# Che Sanfortinatly Merali <br> IN THE HEART OF THE WORLD'S GREATEST VEGETABLE SECTION 

| UPSET THE STOCX MAREETBY CIIIIG BOCLS CHEKK |
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 tuor tom outiormarker WAY TO PANAMA AFTER THE MEN IS BELLEVEDLOST Who Sisared One of the Mos
Spectacular Swindles Money
Center Has Ever Witnessed


## SANFORD, FLORIDA, TUESDAY, MAY 8, 192 <br> HENRY FORD TAKES PLACE <br> OF RACHERHLDR AS RICHEST GUN IN THE WORLD TODAY





Government Will Immediately Investigate ColdBlooded Affair

ROTARY CLUB HELD MEETING AT VALDEZ

HINESE BANDITS ROBBED
AND RAIDED PASSENGER TRAIN, SEVERAL AMERICANS AMONG THEM

$\qquad$



## STATE EXECJTIVE DEPARTMENT

WILL INVESTIGFATE THE DEATH OF JRRY POPPELL, FORMER JAILER
Who iDed Saturday Night Under Suspicious Circumstances


## Mother's Day

## Mi-Lady's Shoppe.

SOCIETY

## Tit <br> OpeningSale!


(Meisch Building) and
FOR IUSINESS TOMORLROW MORNING
WILL RE-OPEN FOR bUSINESS TOMO


## 20 per cent on Every Suit of Clothes in the Store

EXCEPT CAMPUS TOGS AND BOYS' SUITS ON THESE WE WILL ALLOW 10\% REDUCTIONS
This reduction is for 5 days only and the Sale will positively close Saturday night." You are most cordially invited to call on us at our new home

## Sanford

## Shoe \& Clothing Co.

Our Aim is to Please




The Princess "Huntinge Dig Gamei Africa With Gun and Camera

## FREE! TOTHE LADIES! FRER

This Coupon, when accompanied by ONE ADULT PAID ADMISSION will admit ONE LADY FREE to the opening INTRODUC TORY Performance only Thursday, May 10 , at the Parish House, 8:30 p. m.

| Go INOMth By Siea Merchants and Miners Transportation Co. <br> Freight and-Passenger Service |  |
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## Churchwell's

## "The Place to Save Money"

We buy for cash and sell for cash, which enables us to purchase merchandise at lower prices and we pass this saving on to our customres

MEN'S DIMITY CHECK PAJAMAS, at, per suit... $\$ 2.25$ MEN'S LEATHER WORK GLOVES, at, per pair... $\$ 1.00$ MEN'S BALBRIGGAN SHIRTS AND DRAWERS
TO MATCH, at, per Suit
$\$ 1.00$
MEN'S POLK-A-DOT WORK SHIRTS, at, each ... $\$ 1.00$
MEN'S PIN C'HECK PANTS', at, per pair............... $\$ 1.50$
BOYS' WASH PANTS, at, per pair ........................... 85 c
MEN'S, LADIES' AND CHILDREN'S SUN HATS at, each

25
MEN'S NIGHT SHIRTS, at, each ........................ $\$ 1.50$
MEN'S PALM BEACH SUITS, at per suit........ $\$ 12.50$
MEN'S GABARDINE SUITS, at, per Suit.
$\$ 19.00$
CHURCHWELL'S

Sanford Daily Herald The Herald Printing Co.


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$\$ 15.00$
F. P. RINES

Alitame nombiot simotiol BOGUS CHECKS

## STARTED STOCKS <br> TO TUMRLING <br> PROCEEDINGS OF THE BOARD OF COUNTY COMMISSIONERS

ncampment No. 9 whll take pince sured by the ledies. At 7 octlock
lodge will reconvene, for the purrios For quick resoltas. try a mat.ad


12 Cakes of Soap 12c

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casy you'll wonder why cesy you'l wonder why ago. You'll find tho aoap better than much you buy, nnd youn
know It's puro. Ono
onnol 12 cakes of hard and 12 gallona bl sofe goap.
Can you bent lt

GIANT LYE


## THE RED BIRD



## 

- hat bakes with aremillionsof themhas learned three important baling facts.
 $\xrightarrow{\text { nerias }}$
Second; that her bakings
are always pure and are always pure and
wholesome, which goes wholesome, which goes
along way toward perfect health.
Thind; that the greater
 strength of Calumet cause she uses less


## Have you ever

experienced the thrill that comes from seeing Dollar after Dollar and Interest upon Interest piling up to your credit?
If not; get a bank book started in your name at Our Savings Department today.

