philadelphia 101 301 011—8 13 1

Batteries: Jacobs, Aldridge and O'Fallon; Couch, Ring and Wilson.

Southern League

MOBILE, Sept. 13.—New Orleans defeated Mobile here Friday, 11 to 7, in a one-sided game. Bogart and Tucker hit home runs, both at a time when one runner was on the bases. Tucker in the game secured his circuit drive and three singles out of the five times up.

Score:
N. Orleans 002 410 400—11 18 3
Mobile 210 100 300—7 8 2

Dant and Dowie; Steed and Chaplin.

BIRMINGHAM, Sept. 13.—Birmingham failed to come out of her losing streak Friday and was again defeated by Memphis, 8 to 3. The Chick hurlers held the Barons to six scattered hits.

Score:
Memphis 140 140 018—8 31 2
Birmingham 011 100 000—3 8 2

Barnum, Kelly and Kohlbecker; Clarke and Spencer.

NUMBER RADICAL CHANGES MADE IN FOOTBALL RULES

To Bring Decided Difference in Autumn Sport as Viewed From the Grandstand and Bleachers, by Spectators

ATLANTA, Ga., Sept. 12.—Changes made in the football rules since the close of the last season will bring a decided difference in the autumn sport as viewed from grandstand and bleachers. With the opening of the season a matter of weeks, followers of the game who wish to tell their less educated neighbors what it is all about will have to "hone" football guides at top speed to be conversant with the changes, and in the pink of condition for the opening.

The rules committee, after giving more or less study for years to the question of shift plays, has practically abolished the so-called "jump shift." The revised rule requires that on shift plays, the players must come to an absolute stop and remain stationary in their new positions sufficiently long to remove any doubt in the minds of officials as to the legality of the play. Officials are told to impose the five yard offside penalty when in doubt.

The first kickoff of the season will bring a shock to spectators who have not followed the changes and the first try for point after touchdown will produce another. The ball will be kicked off from the middle of the field instead of the 40 yard line, and the familiar mound or tee, on which the ball has rested for the kickoff in the past, will be missing. The ball, however, may be held for the kickoff and probably on many occasions the player who holds the ball will be safety man for the side kicking off.

Following a touchdown the ball will be placed in play on the three yard line, instead of the five yard line as was the case last year. As before the try for one point may be made by a scrimmage play, kick or forward pass.

Added speed to games may result from certain changes in the provisions for "time out." The referee may arbitrarily call time when in his judgment a team is responsible for undue delay and may warn or penalize the offending side. He may also instruct the field judge to let the watch run instead of stopping it during the substitution of players or other delay if such substitutions are in the opinion of the referee "killing" time. Time may be called four times in each half but additional time out will result in a penalty of five yards instead of two as heretofore.

Duties of the referee are much more exacting in the changes of the rules regulating forward passing. Screening the passer is legitimized out of the game by a ruling that ineligible players down the field on passes may be penalized five yards or he holds for a penalty for interference. A player at the receiving end of a forward pass may not move out of the field and return in bounds to catch a pass.

The penalties and fouls include a ten yard loss. The fact that the ten yard penalty, that for intentionally throwing a pass to the ground, has been changed to five yards.

A rule which has long caused much dispute, has been changed by making it possible to decline the penalty on passes.

The on-side kick has gone into the discard, the rule now reading that when a team kicks from behind its line of scrimmage, no player of the offensive side may touch the ball after it has crossed the line of scrimmage until it has touched an opponent. A kicked ball which has not crossed the line of scrimmage may be recovered. The injunction against unsportsmanlike conduct has been broadened to include not only the players engaged in the game but any one contacted with the contesting teams.

If a foul is committed behind the goal line that does not result in change of possession of the ball, the penalty for which would place the ball behind the goal line, the penalty shall be one-half the distance to the goal line from the spot when the ball was put in play.

