

Victims Buried Under This Wreckage



Several persons sleeping in the Arlington Hotel at Santa Barbara were killed when the earthquake tore a great gap in the structure and sent rooms on the third floor crashing to the street below. The ruins of the hotel are strikingly shown in the photograph above. The wreckage, under which the victims were buried, is piled in the street.

NEWSPAPER MEN HEAR NEWMYER AT PRESS MEET

Points Out To Southern Newspapermen Opportunities and Possibilities of Future; Reviews Past Performances

ASHEVILLE, N. C., July 6.—Pointing out to southern newspapermen the opportunities and possibilities for the future and reviewing the past performances marked the high spots on President A. G. Newmyer's annual report to the members of the Southern Newspaper Publishers' Association in session here today.

"I am convinced," said Mr. Newmyer, "that the time has come when only through plain, open understanding of all phases of our present organization can you intelligently instruct your incoming officers as to the course you desire your association to pursue in the future."

"The association itself has an opportunity to double its membership and thereby increase its scope of service. All papers in the growing southern section—working in a cotton territory and facing kindred customs, people and problems—naturally have related missions and methods and each one needs the S. N. P. A. for its particular ability to assemble, study and spread fact for and from the south."

"The territory covered by the association included fourteen southern states ranging from Virginia to Texas and Oklahoma. In this area are found 81 million people; 455 English language newspapers, of which 115 are morning dailies, 240 afternoon dailies and 197 of which have Sunday editions. The circulation of these papers is approximately four million and they 'cover' twenty million people."

"One hundred and nineteen of these papers are members of the American Newspaper Publishers' Association. From this it can be seen that one-third of the membership supports two major newspaper organizations which in candor makes for certain duplication of effort and of assessments."

Members of the association were urged to support first and foremost their own organization and to instruct the incoming officers to meet with a committee from the American Newspaper Publishers' Association to arrange a plan of co-ordination "whereby both groups will draw strength each undeniably possesses" and will use it with maximum efficiency but with logical assessments."

He encouraged all members, able to do so, to belong to both associations, saying that the A. N. P. A. acts as a clearing house, filling a vitally important need, with an established influence."

Captain Cranston Williams, who became manager of the association during the last year and Walter C. Johnson, treasurer, were praised for their work.

The battle against the second rate postal increase was described as the serious problem facing the association this year. The president pointed out that the fight waged last year by the association on postal rates had saved publishers thousands of dollars.

Final disposition of the printer's school problem was urged, whether to support the school of A. N. P. A. at Nashville or the one at Macon, Georgia. Group advertising, the code of ethics and editorial traffic affairs were praised and the members told that they must sell the South to the Nation Officers and committeemen were thanked for their service during the past year.

Green beans is one of the Florida products that are shipped every month. The value of the bean crop in 1919 through 1923 averaged yearly \$2,423,200.

Florida-made products increased 291 per cent from 1921 to 1923.

FLORIDA FACTS

The Old Confederate Soldiers' Home maintained by the State of Florida is located at Jacksonville.

There were only ten doctors in East Florida during the occupation of the British, which lasted twenty years.

There are more than seventy ice factories in Florida. Their output of ice is valued at more than a million and a half dollars.

The State maintains a hotel commission which regulates the operation of public inns for the protection of both the proprietors and the guests.

Stetson University, at DeLand, 100 miles south of Jacksonville, was incorporated in 1887, two years after the incorporation of Rollins College. The institute is co-educational.

The third railroad in the United States was built in Florida in 1835. It extended from Tallahassee to St. Marks. General Richard K. Call was the constructing engineer. He later became governor of the territory.

The good roads program started in Florida in 1763 shortly after England had come into possession of this territory. These roads were built under government supervision and were called the "King's Roads."

The first president of Rollins College at Winter Park, which is the oldest institute of higher learning in the state of Florida, was Dr. Edward P. Hooker. The college has just celebrated its fortieth commencement. The college is co-educational.

Reports were submitted to congress in 1826 by United States engineers calling for a ship canal across the state of Florida from St. Marks to Fernandina. Routes were again surveyed in 1854 and 1878 and other surveys were made later but after 100 years the project has not yet materialized.

