

The Sanford Daily Herald

IN THE HEART OF THE WORLD'S GREATEST VEGETABLE SECTION

VOLUME IV.

SANFORD, FLORIDA, SATURDAY, JULY 28, 1923

NUMBER 103

REACTIONARY PROGRAM OF HARDING ADMINISTRATION MEANS THIRD PARTY NOW

SAYS LA FOLLETTE IF PRESIDENT PERSISTS IN BECOMING CANDIDATE MINNESOTA AFFAIR

Was First Indication of People Breaking Over the Traces of the G. O. P.

(By The Associated Press) WASHINGTON, July 28.—Declaring that President Harding's administration had been a "reactionary administration," Senator LaFollette, Republican, Wisconsin, predicted here today that should "reactionaries" be nominated for the presidency next year by both major parties, a third party movement may result.

The conditions which insured the election of Magnus Johnson to the Senate from Minnesota, the Wisconsin senator said, exist generally throughout the country, including the east. He insisted, however, that it still is too early to predict with certainty whether a third party movement in 1924 would result.

Because he is conceded to be the leader of the "progressive bloc" in Congress and to have a vast following among the people of the northwest, a pronouncement by Mr. LaFollette regarding his attitude toward 1924 has been awaited with unusual interest by Republican and Democratic leaders alike. He indicated today, however, that he would not be in a position to make his intentions known until after he returns from his forthcoming trip abroad.

"I think we must await developments," he said. "I do not think it humanly possible for anybody to say anything about a third party at this time with any degree of certainty. If liberal men should be nominated by both of the two old parties, I should doubt very much that there would be a third party movement at all. It would not avail much. But if plainly indisputably reactionary men should be nominated by both of the two old parties, something in the way of a third party may develop."

"What is done by existing party organizations may go far in bringing about a third party movement. Conditions recently disclosed in Minnesota exist very generally over the country, much more so in the east than is generally realized." Asked about his views on the renomination of President Harding, Senator LaFollette replied that he "did not think Mr. Harding is regarded as a liberal or progressive."

"Mr. Harding's record in the senate was that of a reactionary," he added. "His administration, in my view, has been a reactionary administration."

Musical Carnival Day Not Financial Success But All Enjoyed Day

Rain Insurance Prevented Jupiter Pluvia From Attending.

Musical Carnival Day, while not the financial success anticipated, afforded a good time to a great many. The athletic events, handled entirely by the Seminole Athletic Association, went off without a hitch. This organization has again proven its ability to handle affairs of this nature and assisted considerably in making the affair a success. "Voluminous" Victor Check, president of the association, kept things moving until the last event on the program was concluded. The moonlight dance was a success in every particular. The ball game between Sanford and DeLand resulted in a 0-0 tie. Many thanks are due the Sanford merchants who contributed the prizes. The following individuals also deserve special mention for the great amount of time and effort they put in to make the day a success. Schelle Maines, F. R. Wilson, Dean Turner, John Gillon, S. M. Lloyd, Fred W. Ball, E. A. Ball, and E. D. Mobley.

Rain insurance had been taken out to cover expenses but despite the fact that it rained with half a mile of Lake Mary not a drop fell there. Such a thoroughness of old Pdulvius.

MEN CONVICTED OF FRAUD REPORTING ALIEN PROPERTY ARE SENT TO FEDERAL PRISON

Reported That New York Evening Mail Was American Owned

(By The Associated Press) NEW YORK, July 28.—The United States circuit court of appeals today affirmed the conviction of Dr. Edward Rumely former publisher of the New York Evening Mail and Walter Kaufman and Norman Lindheim, attorneys, for defrauding alien property custodian an report of Mail's ownership. The three men were ordered to the Atlanta prison to serve sentence of a year and a day each. Rumely and attorney were accused of reporting to alien custodian during the war that the Mail was American owned when in fact the controlling interest was owned by the Imperial German government. They were convicted December, 1920, after the Mail changed hands.

WOODROW WILSON SAYS CIVILIZATION NEEDS SPIRITUAL REDEMPTION IF IT IS TO SURVIVE IN MATERIAL WAYS

Former President Writes Caption "The Road Away From Revolution" in Atlantic Monthly

(By The Associated Press) BOSTON, July 28.—Former President Woodrow Wilson, writing under the caption, "The Road Away From Revolution," for the August number of the Atlantic Monthly, sounds a note of warning that our civilization cannot survive materially unless it is redeemed spiritually.

