

SOCIETY

MRS. FRED DAIGER, Society Editor... Monday—St. Agnes Guild meet at the home of Mrs. W. R. Leake on Sanford Heights at 8:30 p. m.

ENTRE NOUS BRIDGE CLUB... ZERNOVEAN-KENIS... BIG BEREAH BROTHERHOOD WANTS YOUR ATTENDANCE THIS SUNDAY

LOCALS... One day with no rain... Good breezes blowing right from the ocean all day... Tonight at Churchwell's the special bargains in dresses of all kinds will be one of the big events of the month.

CHURCHES... CHRISTIAN SCIENCE SERVICE SUNDAY, JULY 7, 1923... PRESBYTERIAN CHURCH... THE FIRST METHODIST CHURCH... FIRST BAPTIST CHURCH

THE WEATHER... THE TEMPERATURE JACKSONVILLE, July 7.—The maximum and minimum temperatures in representative cities furnished by the weather bureau from records compiled at 9 p. m. yesterday, follow:

NOTICE! The Seminole Athletic Club announces an important meeting Monday, July 9th at the Monroe School House.

The Princess TONIGHT WALTER HEIRS "SIXTY CENTS AN HOUR" MONDAY Wallace Heery, Estelle Taylor and Silvia Braemer in "BAVU"

Nemo 3 SELF REDUCING CORSET... Nemo Self-Reducing No. 333 is a real bargain.

HOTEL TA-MIAMI MIAMI, FLA... HOTEL RAYMOND SEABREEZE FLORIDA... One block from Ocean and Hotel Clarendon.

Selfridge Field Ordered to Search for Missing Balloon... Case Nolle Prossed Against Defendants in G. Reynolds Case... Johnson Wins Second New World's Championship in Lawn Tennis

Attend Churchwell's SPECIALS TO-NIGHT DRY GOODS, SHOES, CLOTHING AND LADIES' SUMMER DRESSES

SOCIETY

BRIDGE PARTY... Miss Gladys Wilson entertained most delightfully at bridge at her home on Ninth street.

DEATH OF MRS. MARSH... The many friends of Mrs. R. Marsh, wife of H. Marsh, the agent of the Standard Oil Co., will be shocked to learn of her death which occurred last night about eight o'clock at Dr. J. N. Robson's private hospital.

WILLIE O. GOOLSBY... The friends of Willie O. Goolsby will be grieved to learn that he died in United States Hospital at Otten, N. C., Monday, July 2nd, and was buried at Lake Butler, Fla., July 4th.

CHURCHWELL'S First Street SELLS IT FOR LESS Welaka Block

GOLF BOWLING TENNIS BOXING

REALM OF SPORTS

R. L. SHIPP, Editor

BASE BALL FOOT BALL BASKET BALL TRAP SHOOTING

DANES FOR MADAGASCAR?

The international labor office has been informed that the French government has communicated to the Danish minister of foreign affairs a scheme for settlement on a large scale in Madagascar.

WAS GREAT EASTERN RULER

Memory of Haroun-Al-Raschid Has Long Been Held in Veneration by the Mohammedans.

The title to the name of Haroun-al-Raschid the Just is sullied by his extirpation of the generous, perhaps the innocent, Barmecides.

WHAT A BLUFF



"Is your new typewriter named Alice?" "Yes, why?" "You always use that name when you talk in your sleep."

BASE BALL NEWS

WHERE THEY PLAY TODAY Florida State League Tampa at Lakeland. St. Petersburg at Daytona. Bradentown at Orlando.

YESTERDAY'S RESULTS

Florida State League No games scheduled.

National League At New York 3, Cincinnati 5. At Brooklyn 0, St. Louis 4. No others scheduled.

American League At Cleveland 15, Boston 10. At Detroit 5, Philadelphia 7. At Chicago 4, Washington 2. At St. Louis 4, New York 6.

Southern Association At Mobile 2, New Orleans 1. At Memphis 2, Nashville 2. Only two games scheduled.

HOW THEY STAND

Table showing standings for Florida State League (Second Half), National League, and American League.

Ruth Cuts Lead of Williams in Homers

CHICAGO, July 9.—Babe Ruth, of the New York Americans last week lessened the home run lead of Cy Williams of the Philadelphia Nationals when he smashed out four circuit blouts, bringing his total up to 18.