The feeling promotes wealdh. $4 \%$ Interest allowed.

## First National Bank

Community blilde

PROGRAM "THE GIRL FROM UPPER SEVEN"
ay glamys ruth mriogham HIGH SCHOOL AUDITORIUM SANFORI, FLORIDA MAY 9TH AND 10'TH-8:15 P. M. orchestra chabacters

 Octavia Brent ...............lizatech Fllowers Flosgic Mason Her dlaukhters. Murgaret Berner
Muriel Leev, Irene Gordton Oetavia's friend Josephine Knight
 Genie Mcshane, the Eirl from the Upper Gelle Vera Glisson

Act L . An old ranch house used ay the office
or he F . E . C . R. R. nt the foxit of the Upper 7 . trail. In the morning.

$$
\begin{aligned}
& \text { Act II.- Sanne as Act I, In the ovening. } \\
& \text { Act III-Same as Act II, Tater jin the eve }
\end{aligned}
$$ orchestra choruses

$$
\begin{aligned}
& \text { 1.-"My Protty } \\
& \begin{array}{l}
\text { 11.-"A Hundred Pipers," Scotch Chorus and } \\
\text { Dance in Costume. }
\end{array} \\
& \text { (This song commomurates the nurrender of the town } \\
& \text { of Carliale to prince Charices Edward Stuart, of Noveniver } \\
& \text { ed army of Highlandori and Lowtanders, after hir vietory } \\
& \text { at Preatonpans. Ho "entered Carlisle on a whito horso, } \\
& \text { with a hundrud pipere playing before him.) } \\
& \begin{array}{l}
\text { Chorus Girls: Lilly Buth Sponcer, Dorothy Stokea, } \\
\text { Omah Allen, Ella Mary Muirhead, Viola Booth, }
\end{array} \\
& \text { Elizaleth Garrion, Edna Lord, Gayle Marahall } \\
& \text { Emily Bailey, Iris Britt, Marion Applely }
\end{aligned}
$$

Sanford Daily Herald $\frac{\text { The Herald Printing Co }}{\text { nit }}$

## 




 Chinese bandits are robbing and
killing Americans in Chinn and other
Chinese are becoming American citi zens. Take your choice.
$\qquad$ the Gencral Assembly is meeting n

Tallahassec. General Assembly o | $\begin{array}{c}\text { Newspaper men were } \\ \text { nway from Dixie cuunty, } \\ \text { witress in convict }\end{array}$ | $\begin{array}{c}\text { warned } \\ \text { principml }\end{array}$ |
| :---: | :---: | to be poisoned and is

## vict camp day's new

##  business of the one $m$ <br> money has fa milk or <br> 


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## Commiusio crossings penses be

## penses counties.

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ness is superceding politics in muni
cipal. nffairs.-Lakeland Star-Tele
gram.
COLLEGE ROUGHNECKS VEISUS PRETTY PAGEANTS.
In Lnkeland young women an
$\begin{aligned} & \text { young men at Southern college show } \\ & \text { talent in producing a Mayday cele }\end{aligned}$ bration which reflects credit upon the
performers and upon the institution in Chicago university young men get
into some hazing scrap, or class contest, and one man killed. Then th
students take the victim out near th
lake nudd lury him benealh n pile o


 Cleses he:le

international cartoon có.