This is the first time since his illness that Mr. Wilson has made public his views upon present day problems in the United States and throughout the world. They will be preserved in permanent form between covers. "In these dreadful and anxious days when all the world is in unrest and look which way you will, the road ahead seems darkened by shadows which portend dangers of many kinds. It is," says the one who commanded the ship of state during the world war, "only common prudence that we should look about and attempt to assess the causes of distress and the most likely means of removing them."

Then, avoiding partisanship as he analyzes the existing state of American civilization, the writer goes briefly to the root of the matter by making essentially what is a religious appeal for a better understanding between the "haves" and the "have-nots."

"Real ground for the universal unrest," he asserts, "lies deep at the sources of the spiritual life of our time, and leads to revolution." The cause of the Russian revolution, which he calls "the outstanding event of its kind in our age," was in his view a "systematic denial to the great body of Russians of the rights and privileges which all normal men desire and must have if they are to be contented and within reach of happiness."

What has this to do with America? "It was against capitalism," he declared, "that the Russian leaders directed their attack, and it is against this country."

FLORIDA'S STATE TAX MILLAGE FOR THIS YEAR IS 11 1-2 MILLS, UNOFFICIAL INFORMATION FIGURES

Obtained From State Comptroller's Office Late Yesterday

TALLAHASSEE, July 28.—Official statement from executive offices fixed the state millage for the year at 11 1/2 mills, this is three-eighths of a mill lower than the figures announced yesterday and which were withdrawn later in the afternoon because of the discovery of an error in the figures.

TALLAHASSEE, July 28.—Florida's state tax millage for this year will be 11 1/2 mills, according to unofficial information obtained from the state comptroller's office late yesterday. This is seven-eighths of a mill more than last year's millage which totalled 10 5/8. Based on last year's assessed valuations in the state of \$421,448,516, the new millage will bring the state an income of \$4,846,657.71. This year's increase over the figures for the preceding year is accounted for by a jump of 3-8 in the millage for general revenue purposes, which was boosted from 5 1/2 to 5 7/8, according to the figures. The balance of the increase is shown in the half mill levied for tick eradication under the act of the legislature this year. An increase of 1-4 of a mill for the state board of health is offset by a reduction in the prison tax of 1-4 of a mill. A comparative table for this year and last follows: General revenue, 1922 5 1/2 mills, 1923 5 7/8. State school tax, 1922 1 mill, 1923 1 mill. Pension tax, 1922 2 1/4 mills, 1923 2 1/4 mills. State Board of Health 1922 1-4 mill 1923 1-2 mill. State Road Department, 1922 1 mill, 1923 1 mill. Prison tax, 1922, 3-8 mill; 1923, 3-8 mill. Tick eradication, 1923, 1/2 mill. A statement giving the millage as 11 7/8 was issued earlier in the day for the executive offices but later was withdrawn when it was discovered that an error had been made in the computations.

HOLD UP MEN MUST REMAIN IN HOOSGOW

(By The Associated Press) CLEARWATER, July 28.—Ira Holmes and Charles Gerkin held as suspects in connection with the hold-up of the paymaster of the Cumber Cypress Company at Lacombe June 6, when four robbers escaped with \$11,700, who sought reduction of bond in habeas corpus proceedings here today must remain in jail unless they can produce \$20,000 bond each, Judge McMullen ruled, refusing to reduce bond.

The Valdez Grill makes a specialty of Sunday dinners and Manager Falk and his good wife are always on the job ready to see that you get what you want. They know how to make you feel at home and the excellent menu arranged for tomorrow will fill the inner man with that satisfying food that makes your enjoy your meals even in the summer time. That nice cool place to eat—the Valdez Grill. See the Sunday menu.

Courtesy is the keynote of the La-Beth Cafeteria says the advertisement today and the elegant menu for Sunday dinner is given herewith. It means that courtesy is also mingled with good things to eat as well and you get all of it at the La-Beth.