Ken Williams of the St. Louis Americans also added to his circuit drives last week, bringing his total to 13 with two homers and placing him in third position for home run honors in the two leagues.

American league: Ruth, New York, 18; Williams, St. Louis, 13; Hellmann, Detroit, 10; Hauser, Philadelphia, 9; Miller, Philadelphia, 7; Rowley, Cleveland, 6; BTohin, St. Louis, 6; McManus, St. Louis, 6; Spenger, Cleveland, 6; Flagstad, Boston, 6.

National League: Williams, Philadelphia, 22; Mogan, Philadelphia, 10; Hornsby, St. Louis, 10; Miller, Chicago, 9; Fournier, Brooklyn, 9; O'Farrell, Chicago, 8; Meusel, New York, 7; Tierney, Philadelphia, 6; Traynor, Pittsburgh, 6; Wheat, Brooklyn, 6; Russell, Pittsburgh, 6.

Circuit Drives Enables Reds to Defeat Giants

NEW YORK, July 9.—Cincinnati's home run hitting enabled the Reds to take the second game of the series yesterday from the New York Giants, 5 to 3. It was the sixth straight victory the Reds have scored against the Giants and Luque, the Cuban star, who twirled a masterful game, accounted for his third triumph of the season over the champions.

Brooklyn, July 9.—St. Louis made it two out of three from Brooklyn when Clyde Barfoot, in his first start of the season, blanked the Dodgers, 4 to 0. The score: St. Louis, 001 000 300—4; Brooklyn, 00 000 000—0.

ST. LOUIS, July 9.—New York won yesterday's game from the Browns, 6 to 4, by piling up a lead in the earlier innings which the locals were unable to overcome despite their last inning rally during which Bush was driven from the box. The score: New York, 210 200 001—6; St. Louis, 000 000 103—4.

St. Louis' Rally Falls Short and New York Wins

DETROIT, July 9.—Philadelphia won from Detroit yesterday 7 to 5, by scoring three runs in the ninth inning after two men were out. Scheer hit to Rigney in the ninth for what should have been the last out and the Detroit shortstop fumbled the ball. The score: Philadelphia, 000 220 003—7; Detroit, 120 000 200—5.

CHICAGO, July 9.—Charley Robertson, whose suspension was raised by Manager Gleason yesterday engaged Walter Johnson in a pitching battle and Chicago defeated Washington 4 to 2. The score: Washington, 100 001 000—2; Chicago, 100 002 10x—4.

CLEVELAND, July 9.—Cleveland made it four straight from Boston yesterday, winning 15 to 10. Score: Boston, 000 141 130—10; Cleveland, 000 076 11x—15.

In connection with our transfer, we have storage room, where you may store your goods until you need them, at a nominal cost.—QUICK SERVICE TRANSFER. Phone 498. 83-tfc

FOR THE MOVIE FAN

Walter Heira pleased a large crowd Saturday.

And tonight is a great mystery story.

Wallace Beery, Estelle Taylor and Silvia Bremer in "Bravu."

This is the year's most sensational mystery thriller.

It will keep you guessing and leave you gasping.

And as an added attraction will be Stan Laurel in "The Egg," a two-part comedy.

And the invited guests tonight will be the efficient tax collector of Seminole county, Jno. D. Jenkins and family, and will see this mystery picture without cost to them.

And don't forget Tuesday and Wednesday—Gloria Swanson and Theodore Roberts in "Prodigal Daughters." Also round three of "The Pencil Pushers."

TWO GAMES IN THE PEPPER LEAGUE TOMORROW

Tomorrow afternoon on the Ninth Street diamond the Big Beran Brotherhood and Orlando Sentinel of the Pepper League will meet in a double header. The first game will start promptly at two o'clock so as to get both games through in time for the Rotary-Kiwanis game.

THE TEMPERATURE

Yesterday's temperature as reported by the U. S. Weather Bureau:

Table showing temperatures for various cities like Abilene, Asheville, Atlanta, Boston, Buffalo, Charleston, Chicago, Cincinnati, Corpus Christi, Denver, Des Moines, Dodge City, Eastport, Galveston, Hattaras, Kansas City, Memphis, New Orleans, New York, Norfolk, Oklahoma City, St. Louis, Salt Lake City, San Diego, San Francisco, Seattle, Toledo, Washington, Williston.