The Bryan primary law, drafted by United States Senator Nathan P. Bryan, was passed by the Florida legislature in 1913 after he had appeared before a joint session of both houses and told of the advantages of the first and second choice system of the law over the old single nomination primary law.

In the year 1763 British authorities divided the land now known as Florida into East and West Florida. This division was retained by Spain twenty years later when she regained possession of the territory. West Florida included about half of the present states of Alabama and Mississippi.

John Adams and John Hancock were both burned in effigy on the plaza of St. Augustine, when the news reached that city that the Declaration of Independence had been signed. The natives took this method of indicating their loyalty to the British crown, which they maintained throughout the Revolutionary War.

Wright, Warlow and Company

Are Now Receiving Application For

First Mortgage Loans

on improved Business and Residential Property in Sanford

Funds immediately available subject to title examination.

APPLICATIONS FOR APPRAISALS

SEE

DuBOSE AND HOLLER

112 Park Avenue

Oil Refinery To Be Built At Fort Myers

FORT MYERS, Fla., July 7.—Plans for the erection of the first oil refinery in the state of Florida have been made here by representatives of a syndicate of Iowa through the local chamber of commerce. The syndicate appealed to the chamber of commerce to assist it in getting a water-front location.

According to the plans announced, crude oil will be shipped here by boat from New Orleans and Mobile and refined into gasoline, kerosene, and lubricating oil. This

city will be the center of distribution for this state. The refinery, it was stated, will start operation about next April. Its initial output will average 5,000 barrels per month.

The highest prices on tangerines are realized in December and late in November for the Thanksgiving trade.

It requires about 60 pounds of seed beans to plant an acre. This ranges from three pecks to one bushel of seeds.

DADE CITY—185 acres hill land sell for \$260 an acre.

King Honors Printer Who Gave His Blood

LONDON, July 7.—Bertie Wallace Tibble, a printer of Canonbury, North London, has been awarded the Order of the British Empire by the king, and also made a life governor of the London Hospital, in recognition of his having given a pint of blood on 51 occasions for transfusion to patients in London hospitals.

The usual fee for blood transfusion is five guineas, but Tibble has refused payment, and he has therefore saved the hospitals an equivalent of nearly \$1,335.

The official entry in the King's list of birthday honors read "O. B. E.—Tibble, Bertie Wallace. For public services in saving life."

Shenandoah Leaves For Bar Harbor, Me.

Lakehurst, N. J., July 3.—Drigible Shenandoah left the Naval Air Station at 8:15 this morning on her flight to Bar Harbor, Maine. A north wind is expected to delay her arrival until 9 or 10 o'clock tonight. Plans to sail over Swampscott, Mass., are abandoned.

CLERMONT—150-room hotel to be constructed here.

Orlando Will Have Tourist Club

ORLANDO, July 7.—A club house costing \$5,000 erected in Sunshine Park local chamber of commerce has been announced here by Fred Guernsey, secretary. It is to be completed before the first start arriving in the city according to Mr. Guernsey. The house will be similar to the one at St. Petersburg but it is to make it the largest house in the state and completely furnished.

MIAMI SHORES

LAST?

Of Course It Will Last!



MIAMI'S era of prosperity will continue just as long as the sun keeps shining—just as long as the Gulf Stream stays in its accustomed location—just as long as the trade winds blow—just as long as folks desire to avoid the inclement weather of the North and just as long as the composite payrolls of all industries of the Nation provide the means for those who wish to come.

If this does not bespeak a CONTINUED ERA OF PROSPERITY, what could?

Don't forget that population makes industry, and as Miami grows, local industry grows into being. With an estimated building program of \$100,000,000 in the Greater Miami District, the payrolls of the building trades alone represents approximately \$50,000,000. Add to that the immense amount spent here annually by visitors, and the total surpasses by far the payroll of the average large city.

And because Miami's chief assets are Permanent and Unchangeable,

MIAMI'S PROGRESS MUST LAST!

And so, Miami Shores—where today you can invest as you might have a few years ago in Miami—warrants your serious consideration.

IT IS CALLED THE REPLICA OF MIAMI

MIAMI SHORES

Be our guest on a free inspection trip to Miami Shores. Make reservation today.

America's Mediterranean

Britt-Chittenden Realty Co.