show. In this show it is playned to
sive larger eniphasis and bettor
awards to amniteurs and gardeners
thus atimulating a $n$ greater interest

| thus stimulating a greater interest on the part of these two important factors in developing the flornl opportunitica of Florida. The Florida Horticultural Society, the Florida Federation of Woman's Clubs and the Florists' Association, will co-operate in putting across a flower show next spring. <br> Orange county and Orlando will put on a huge state floral and music festival in Orlando in April, in which the features will be a great floral parade, the wonderful Winter Park flower show, concerts by the Orlando Symphony orchestra and a great choral society which will put on oratories. Those pinsent at the meeting were: W. H. Knull, Tampa; N. A. Reasoner, Oneco; F. W. Fletcher, J. M. Carruthers, C. D. Kime gnd Karl Lehmann, <br> WHAT 1 AM GETTING FROM MY Agriculture course. |
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## Today's Efforts

If What th
We may be certain, however, that we should prepare for tomay's efforts.
making the best of tod

Open an interest-bearing account with
this institution and build a competence.
Peoples Bank. of Sanford

SANFORD $\qquad$

$\$ 15.00$
F. P. RINES

CHANCELLOR
OF EXCHEQUER
TELLS HOUSE
Tran mandent uecrabaten



SCENE fROM "hUNTING, BIG GAME IN AFRICA" AT THE PRIN
CESS THEATRE FOR AAST TIME GONIGET

## WATCH OUT 1 0 5 IIF RAD BRI

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12 Cakes of
 an ol Gune Lyo turn the:trick you to
 couy yuil monde wh
 you buy, and youtil


GIANT LYE

> WATCH OUT
> -roR-
> THE RED BIRD

llecause of its flavor our
liread has found favor with the folks who like the pures
of foods. Explain in a kindly of foods. Explain in a kindly
but emphatic manner that
your grocery man should send your grocery man should ben
you our bread-it's a better
ikind of breed the difference in the dark.
ROUTH BAKERY SAETMENATD

## Livery Womsar



GALUMET
Tho Economy BAKING POMIDER
-sales are $150 \%$ greater than that of any other brand.



PROCEEDINGS OF THE BOARD OF COUNIY COMMISSIONERS

## Have you ever

experienced the thrill that comes from seeing Dollar after Dollar and Interest upon Interest piling up to your credit?
If not; get a bank look started in your name at Our Savings De partment today

The feeling promotes wealth.
4\% Interest allowed.
First National Bank

PROGRAM
"THE GIRL FROM UPPER SEVEN"
by gladys ruth bridgham
(GIH SCHOOL AUDITORIUM
SANFORD, FLORIDA
MAY 9TH AND 10'TH-8:15 P. M. orchestra
characters
Rev. Johm Blake
Acting Manager of the Williams
 Malph Woxdruft
Wourd Fielding Manom Mom the Bust employed in the Steve Malone, a cowboy. Manarer of the Lowor Thnelh
Bera Simpson, a cowhoy in Malone's employ
Merton Aycoeke

 Toh Mch Shane, from the least .........George Cowan
 Rone Hnwkins
Mary Hawkins
omah's laughte
Mae Holly
Iladyce Wilson
Fawn No-Afraid, nan Indiang sirl,
Alice Runyon
Nonie Williams Mrs. Susma Brent, Mason's Aunt Nonie Williams
Demarius Musson Flossie Mason

- ter ctarghters

Margaret Berner Muriel Lees.
Irene Gordon Sara Wheeless
Josephine Knight Fluerelte, Mra. Brentavia's Maicinds mhoda Vaughan Genie MeShane, the sirl from the Upper 7 Olle Vera Glision

Place- :
Act I.-An old ranch house used ant the office
e. W. R. \& C. R. I. nt the foot of the Upper 7 of the W. R. \& C. R. I. At the foot of the
rail. In the morning.