RECOVERS FROM LAME BACK

"My daughter suffered with a lame back and could scarcely move without great pain. She tried Foley Kidney Pills and the trouble with her back is all gone," writes Mrs. J. C. Perkins, Boston, Mass. For Backache, Rheumatism, Pain, Kidney and Bladder Trouble use Foley Kidney Pills. Will relieve that tired feeling. Take no substitute—Insist upon Foley's. Sold everywhere.—Adv.

WEARS "RADIO" HAT

One of the fantastic hats worn at a recent millinery show in Cincinnati had, according to Popular Mechanics Magazine, two aerial towers running up a few inches on either side, with the usual arrangement of wires strung across the top, and connected to a radio receiving set, which tuned in with local stations readily.

MARKED EFFECT OF RELIGION

Lamaism Has Completely Changed the Character of the Fierce and Warlike Race of Mongols.

The Mongols of today are of the same strain as their far-conquering predecessors and many of them live the same care-free nomadic life on the plains. But among the people as a whole there has been a tremendous change in habits and outlook on life. Buddhism—or rather its degenerate phase, Lamaism—has wrought the change; and furnishes one of the most striking instances known of the power of a religion to make over a people.

The Chinese, after the Mongol dynasty was driven from their throne, encouraged Lamaism because the growth of monasticism tended to reduce the birthrate, to keep the remainder of the population in poverty, and to discourage war. Their plan worked so well that the people who 700 years ago were the war-thirsty, ravaging scourge of the civilized world are now a nation of pacifists. Even the hardy horsemen who remain are under the dominance of the corrupt Buddhist priests.

On a Woodward avenue street car recently, a passenger slept peacefully crunched up in a side seat. When the car neared the end of the line the conductor awakened the rider. "We are nearing the end of the line, haven't you passed your stop?" the conductor asked. The passenger woke but still half asleep, replied, "Yes, dear, put on the coffee. I'll be there." But he stopped suddenly when he discovered it was a masculine voice.—Detroit Free Press.

WOMAN IN WELSH PULPIT

A woman has been selected to fill the pulpit of one of the leading Baptist churches in Wales.

DIED AND LEFT NO RECORDS

Skeletons of Prehistoric Men Found in Missouri Believed to Go Back for Fifteen Centuries.

Skeletons of prehistoric men who inhabited the Ozark mountains before the day of bows and arrows, have been unearthed near Noel, Mo. These primitive men are believed to have lived 15 centuries ago. They differ in characteristics from any known tribe of Indians.

FILIPINOS GOOD AT GUNS

Filipino soldiers being developed by the United States in units as part of the Philippine scouts are making good artillerymen, recent tests have disclosed. A report received at the War department from Fort Mills, Philippine islands, describing the first major calibre sea coast battery firing ever attempted by natives, says the work of all taking part was excellent.

HARD FOR MINA

Little girls in one section of Detroit are using the boycott to impress on Mina, five years old, that she must revise her language if she wants to play with them. This is how Mina explains the situation: "You see I like to play with the boys; they have lots more fun. And now the little girls won't play with me any more." Mina's mother says the boys have favored her daughter's language with profanity. So she and the other mothers devised the boycott to refine conversation at the doll's tea parties.—Detroit News.

CHEAPER HELIUM

Laboratory experiments have resulted in the discovery of a simpler and cheaper method of extracting helium from natural gas. The United States government has already stored more than 2,000,000 cubic feet of helium and is producing about 15,000 feet a day in the large helium plant at Fort Worth.

WHO'D EVER HAVE THUNK IT?

"The curse of the poor is their poverty," declares an English writer. And Bonar Law is reported as saying, "If war is inevitable, it must come."—Boston Transcript.

Battling Siki Kayos Nilles in 2nd Round

PARIS, July 9.—"Battling" Siki yesterday knocked out Marcel Nilles, a French heavyweight pugilist, in the second round of what was to have been a fifteen-round battle.

Nilles in May was knocked out in the eighth round by Georges Carpentier, the light-heavyweight. He was considered by followers of the ring to have been France's best heavyweight.

Siki's hard head and his "steel" ribs proved immune to an onslaught from Nilles in the first round. The white man carried the battle to the negro throughout this session, with Siki best nearly double in a crouch and misapplying every thing Nilles handed out to him. The judgment of those about the ring side was that Nilles was sure to be the winner of a one-sided contest.