Rollins Tars Are Slated to Receive A Warm Welcome

ROLLINS COLLEGE, Winter Park, Sept. 13.—That the incoming "Tars" of Rollins College will receive a warm welcome from the alumni committee on athletes, of which Rex Beach is honorary chairman, is evidenced by the fact that Chairman Smith is sending to each prospective member of the Tar teams the following letter:

"The Rollins alumni committee on athletics wishes to welcome you to Rollins. We are planning, with the excellent material we shall have this year, to lay a firm foundation for worthy athletic achievements. We are depending upon you to help Rollins make possible the success of her program. This is the last year that the freshmen will be eligible for the varsity. We must build and train so that our teams may be in the pink of condition. Now is the time to start to win our games. Cut out smoking and begin now."

ST. LOUIS COPS ONLY GAME IN AMERICAN LOOP

Shocker Holds Cleveland To Four Scratch Hits While His Team-mates Garner Nine Hits For Five Runs Off Browns' Hurlers; Two Circuit Hits Feature Game

ST. LOUIS, Sept. 12.—Urban Shocker was in good form Friday, holding the Cleveland team to four hits, enabling the Browns to take the game, 5 to 0. Gene Robertson and Bill Jacobson hit home runs for St. Louis. The score:

Cleveland	A	R	R	H	P	O	A	E
Jamieson, rf	4	0	0	0	0	0	0	0
Wyatt, lf	3	0	0	0	0	0	0	0
Gully, cf	3	0	0	2	0	0	0	0
J. Sewell, ss	4	0	0	1	4	0	0	0
Walters, c	3	0	0	1	3	0	0	0
Wray, lb	3	0	0	3	2	0	0	0
Stephenson, 2b	3	0	0	2	5	0	0	0
Yeter, 3b	3	0	0	2	3	0	0	0
Roy, p	2	0	0	1	2	0	0	0
Brower, x	1	0	1	0	0	0	0	0
Myatt, xx	1	0	1	0	0	0	0	0
Totals	29	0	1	21	18	0	0	0

St. Louis	A	R	R	H	P	O	A	E
Tobin, rf	1	0	0	3	0	0	0	0
Robertson, 2b	1	1	1	1	3	0	0	0
Sisler, lb	1	1	2	8	1	0	0	0
Williams, cf	3	0	0	3	0	0	0	0
McManus, 1b	2	1	1	4	2	0	0	0
Jacobson, cf	3	2	2	3	0	0	0	0
Gerber, ss	3	0	1	2	3	0	0	0
Rego, c	3	0	1	2	0	0	0	0
Shocker, p	1	0	0	1	2	0	0	0
Totals	29	5	9	27	11	0	0	0

Score by innings:
Cleveland 000 000 000—0
St. Louis 100 110 200—5

Summary:
Two base hit, Stephenson. Three base hit, Sisler. Home runs, Robertson, Jacobson, Robertson, Yeter, McManus. Double plays, Robertson to Sisler, Jacobson to Yeter to Stephenson. Left on base, Cleveland 1. St. Louis 1. Base on balls, off Shocker, 1. Struck out, by Roy 1. Shocker 2. Umpires, Dunne and Ormsby. Time, 1:48.

JUNIOR CHAMBER CLEARS FOOTBALL COACH SITUATION

Organization Not Attempting To Embarrass New Coach Or To Overstep School Officials, Emphatically Stated

The Junior Chamber of Commerce has had no intention of encroaching upon the authority of the County School Board in the matter of securing a high school football coach. It was unanimously agreed at a meeting of that body this week when considerable discussion upon the subject was held, to develop a plan that would be a guide to the body in regard to the body's proper action in such a case. A committee of four, consisting of a board member, a representative of the Junior Chamber, and two other persons, has been directed to work out a plan.

A was pointed out, however, by speakers at Thursday's luncheon at no time did the body attempt to step the board's authority, nor attempting to embarrass the new coach. It was further pointed out that the body did desire to see an assistant coach placed in the school who would assist Coach Hart in putting out a winning grid team at the high school this year.

President Spencer, among other remarks, said that the Junior Chamber of Commerce had been appointed to negotiate for the services of an assistant player in order to give wholehearted support to the advancement of high school athletics.