Act III.-Same.as Act II, later in the evening ORCHESTRA

## chonuses

## -"My Protty

1.- "A Hundred Pipera," Scotch Chorus and

This soaf coramomuraten the nurrender of the zown th, 17 sb , when te invaded Ensland, at the head of a mixad army of Righiandoris and Lowiandors, after his vietory at Preatonpans. He "enterel Carliale on a
with $s$ hundrod pipore playing before him.)
Chorus Girla: Lilly Buth Spencer, Dorothy Stokes, Omah Allen, Ella Mary, Mulrhead. Viola Booth, Emlly Bulloy; Iria Britt, Marion Appleby.

Admission 35 and 50 Cents

| BASE BALL |
| :--- |
| FOOT BALL |
| BASKET BALL |
| TRAP SHOOTING |

BASE BALL NEWS

| New York $\qquad$ <br> Philadelphia $\qquad$ 001100 <br> Brooklyn $\qquad$ 061010 <br> Boston $\qquad$ 000005 <br> St. Louis $\qquad$ 000011 <br> Pittsburgh $\qquad$ 030110 <br> Detrof <br> American League $\qquad$ <br> Chicago $\qquad$ 3010 <br> St. Louis $\qquad$ Cleveland $\qquad$ 0306610 <br> YESTEIDAY'S UESU <br> National League St. Lowis 4, Pittshurg 11. New York 13, Philadelphia Brooklyn 12, Boston 11 (10 No others scheduled. <br> American league <br>  Detroit 8, Chicago 4. No others scheduled. <br> HOW TIIEY STAN <br> Florida State t.eak |
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Orlando
Tampa

## HE IS. COMING!!

PARISH HOUSE Thursday, May 10th Attraction Extraordimary!

## MURDOCK



TO THE LADIIS OF SANFORD freet freet thursday night This Coupon when accompanied by one ADULT troductory opening performance of MURDOCK, "The Man Who Knows," Thursday, May 10 th.
NOTE-TMurdock will answer any question of Wonders," Prepare yoar questions at home, bring this "Show of Wonders," Prepare yoar questions at home, bring them with
you nad fie will answer you directly withoutt ever seeing your He Sees, Knows-Tells All Ladies only matined saturday, may $12 T H$

| GOLF <br> BOWLING <br> TENNIS <br> BOXING |
| :---: |

REALM OF SPORTS


FOR THE MOVIE FAN N


## IT'S PURE That's Why It's ...Popular...

Our orders are coming in so fast that if it were not th kept prepared to render real service we could

PHONE US
WE DELIVER

$$
\begin{aligned}
& \text { and we deliver prompt, anywhere, any time. And if you do } \\
& \text { not drink Elder Water now - you will, } \\
& \text { after one trial }
\end{aligned}
$$

## Elder Springs Water Company

WE AREEQUIPPED TODO GOOD PRINTING SUBSCRIBE FOR THE HERALD TODAY!
\&

## "It Pays to Swim <br> With the Current"

This is about two spark plugs. At the moment they are lying on the sales manager's desk'in the establishment of a large middle-western hardware jobber.
One spark plug bears a name known wherever automobiles are used, the other a name seldom heard.
Both, says the sales manager, are good plugs. On the score of quality they run neek and neck.
"But," he adds, "we are discontinuing thes line"-and he holds up the plug of unfamiliar name, "Yes, and our discount on it is larger, too,
"What's wrong with it? Not a fs a goo isn't advertised-the other one is. The demand is for the adyertised make. And we've learned it pays to swim with the current, not against it
Morg and more jobbers in every line of business are fearning every day that
pays to swim with the current of popular temand.
"Our job," said one jobber, "is to supply markets, not create them. Let the manufacturer make a market for his goods, and we will handle it.

Said another-"Our salesmen carry a catalog with thousands of items in it They haven't the time to push unad vertised goods. Their work is principally taking orders.

If you go among these wholesalers to day to introduce a new product in competition with merchandise nationally advertised, unless the article is excep tional, you will be met everywhere by the injunction: "First go out and get a reputation for your goods through advertising.

The wholesaler knows by actual contact with dealers how they value speed of turnover, goods which move with : minimum of effort, goods pieple know about and ask for.

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