210 E. First St., Sanford.

STEWART'S WASHINGTON LETTER
By CHARLES F. STEWART
WASHINGTON, D. C., July 8.—The 89th Congress of the United States, scheduled to convene in December, is already rolling up its sleeves, tightening its belt, and preparing to tackle once again the ever present problem, the Income Tax.

FLORIDA FACTS
There is an average of 49 grapefruit trees to the acre.
A ferry at Altamonte Springs has the largest conservatory in the world under one cover.

PIERSON TO BECOME DAYTONA SECRETARY
DAYTONA, July 8.—Frank A. Pierson, secretary of the chamber of commerce of Columbia, S. C., will become secretary of the Daytona Chamber of Commerce.

CHATTANOOGA MAN IS ELECTED HEAD OF SOUTH PUBLISHERS
DELAND, July 8.—Classes were started today in the fourth annual Chattanooga Baptist Assembly here by leading Christian workers of the South who form assembly members.

YELLOW CABS NOW UNDER CONTROL OF GENERAL MOTORS
CHICAGO, July 8.—The General Motors Corporation today gained control of the Yellow Cab Manufacturing Company through a merger of the two companies.

SANTA BARBARA GOES TO WORK
Santa Barbara is hard at work repairing the devastation wrought by her earthquake. This picture shows workmen busy on the ruins of the San Marcos building, which was one of the largest in the city.

MAIL CARRIERS OF FLORIDA ELECT LOCAL MAN TO PLACE ON EXECUTIVE COMMITTEE
ST. PETERSBURG, July 8.—W. S. Ferguson, St. Petersburg letter carrier, was elected president of the Florida State Association of Letter Carriers Saturday afternoon at the annual convention of the state carriers, held in city hall.

ADVERTISEMENTS BRING THE WARES OF THE WORLD TO YOUR DOORSTEP FOR YOUR INSPECTION.
Retail Credit Men's Association
THE SANFORD CREDIT ASSOCIATION

SANFORD TAMPA ...PLAYS...
FREE TICKETS READ THESE ADS.

HELP THE HOME TEAM TO WIN
Attend The Tampa Series
Britt-Chittenden Realty Co., Inc.

FREE TICKETS READ THESE ADS
Thursday, Friday and Saturday July 9, 10, 11

FREE TICKETS READ THESE ADS
The Wise Are Making Their Trades Through Us

RU WISE ...?
Britt-Chittenden Realty Co.

Business Men Able To Stop Rum Flow Report
PORTLAND, Ore., July 8.—If business men would only stop the rum traffic, the eighteenth amendment would be a success.

GERMANY IN FAVOR OF ARMS SALE REGULATION
GENEVA, July 8.—A representative of the German government today signed the convention to limit the traffic in arms.

PROPER STANDARDS IN PRESERVING FRUITS WILL BE DISCUSSED
TALLAHASSEE, July 8.—A public hearing on the proper definitions and standards for policies, reserves and other fruit products will be held by the fruit committee on Wednesday.

LOSS INSURANCE
It is like taking out "loss insurance" when you rent a safe deposit box at the First National Bank.

PIGGLY WIGGLY
All Over The World

FELLOWS SERVICE STATION
Quick, Courteous Service
FELLOWS SERVICE STATION

Are You Saving for That Vacation?
You Have Promised Yourself This Summer or Fall?

M. HANSON
(M Opposite Postoffice)
MODERN SHOE REPAIRING

EVERY TRUE BY CONDO
I DROVE IN HERE TO HAVE YOU GO AFTER SOME TROUBLE THAT DEVELOPED THIS FORENOON BUT FIRST I WISH YOU'D FIGHTEN UP THAT BOLT - I SEE YOU HAVE YOURS WRENCH THERE - YES - THAT'S THE ONE - IT'S BEEN -

MAJOR CRISPULO ETALO OF MANILA IS DEAD
MANILA, July 8.—Major Crispulo Etalo (Filipino), retired, one of the first Filipinos to obtain a commission in the U. S. Army.

WRIGHT, WARLOW AND COMPANY
Are Now Receiving Application For First Mortgage Loans

Retail Credit Men's Association
THE SANFORD CREDIT ASSOCIATION
--first to thine own self be true--

ROUTH'S BAKERY AND DELICATESSEN
Bake Ham—Baked Beans
Fancy Cheese
Bread, Cakes and Pie

HOT CRISPY WAFFLES
The Kind That "Melt In Your Mouth"
BELL CAFE

MILLINERY...
Under Cooling Fans you will enjoy our delicious ices and drinks.