FRENCH NOTE TO ENGLAND IN REPLY TO SUGGESTION URGING JOINT RESPONSE

FOUR KILLED IN R. R. WRECK NEAR QUEBEC

Transcontinental Has Bad Accident From Collision in Fog

(By The Associated Press) QUEBEC, July 28.—Reports received here stated four men had been killed in a railway collision on east-bound Transcontinental train near Pickard this morning. Unconfirmed report said three victims were baggage men, engineer, and express agent.

MONTREAL, July 28.—Head office of the Canadian National Railways confirmed reports that collision occurred this morning near Pickard and four men had been killed. Meagre details indicated the eastbound passenger train collided with a freight in a fog.

TO GERMANY'S REPARATION MEMORANDUM HAS BEEN DRAFTED WILL EXHAUST

Every Means of Reaching Agreement in Full Accord With Great Britain

(By The Associated Press) PARIS, July 28.—The French note to Great Britain, in reply to British suggestion as to joint response to Germany's reparation memorandum was said authoritatively today to have been drafted with the determination to exhaust every means of reaching full accord with the British.

PARIS, July 28.—Delivery of the French note is only awaiting word from Brussels that Belgian note to London is also ready. The French communication will be delivered by beginning of next week whether the Belgian note is ready or not. The chances of reworking entente with Great Britain co-operating in effort to obtain guarantees for payment of reparations by Germany are thought to be better than at any time since last January. Both Poincare and Baldwin are declared to have shown every disposition to make every possible sacrifice.

LONDON, July 28.—Opinion that Great Britain evidently will be obliged to send its own reply to Germany without co-operation from France and Belgium is strengthened by the latest reports from Paris. Some observers, however, hope the attitude of Belgium, aim of which is described by diplomatic correspondent of Daily Telegraph as "attempt to bridge the gulf between British and French standpoints" may keep the allies together to maintain a united front toward Germany.

INQUIRY FROM RUSSIA ABOUT LOCATIONS IN SANFORD FROM RUSSIAN FARMERS

The Chamber of Commerce in its receipt of an inquiry from a party in Kharouf, Russia, who advises of his intention to locate in Florida. He is interested principally in beekeeping and has asked for full particulars regarding the industry as it is carried on around Sanford, and in addition there are several inquiries general in nature. The letter is couched in excellent English, and the inquirer is without doubt a man of education, and knowledge of this country.

While inquiries have been received by the local Chamber from Hawaii, Sweden, Wales, South Africa and other foreign places this is the first that has come from the Bolshevik country. Inasmuch as nearly every Russian coming to this country is reputed to have some of the late Czar's crown jewels, it may be that if this individual has any of these jewels in his possession, he might tempt one of the local celery growers to swap some of his land for them.

that a good view can be obtained of it the Woman's Club intends to get out a special edition of the Herald at which time the building will receive a full and complete description and all of those who had a hand in the work.

All of the guests at the informal reception last night went into rhapsodies over the new building and were unstinted in their praises for the women and all those who had a hand in the metamorphosis of the old building into the new structure that takes its place among the fine new edifices that are giving Sanford such a reputation over the state as having such a remarkable growth along every line.

It would seem to those who inspected the building last night that no detail has been overlooked and from front entrance to the kitchen the fine auditorium, the stage for entertainments, the gallery, the assembly rooms and dressing rooms and the entire structure is just right and the new building will undoubtedly be classed among the most complete for work and the most beautiful from the builder's point of view in the state.

TWENTY-ONE MEN KILLED BY EXPLOSION IN COLLIERY NEAR SHEFFIELD, ENGLAND

FIRE HAD BEEN CAUSING TROUBLE IN WORKINGS FOR SOME TIME

TERRIFIC EXPLOS'N

Twenty-Eight Men Entombed By Explosion Which Was Terrible Blast

(By The Associated Press) SHEFFIELD, England, July 28.—Twenty-one men believed to have been killed by an explosion in Maltby colliery. Fire had been causing trouble in the workings for some weeks. Twenty-eight men were entombed by the explosion in the Maltby colliery where fire had been causing trouble several weeks. Terrible nature of the explosion made any operations to get in communication with the men impossible for some time but rescue parties are on hand ready to start as soon as conditions permitted.

One hundred men were working in the mine at the time of the explosion, twenty-eight of them at the fall end of gallery near the fire. The force exerted along the gallery by the blast brought down such quantities of stone, coal and dust as to cut off twenty-eight miners.