Over-confident from his showing, Nilles came from his corner at the clang of the gong for the second as if it was his intention immediately to finish off his opponent. The shifty Senegal man, however, went into a clinch with Nilles and pushed him into a corner. Then, as they broke away Siki swung his left to the jaw of the white man. Nilles went down, face foremost, as though he had been struck with an axe.

Before the fight Siki was enraged over the decision rendered Saturday by the judge of the civil tribunal, giving Edmond Lapart an injunction forbidding the promoters to pay over to Siki any part from yesterday's match. Siki because of the court's decision was fighting merely for "glory".

There are other transfers; but none with SERVICE for their middle name.—QUICK SERVICE TRANSFER. Phone 498. 83-tfc

SCHEDULE FOR FIRST HALF PEPPER LEAGUE

Table showing the schedule for the first half of the Pepper League, listing teams like Oviedo, Orlando Sentinel, Brotherhood St. A., and Big Beran Bro. with dates and times.

Go North By Sea Merchants and Miners Transportation Co.

Table showing shipping routes and fares for various destinations like Atlantic City, Baltimore, Boston, Chicago, Cleveland, Detroit, Elmira, Niagara Falls, New York, Philadelphia, Pittsburgh, Savannah, and Washington.



WHEN YOU COME TO THE POINT

chance has a lot to do with things. It was a rare chance that enabled us to provide additional facilities for an improved vulcanizing service. This great service is the result for we want you to enjoy the same chance as we did. Come and get your share of the good things. The more you buy the more you save.

Kent Vulcanizing Company

Oak Avenue and Third Street PHONE 17—SANFORD, FLORIDA

Our Service

Extends to Orlando and Daytona as well as the hundreds of bottles we put out in Sanford every day

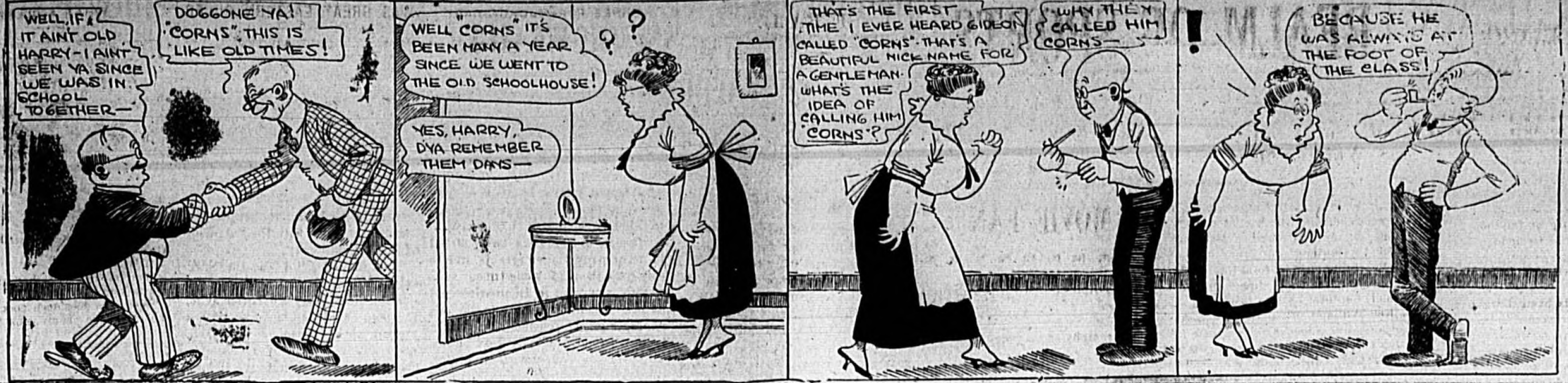
ELDER SPRINGS WATER

on account of its purity is fast becoming the drinking water for Central Florida. It is also recommended for use in batteries. If you are not drinking Elder Springs Water now—give it a trial.

PHONE 311—WE'LL DELIVER

Elder Springs Water Company

Raising the Family-



BUSINESS DIRECTORY

You can find the name of every live Business Man in Sanford in this Column each day.

Quick Service Transfer Storage Facilities If we please you, tell others; if not, tell us. Phone 498

SANFORD NOVELTY WORKS V. C. COLLIER, Prop. General Shop and Mill Work CONTRACTOR and BUILDER 617 Commercial Street—Sanford, Fla.

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PURELY PROFESSIONAL Cards of Sanford's Reputable Professional Men, each of whom, in his chosen profession the Herald recommends to the people.