SANFORD STEAM PRASSERY
YOUR PRESSING NEEDS
SANFORD STEAM PRASSERY

JOHN D. ROCKEFELLER CELEBRATES BIRTHDAY
TARRYTOWN, N. Y., July 8.—John D. Rockefeller was 83 years old today.

OUT OUR WAY
YES-SUH - 'OMTH HEALTH DEPARTMENT, AN I GOT STRICK O'DRUGS 'T GIT SOME SAMPLES O'YORE COOKIN 'T BE ANALYZED 'T SEE EF THEY COMPLY WITH 'T PURE FOOD LAWS, I SPECT ONE PINE AN A DOZEN DOUGHNUTS 'LL BE ABOUT ENUFF.

ADVERTISING
Credit is extended on definitely specified terms. In some cases it is thirty days, some sixty, and again ninety days.

ADVERTISING
Your own word of honor is the most valuable asset you have—bar none. It is priceless.

McCULLER GROCERY CO.
Appetizing Groceries in an Appetizing Store

Chero-Cola
The Refreshing Drink. At the Ball Games

DREAMWORLD
Hardware Headquarters
SUMMER-TIME NECESSITIES

Hardware Headquarters
SUMMER-TIME NECESSITIES
Ice Cream Freezers Ice Chests

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Lee Bros. Market
Florida Trucker
THE MAGAZINE FOR YOUR HOME

BELL-AIR
Appetizing Groceries in an Appetizing Store

PINEHURST SWEET MILK
Which stands the test of time. Every drop available food

This Is Home
To The Sanford Ball Club
Lincoln Hotel

OUT OUR WAY
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The Herald would be out of style entirely if it should go to the editorials to the thousands that are being evoked by that Scope trial.

With each side willfully misunderstanding the other, the believers in both theories of the origin of life can never come together in any semblance of sincere agreement.

Half-baked theories offered in text books as facts are never right. No state should permit textbooks to be used in its public schools that make statements unsubstantiated by Bible and it can be accepted as just as unfortunate for Bible as it is for science.

That show in Dayton, Tennessee, may be of interest to many people. But this paper, for one, has a steady-going antipathy for grand stand playing, and eminent display of the sort of religion that lets non-essentials obscure the great fundamental truths that have absolutely nothing to do with "evolution" nor "anti-evolution"—absolutely nothing to do with anything but man's secret FAITH that somehow in some fashion he is part of the Infinite Soul, and thus must have eternal life.

Should a discovery recently made, prove as valuable to agriculturists as is predicted, farmers will soon be buying pills for their lands.

Fertilizer in concentrated form. Should a discovery recently made, prove as valuable to agriculturists as is predicted, farmers will soon be buying pills for their lands.

MY FAVORITE STORIES BY IRVIN S. COBB

HE WHO KISSED AND TOLD MACON TELEGRAPH

As Brisbane Sees It. The Fourth is Wall Street. A Flying Grandstand. An Old Zebra.

SATURDAY was the nation's birthday and President Coolidge's birthday. Many happy returns to them both.

AS FOR Uncle Sam and his 115,000,000 children, let them heed Washington's solemn advice, and attend to their business and let the president attend to hers.

SANTA BARBARA and all California are entitled to celebrate Independence Day, for they passed on energetic people.

WON'T IT be worth while for 50 or 100 of the most well-to-do citizens of the city to guarantee among themselves the accounts of all their customers, with a committee of experts to investigate the transactions of each firm?

THE FLYING GRANDSTAND, which represents marvellous progress to us, will seem in future like the little income, with a barrel of coal and a barrel of water on its platform, dragging on a road of mud.

THOSE NOW born will travel in flying machines that will carry 1,000 passengers, and the future "great" flying ship will cruise around the earth at an elevation of 20,000 feet.

A GREAT volcano in the Andes is sending flames, ashes, rocks and lava into the air.