JACK DEMPSEY MEETS FIRPO POLO GROUNDS

(By The Associated Press) NEW YORK, July 28.—Champion Jack Dempsey will meet Luis Angel Firpo of Argentina in fifteen round fight to decision for world's heavyweight championship at Polo Grounds Friday, September 14, Promoter Tex Rickard announced. Prices will range from three to twenty-five dollars, lowest on record for heavyweight championship bout and half that of Dempsey-Carpenter tickets.

Sunday dinner at the Seminoles is always an event looked forward to with pleasure as they give you the best the market affords and then some. It is cooked just like mother used to cook it and has that flavor that makes one feel at home. Perfect service goes with this elegant menu published today. Take your Sunday dinner at the Seminoles.

WOMAN'S CLUB BUILDING IS REAL WORK OF ART, BUILT FOR GROWING NEEDS

Of the Sanford of the Future by Untiring Efforts of the Ladies

The Woman's Club of Sanford held an informal house warming Friday, the occasion being in the nature of a celebration on the completion of their new club house. These feminine devotees civic advancement are to be congratulated on putting over what was apparently at the beginning an impossibility. Starting on the proverbial shoestring they have financed by work, winsomeness and winning ways, one of the most attractive club houses of its kind in the state and in which every citizen of Sanford takes just pride. The architecture is Spanish, unique in design. Spacious assembly halls and numerous committee rooms make it particularly adaptable for Club meetings and conventions. Culinary arrangements provide facilities for handling collations incidental to social functions. The furnishings of the interior of the Club has been delegated to numerous

committees, all of whom report splendid progress in their efforts to secure linens, silver, chinaware, etc. Mrs. R. E. Tolar, president of the Woman's Club, Mrs. Earnest Gallows, chairman of the building committee, the executive committee and entire membership are to be congratulated on their initiative which resulted in the construction of this club house, a beautiful monument to their untiring efforts. The old building has been completely remodelled and the success of this venture is due in a great part to the progressive and artistic ideas of Elton Moughton, Sanford's architect who has accomplished the impossible in building architecture—taking an old building and remodelling it economically and making a complete new and most artistic building out of it. As soon as the work on the outside of the building is complete in order

SOCIETY

MRS. FRED DAIGER, Society Editor
Phone 217-W

If you have any friends visiting you—
if you are going anywhere or coming home, or if you are entertaining, write a social card to this department, giving details, or telephone the item. It will be greatly appreciated.

SOCIAL CALENDAR

Friday—Informal house warming of the Woman's Club from 8:30 to 11 p. m.

Among the business visitors in the City Substantia, yesterday from Tampa, was J. D. Jordan.

Mr. and Mrs. Clifford Bell and Miss Perrie Lee Bell and Master Jack Bell are spending a few days in Jacksonville.

Mr. and Mrs. J. S. Harvard leave tomorrow for New York where they will purchase new fall stock for Yowell Co.

Dr. and Mrs. H. H. McCaslin and Mr. and Mrs. J. H. McCaslin spent yesterday most pleasantly at Coronado Beach.

Mr. and Mrs. G. H. Gibbons of Waverly, Fla., are spending a short time in Sanford and are pleasantly located at the Montezuma.

Mr. and Mrs. Alfred Robson spent the afternoon and evening here yesterday en route to Tampa, St. Petersburg and other points on the West Coast.

Mr. and Mrs. John C. Smith and Master Wilson Smith motored to Tampa yesterday where they will spend a few days combining business and pleasure.

Mrs. M. F. Thomas of Jacksonville who has been the guest of her sister, Mrs. R. J. Holly, is now the guest of Mrs. F. R. Savage at her home on Park avenue.

Mr. and Mrs. L. Winters and J. R. Callan of Chattanooga, Tenn., arrived in the city yesterday for a brief sojourn, and are stopping at the Montezuma.

Mrs. C. G. Boland and daughters, Misses Ethel and Jessie Boland, who have been the guests of Mr. and Mrs. G. L. Bledsoe and family, returned to their home in Hartford, Ala.

Those taking in the big dance at Astatula were Mrs. Sweet, Mrs. Jones, Mr. and Mrs. Loeb, all of Lake Mary, Mrs. A. C. Jones, Eugene Hrenary, N. R. Robinson of Sanford and many others were over, all reporting a good time.