George A. DeCottes Attorney-at-Law Over Seminole County Bank SANFORD FLORIDA

FRED R. WILSON ATTORNEY-AT-LAW First National Bank Building SANFORD FLORIDA

ELTON J. MOUGHTON ARCHITECT Room 7, Miller Bldg. SANFORD FLORIDA

SHELLE MAINES LAWYER Court House

Rooms 226-228 DR. R. M. MASON DENTIST New Meisch Building Sanford, Florida Phone 201

W. J. THIGPEN Real Estate FIRE, LIFE, AUTO INSURANCE Eyes Examined Glasses Designed Henry McLaulin, Jr., Opt. D. Optician-Optometrist 212 East First Street Sanford, Fla.

GREYSTONE HOTEL Daytona Beach, Fla. Comfortable, Atry Rooms Open the Year Around Reasonable Rates. Special rates to parties. On Main Street, near Ocean C. M. CUSTER, Prop.

SEMINOLE ABSTRACT CO. Get An Abstract Before Buying Property E. A. DOUGLASS, Pres.

CLASSIFIED ADS Classified Ads 1c a word. No Ad taken for less than 25c. And positively no Classified Ads charged to anyone. Cash must accompany all orders. Count the words and remit accordingly.

FOR SALE FOR SALE—1 team mules, wagon and harness at a bargain.—E. N. Sutton, Geneva, Fla. 82-10tp FARMERS—You can get seed bed frames and irrigation plugs at the Sanford Novelty Works. 100-lfc

FOR SALE—Dossier and Gays' paints and varnishes at Sanford Novelty Works, Sanford agents. 183-lfc FOR SALE—Rhode Island eggs for setting, 15 eggs for \$1.00. Mrs. Ellsworth, Beardall Avenue, Sanford. 83-lfp

FOR SALE—5 Pointer pups, No. 1 stock. See Vick Hawkins, 116 Sanford Ave. 63-lfc FOR SALE—No. 817 West First St. Attractive terms. Address owner, Box 782, Daytona, Fla. 69-lfc

OFFER EXTRAORDINARY One new five room house with bath, full lot, well located—NEVER OCCUPIED. PRICE \$3,000.00—Terms to suit you A REAL BARGAIN A. P. CONNELLY & SONS 79-lfc

FOR SALE—Small Ford truck with 1923 license, Harley-Davidson motorcycle side car.—R. J. Dorson, 13th Street and Sanford Ave., City. 85-2tp

FOR SALE—16 acres, 5 in bearing grove, 1 in pecans, 10 cut over land. Every foot fine for citrus. Good 8-room house, nicely furnished including piano. Flowers, shrubbery, shade trees, grapes, figs, guavas, etc., and just think of it, right in the town of Paola. Good school, store, church, station, paved street, 15 minutes from Sanford. Now resident writes: "Must be sold, cut price from \$10,000.00 to \$6,000.00." \$2,000.00 cash will handle this deal.—B. T. Tiller, Paola, Fla. 81-6tc

FOR SALE—Approximately 7 acre farm, one acre orange trees, three acres cleared under fence. House on place. A real bargain. Address G. A. Spikes, Sanford, Fla. 85-1tp

FOR RENT FOR RENT—3 room furnished apartment with private bath. Herald building. Special rates for summer.—B. W. Herndon. 85-6tc FOR RENT—Furnished rooms for light housekeeping. Apply 701 Magnolia Avenue. 84-6tc FOR RENT—Convenient large unfurnished rooms for housekeeping. Rent reasonable. 205 Oak Avenue. 6-18-1mo-p

HICKSON HOUSE Up-to-date Apartments and Rooms Daytona Beach. Summer rates: \$1.00 per day, \$21 per month, including lights and water. Call J. F. Hickson, Phone 238-W, Sanford. 70-lfc FOR RENT—We have a well located furnished home.—A. P. Connelly & Sons. 79-lfc

FOR RENT—Furnished room, 411 Park Ave. 84-6tp FOR RENT—Two connecting house-keeping rooms, furnished. Apply 716 W. First street. 84-3tp

FOR RENT—One 3-room apartment, furnished; one 2-room apartment after July 12. Corner Oak and Second street. Phone 3.—Phillips Apartments. 84-3tc FOR RENT—Large unfurnished apartment, 714 Oak Avenue. Phone 304. 85-5tp