NEW LUMBER YARD. A complete line of Cypress and Pine Framing Sheathing Siding Flooring Ceiling Finish Mouldings Lath Brick Lime Plaster White Rock Plaster Board Nails Screen Wire Builders Hardware Doors Windows Frames and Screens Made to Order

THE PRICE IS RIGHT SANFORD CASH LUMBER CO. W. S. PRICE, Mgr. 710 W. First St. Phone 472

A Real Pick-up. In the City Limits of Sanford Near Landing Station. A Five Acre Celery Farm For Five Thousand Dollars EASY TERMS. ALSO WE HAVE Three Corner Lots in Sanford Heights Each One a Bargain

E. F. LANE REALTOR. Rooms 501-502. Phone 95. First National Bank Building. Sales Force: Miss Helen Heage, Mr. W. C. McLendon, Mr. Maxwell Stewart.

A Base Hit. 20 acres fine hammock and pine land, all in timber, opposite one of the largest celery farms on brick road; Four miles out; Dixie Highway will connect with property. Price \$5,000. Terms.

Seminole Business Exchange. 221-E. First Street, Opposite Postoffice

EXTERMINATE ANTS IN THEIR NESTS. THE BOGART ANT POISON is carried by their nests by ants and fed to their young—all die. Every bottle is GUARANTEED. Made in Florida. 25 Cents—All Druggists Used Everywhere

ABERNETHY PHARMACY. Formerly Bogart Pharmacy. Alfred H. Abernethy. Daytona Beach, Florida.

MISS GERADINE MURIEL BECOMES BRIDE OF RALPH EUGENE TITTLE IN JACKSONVILLE TUESDAY. A lovely event of the summer season was the wedding in Jacksonville Tuesday afternoon of Miss Geradine Muriel and Ralph Eugene Tittle.

Boys Gets \$20,000. WILLIAM HAYS, 19, gets \$20,000 for four months work as office boy for the late Charles W. Herbold, of St. Louis.

PERSONALS. Mr. P. A. Mero and children Thursday for Washington, D. C. and Charleston, W. Va.

Mrs. Hill Entertains In Honor of Miss Huff. Mrs. W. C. Hill entertained at bridge on her birthday at the home of her father, Mr. W. P. Huff of Atlanta, Ga.

NAME TREE JARDINE. L. J. Jardine, U.S. Department of Agriculture Secretary of Agriculture William M. Jardine, a giant juniper tree, recently discovered in Logan Canyon near here and declared to be the oldest and largest of its kind in the world.

Members of the Daughters of Wesley Class of Wesley Church held a delightful meeting at Palm Springs Tuesday evening.

PAACIFIC RETIRES. HONOLULU, July 8.—Alexander Hume Ford, widely known in all the countries bordering on the Pacific, surprised his friends recently when he announced his intention of going to take a "rest."

Raffia Sandals. Raffia sandals are the latest style at the smart beaches. You can wear them as you stroll along the water's edge, or you can wear them as they make no difference as they dry almost immediately.

Direct Benefit From System. When you put system into saving, you soon begin to get direct benefit—and step by step you climb higher to financial success.

Subscription Of \$80,082 Is Reported By John Cohen To Start School Of Journalism. ASHEVILLE, N. C., July 8.—A subscription of \$80,082 toward the establishment of the Leo Memorial School of Journalism was reported by John Cohen, publisher of the Atlanta Journal and chairman of the school, to the Southern News-casters Publishers Association in session here tonight.

TO WHOM IT MAY CONCERN: On and after this date we will not be responsible for any notices published in our name, except upon signed written order of VICTOR CHECK, BELLE CHECK.

BERLIN, July 8.—The widow of Ferruccio Busoni has declared her intention of bequeathing to the Prussian State the entire Busoni archive, comprising all letters, autographs, musical scores, lectures and instruments of the late master.

Notice Parties—For New Mattresses, renovating, upholstering, upholstery materials. Sanford Mattress Factory Phone 402-M

AM prepared to furnish and hang the paper on that room of yours in the best manner, and at reasonable rates.

We Have Three Bargains On Sanford Avenue. 104 ft. Corner Lot at \$140.00 per front foot. 60 ft. at \$125.00 per front foot. 114 ft. at \$150 per front foot.

Britt-Chittenden Realty Company, Inc. 2102 First St. Sanford

Direct Benefit From System. When you put system into saving, you soon begin to get direct benefit—and step by step you climb higher to financial success.

Seminole County Bank. Sanford, Fla. STRENGTH - SERVICE - PROGRESS