Fred R. E. Cooper, a member of the high school faculty and who has arranged the schedule of the team for the coming season, was present at the meeting and called attention to the fact that there had been misunderstanding on the part of some members of the school board and of a few citizens in regard to the coach problem and a deal had to be cleared up.

Enumeration Work Planned

The secretary announced that plans are complete for the coming of Semole county farm statistics and other data required by the state agriculture department in its survey, which the body had previously agreed to furnish. Work on this project will get under way within the next two weeks, it was further announced by the secretary.

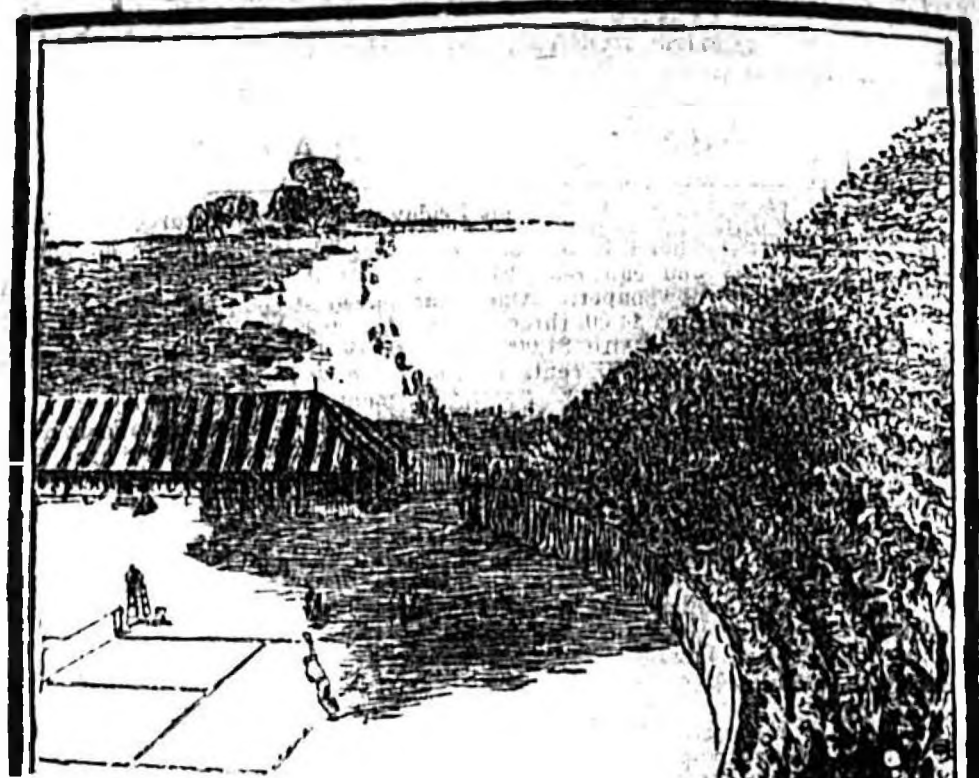
Teams and team captain have already been appointed and the county has been laid out into zones, each team being responsible for a certain one of these zones, it was stated. It is believed that the work will be completed in the prescribed time set by the agriculture department.

The ball park committee reported nothing definite to announce but it was stated that prospects for securing a major league team for Sanford next spring are brighter than ever before with three clubs in correspondence with the committee about the field and the advantages offered by the "City Substantial."

A communication was received from the City Commission and read to the body, in which appreciation was expressed for the interest shown in city beautification work by the junior body.

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. When these symptoms appear it is time to give White's Cream Vermifuge. A few doses drives out the worms and puts the little one on the road to health again. White's Cream Vermifuge has a record of fifty years of successful use. Price 35c. Sold by Union Pharmacy.



Continued Popularity is no accident!

Such popularity must be deserved

Chesterfield

CIGARETTES

They Satisfy—millions!

Tonight at 10 o'Clock

the first voting period in The Herald's big Salesmanship Campaign will end. Contestants are urged to check in tonight and take advantage of the point schedule now in effect. For the convenience of contestants The Herald office will remain open until 10 o'clock tonight.