FOR RENT—Bed room, close in, 292 Park Ave. 86-11p FOR RENT—Furnished rooms with light housekeeping. Corner of 11th street and Elm ave.—M. Schneider. 86-6tp

WANTED WANTED—BOYS TO SELL THE SANFORD HERALD ON THE STREETS OF SANFORD. A GOOD CHANCE FOR AMBITIOUS BOYS TO MAKE BIG PROFITS FOR A FEW HOURS WORK. SEE LOUIS SHIPP AT THE HERALD OFFICE. dh-1f

WANTED—Reliable settled colored woman to live on place. Phone 575-W. 85-lfc COLORED DINING CAR WAITERS and Sleeping Car Porters Wanted—Experience unnecessary. We train you. Information free. Write 524 Railway Exchange, Omaha, Nebr. 7-2-9-16-23-30; 8-6-13-20-27 11-3-10-17-24-12tp

FOUND FOUND—Florida license tag. Owner can have same upon identification and paying for ad. Call at Herald office. 97-lfc

LOST LOST—Thursday evening between Sanford and Daytona, small black week-end bag. Liberal reward if returned to J. B. Asher, 212 N. Lake Street, Orlando. 84-3tp

Justice Refused Verdict In Acquittal of Morse Charging Conspiracy To Defraud the Government in Connection With Ship Construction.

(By The Associated Press) WASHINGTON, July 9.—Justice Stafford refused to direct a verdict of acquittal in the case of Charles W. Morse and his three sons and four others who are on trial on indictments charging conspiracy to defraud the government in connection with wartime ship construction and operation contracts. At the same time Justice Stafford overruled motions of counsel for the Morse and R. M. Much for dismissal of indictments against them. With these rulings trial will go forward with defense required to submit its case in reply to that represented by the government in more than two months that the trial has been in progress.

WEDDING CAKE BARLEY LOAF In Ancient Times the Set Piece of the Marriage Feast Was of Primitive Simplicity.

Among ancient writers on the subject of the "Wedding Cake," Quintus Curtius is probably the most definite and reliable, for he quotes clearly the laws of Romulus, based upon those of the Etruscans and the other races whose advent preceded the foundation of Rome. In those days it appears to have been customary for the families of the "young people" to enter into certain prenuptial agreements for the future provision of their son and daughter—much as "showers" are given to a bride at the present time. These agreements were ratified at the marriage festival, and accompanied by a lavish outpouring of corn, oil and other kinds of food, a ceremony which practically constituted the wedding itself. Romulus devised a simpler method known as confarreatio, whereby the contracting parties simply ate a loaf of barley bread together and solemnized their union at once. Gradually, with the general spread of civilization, the loaf of barley bread was transformed into a cake of a more delicate texture, and finally into the elaborately iced structure.

DOUGHT TO BUTTON HER FACE



FOR SALE—10 bolts of SEED BED CLOTH at mill prices. Light, medium and heavy weight.—Yowell Co. 86-2tc

MARRIED BY CABLE

A Nebraska man has been married by wire to a girl in Paris. The judge who married them, says the Dearborn Independent, went with the bridegroom to the telegraph office, where the court asked the bridegroom the usual questions, receiving affirmative answers. The judge then sent a cablegram to the bride in Paris, in which he asked the questions of the marriage ceremony. Seven hours later the answering cable was received, and the court declared the two man and wife and sent the bride a cable to that effect.

In Circuit Court, 1th Judicial Circuit, Seminole County, Florida. Overstreet Turpentine Company, vs. Lucy C. Gilson, Eugene Harris, Hannah Harris, Jean Harris, and all persons interested in the property involved in this suit and below described, et al. To the defendants Eugene Harris, Hannah Harris and Jean Harris, and all persons interested in the property involved in this suit situate in Seminole County, Florida, described as 22 1/2 of NW 1/4, Sec. 13, Tp. 20 N., R. 22 E., and the N 1/2 of NW 1/4 and the NW 1/4 of NE 1/4, Sec. 2, Tp. 21 N., R. 22 E. It is hereby ordered that you and each of you do appear to the bill of complaint herein filed, on the 6th day of August, A. D. 1923. It is further ordered that this order of publication be published once a week for eight consecutive weeks in the Sanford Herald, a newspaper published in Sanford, Seminole County, Florida. Witness my hand and the seal of the said Circuit Court at Sanford, Florida, this 1st day of June, A. D. 1923. E. A. DOUGLASS, Clerk Circuit Court, Seminole County, Florida. By: V. E. DOUGLASS, D. C. 4-11-19-25-1-2-8-18-22-29-3tc

The Skyscraper Is the Achievement of American Daredevil Originality By LEON BAKST, in New York World.