It is not too late to start---

The contest has been under way for just two weeks. There are ten more to go. One or two big subscriptions will put any new entrant in first place. Enroll today. Phone 148 and give your name. Instructions will be given you at once.

Watch Monday's Herald for the New Voting Schedule

Clip this coupon and vote it today. It will not be good Monday. Work fast: Time means votes

GOOD FOR 100 VOTES

This Coupon when neatly cut from the paper, is good for 100 votes in The Sanford Herald's Salesmanship Campaign for the following contestant:

NAME _____
ADDRESS _____
Not Good Unless Voted on or Before September 13

Cut This Coupon

Fill in—mail it or bring it in—it means 100 votes for the person whose name appears upon it.

Your Telephone is a Herald Want Ad Service Station

SAVE DELAYS AND INCONVENIENCES BY TELEPHONING YOUR WANT ADS DIRECT TO THE HERALD

PHONE
148

Real Estate

WANTED—Reliable and neat colored girl—general house work for small family. Phone 595-R.

WANTED—Young married man wishes employment. Reasonable compensation. Box 222, Herald.

Wanted: Young woman with neat appearance to work for a responsible basis, making her sales through house to house canvass. In response state age, sales experience and earnings expected. Housekeeping experience with real sales ability most essential qualification. Success means substantial permanent position. Write Box Q, care Herald.

Help Wanted

WANTED—Reliable and neat colored girl—general house work for small family. Phone 595-R.

WANTED—Young married man wishes employment. Reasonable compensation. Box 222, Herald.

Wanted: Young woman with neat appearance to work for a responsible basis, making her sales through house to house canvass. In response state age, sales experience and earnings expected. Housekeeping experience with real sales ability most essential qualification. Success means substantial permanent position. Write Box Q, care Herald.

Building Material

MIRACLE Concrete Co., general cement work, sidewalks, building blocks, irrigation boxes. J. E. Terwilliger, Prop.

Lumber and Building Material Carter Lumber Company, N. Laurel St. Phone 565

HILL LUMBER CO. House of Service, Quality and Price.

Rooms For Rent

FOR RENT—Furnished rooms, 511 Park Ave.

FOR RENT—Furnished bedroom, 311 Park Ave.

FURNISHED rooms \$3.00 to \$6.00 a week. Table board if desired. One apartment of two rooms. Light and running water. Gas stove. 110 Commercial St.

FOR RENT—Rooms. Wouldn't you be able to use the money secured by renting that vacant room now going to waste? There are many persons looking for places to stay. Help take care of them and not only make money but assist in keeping people in Sanford. Phone 148 and give your ad over the telephone. Use The Herald for quick service.

FOR RENT—3 rooms for light housekeeping. Corner of Elm Ave. and 3rd St., 317. Phone 437-W.

Houses For Rent

FOR RENT—Four room house, garage, modern improvements. West First Street. Mrs. Annie Philp.

FOR RENT—7 room house and sleeping porch, partly furnished, best condition. Phone 571-J.

FOR RENT—6 room house, close in. Box L. E. care Herald.

Lost and Found

LOST—Bunch 8 or 10 keys on First St. Herald please return Box A. B. C. Herald office.

Apartment For Rent

FOR RENT—4-room furnished apartment. All conveniences, and garage. 117 Laurel Ave.

FOR RENT—One furnished apartment. 214 East Second.

FOR RENT—Two room apartment. 703 Palmetto Ave.

FOR RENT—Furnished two-room apartment with or without garage. 618 Oak Ave.

FOR RENT—Two well located, unfurnished apartments. Apply 601 Park Ave. or Phone 224.

Exceptional Value

New 5-room bungalow, IDEAL location. Garage. Large lot, street and sidewalk all paid. Small cash payment, balance like rent. You should see it to appreciate real value.

A. P. Connelly & Sons, 108 Magnolia Ave. Phone 45

Business and Professional Directory of Sanford

Fred R. Wilson ATTORNEY-AT-LAW First National Bank Bldg. Sanford, Florida

DR. R. M. WELSH GRADUATE VETERINARIAN Room 205 Conrad Building Phones: Office 20, Home 21 DELAND, FLA.

George A. DeCottes Attorney-at-Law Over Seminole County Bank Sanford, Florida

Elton J. Moughton ARCHITECT First National Bank Bldg. Sanford, Florida

Sanford Novelty Works V. C. COLLIER Prop. CONTRACTOR AND BUILDER General Shop and Mill Work 317 Commercial Street

Seminole Marble Co. Marble and Granite from all quarries. Best of quality and workmanship. Write for latest designs. C. B. TERRY, Sanford, Florida. P. O. Box 552, Phone 543

Printing

The Matthews Press Phone 417-L3 Welaka Bldg., Sanford, Fla.

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V. C. COLLIER Prop. CONTRACTOR AND BUILDER General Shop and Mill Work 317 Commercial Street

Two Carloads Mules

NEXT WEEK

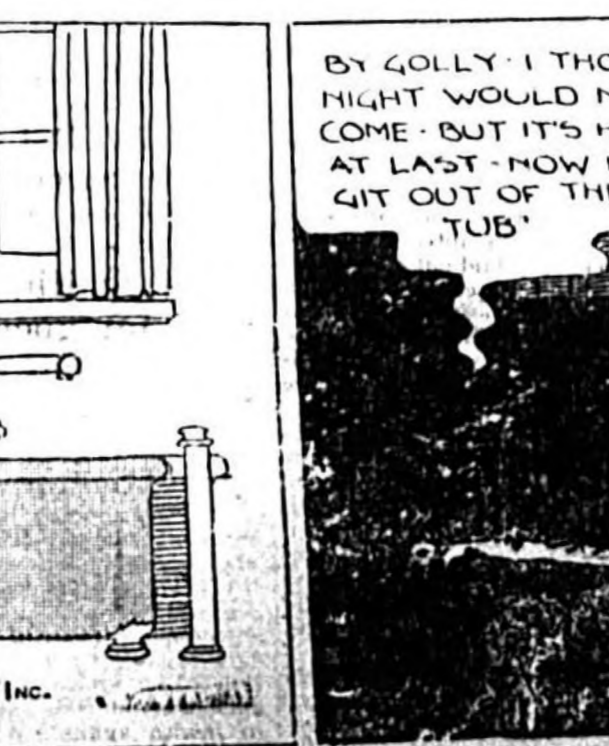
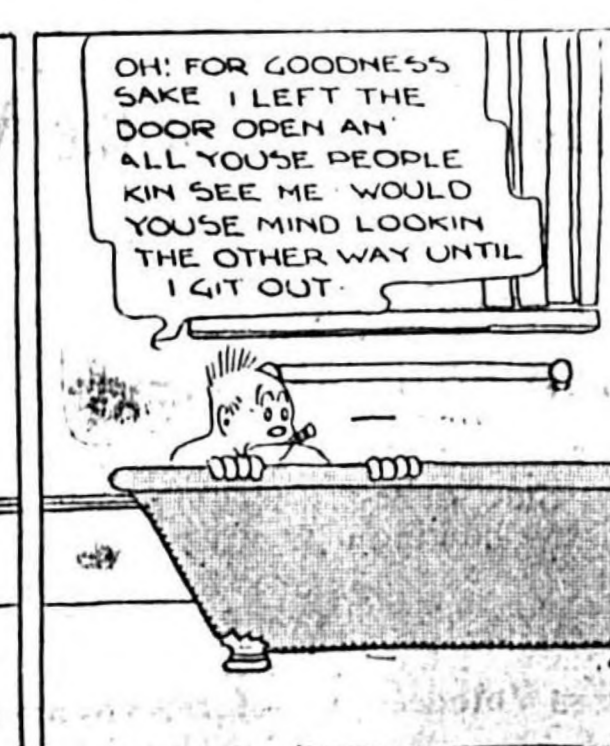
Watch for the Announcement of Arrival. All First Class Kentucky and Tennessee Mules

PRICES RIGHT

Igou & Igou

New Barn Cor. Cypes and Celery Ave.

WINGING UP FATHER



By GEORGE McMANUS

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