It is daredevil originality which put America into the lead of the rest of the world as regards technical sciences. And it is this daredevil originality that has made the one art which is America's specific contribution to the art of our century—in which she has produced something superb and unique, which the world has never seen before and but for America may never have seen. I mean American architecture—I mean the skyscraper. The New York architect saw himself confronted with a growing demand for dwellings and office buildings and a stationary amount of building space. Natural conditions set a limit to horizontal expansion. The development of steel and concrete, plus the rock bottom of Manhattan, opened up possibilities of vertical expansion. The result is the skyscraper. American architects did not worry as to what Sir Christopher Wren would have done or what the architects of Rome or Paris would do. They asked: "What is needed? What can we do?" And they went and did it. The skyscraper, the magnificent office building and apartment hotel and the railroad terminal are the achievements of a distinctive American art that is as different from the art of Europe as the tomb of Tut-Ankh-Amen is from the Cathedral of Chartres. And American architects achieved it because they dared to be themselves.

GOING FAST "Are we passing a cemetery?" "No, but the milestones are getting pretty close together. Perhaps we had better slow down."—Louisville Courier-Journal.

IN WASHINGTON "I can't tell whether my judgment is good or not, but it appears to me that these government clerks are rather a superior lot." "Most of them came here as congressmen."—Louisville Courier-Journal.

AND MANY LEFT OVER In a recent campaign in Virginia, 670,933 rats were killed in one week. The Daily Herald, 15c per week. 6-1-o.a.w.-20tc

IS OLD FORM OF DIVINATION Practice of Telling Fortunes by Tea Leaves Can Be Traced Far into Antiquity.

Telling fortunes by means of tea-leaves is a polite form of sorcery with which we are all familiar. Having drunk your tea, turn the cup upside-down in the saucer and swirl it around three times. Turn cup again and examine the leaf-fragments clinging to the bottom and sides. There, say the superstitious, lies your future! In this magic rite we have a combination of two ancient systems of divination, hydromancy and ceromancy. Hydromancy was practiced in ancient Egypt. A bowl or cup was filled with water and a boy gazed into it until he became hypnotized and "saw things." The magician interpreted what the boy thought he saw. The strolling magicians of North Africa perform the same trick today by means of a drop of ink in a boy's hand. When Joseph sent his messengers to find his silver cup in Benjamin's sack, he instructed them to say: "Is not this my lord's cup in which my lord drinketh and wherein he divineth?" Hence the mystic qualities of the cup. 666 quickly relieves Constipation Biliousness, Headaches, Colds and LaGrippe.

Things We Have Always Known

The recent business condition has brought to the forefront of thought many fundamental considerations that have always been known but have been damned with faint praise. Human nature in the mass is very much like human nature in the individual. One of its dominant characteristics has been summed up in the observation, "You never miss the water till the well runs dry." We never appreciate fundamental things until we have occasion to do without them.

This observation has a special application to the demand of the public for the products of industry. While the demand was at high tide and everybody was busy trying to supply that demand at a profit no one, seemingly, gave a thought to where the demand came from, how long it might last, or what would happen if it should fail. We merely assumed the permanent existence of the demand, just as we assume the presence of water, air and fire.

But a day came when demand began to subside, and in many industries it came almost to a full stop. And then we missed it, and realized, as never before, what an important thing it was. And we began to inquire where it came from in the first place, and how it might be restored. We always knew—everybody knew—that desire for things made a demand for them in the market. That people desired things we accepted as an elemental fact. But when we discovered that desire fluctuated we began to appreciate that desire, as we know it, is a thing created by the art of man. It is a highly specialized form of an elemental need—just as a Louis XVI chair is made out of a tree. This discovery led to another equally important discovery that the means of refining and specializing that desire was advertising. The gigantic work that has been accomplished by modern advertising now stands out in bold relief. It has been the means by which the refinements of civilization have been made known and made desirable, and this desire has been made into demand. It is a simple fact that a million profitable forms of industrial activity owe their very existence to the fact that Advertising upheld the standards of living which in turn provided the demand for their products.

(Published by the Sanford Herald in co-operation with The American Association of Advertising Agencies)