Mrs. Wideman Caldwell and son and brother Erbin Seay, left yesterday by motor for Hastings, Fla., where they were met by her father, Dr. Walter Seay, going from there on to Jacksonville where they will spend several weeks as the guests of Dr. and Mrs. Seay. They were accompanied as far as Hastings by Wideman Caldwell and Joe Caldwell. James Crosby of Euclid was among the business visitors in Sanford yesterday.

ENTRE NOUS BRIDGE CLUB.
Entertaining in her usual charming and gracious manner, Mrs. J. G. Ball entertained at bridge at her home on Park avenue, the guests being the members of the Entre Nous Bridge Club.

All kinds of summer flowers were artistically arranged in baskets and vases in the rooms where the card tables were placed.

The tally cards were also floral designs, and when scores were counted after an absorbing game of bridge, the prize for high score among the club members, a dainty fan, was won by Mrs. Deane Turner. The guest prize, a bridge set, went to Mrs. J. G. Sharon.

Chicken salad sandwiches, stuffed tomato salad, relish and mint iced tea were served at the conclusion of the game.

Mrs. J. G. Sharon and Mrs. F. J. Gonzalez substituted for absent club members. The club members present were Mesdames Harry Wilson, R. J. Holly, Deane Turner, B. F. Whitner, S. O. Chase and E. D. Mobley.

NOTICE STOCKHOLDERS MEETING.

The annual meeting of the Stockholders of the Sanford Truck Growers Inc., will be held at the Court House Wednesday, August 1st, at 8 p. m. All stockholders are urged to be present. 102-Fri-Tue

The Congregational Christian Endeavor Society are giving a tacky social at Mrs. Robinson's corner of 11th street and Myrtle avenue. Ice cream and cake will be sold during the evening. Come and do your part. 101-2tp

THE WEATHER

For Florida: Partly cloudy today and tomorrow, with local thundershowers.

TEMPERATURE

JACKSONVILLE, July 27.—The maximum and minimum temperatures in representative cities furnished by the weather bureau from records compiled at 9 p. m. last night follow:

Cities	Max.	Min.
Atlantic City	80	64
Atlanta	92	70
Boston	78	60
Buffalo	70	56
Chicago	80	68
Cincinnati	80	68
Des Moines	82	64
Eastport, Maine	64	50
Kansas City	86	70
New York	80	60
Pittsburgh	78	56
St. Louis	80	68
Toledo	78	60
Washington	82	62

FOR THE MOVIE FAN

Norma Talmadge and Lew Cody in "Within the Law" tonight.

Mary Turner's plan of gaining revenge for a wrong by keeping within the bounds of the law in a scheme of blackmail finally lost its charm when love entered her heart and converted evil into good.

Norma Talmadge was never lovelier than she is in "Within the Law."

Also International News only one day old.

And tonight the guests of honor will be Dr. King and family and will see "Within the Law" without cost to them, the treat being on the house.

Watch for next week's program as it will contain some real pictures.

WHY A WOMAN'S CLUB?

"The aim of your woman's club is to make your own town bigger, better and more livable."

In the ten years of its life, the Woman's Club of Sanford has shared largely in the following endeavors:

Bought and paid for its first home and the present club lot.
Sold Red Cross Christmas Seals every year.
Took the initiative in the organization of the local Red Cross Chapter.
Stood back of all war-time projects.
Arranged community Christmas trees.

Initiated community singing, chorus work and brought talent of note.
Brought a series of War Lectures.
Brought Chautauquas two years.
Worked twice for increased millage for school tax.

Collected the money for the Sanford White Way.
Raised money for an increase of teachers' salaries.

Did the first work toward depot beautification.

Has sold many hundreds of shrubs and ornamentals for Sanford homes.
Held an Arbor Day and set ninety memorial palms.

Held study classes of state and national laws.
Held health crusade in schools, and better babies contests.

Organized and collected for cemetery improvement for three years.
Built, equipped and managed a school lunch room for two years.

Hedged put home economics course in High school.

Started fund for a band shell.

Held a milk campaign.

Through Mrs. C. M. Berry, a valued member, obtained the gift of the Robinson Spring property from Hon. M. O. Overstreet, thereby conserving for the future one of the beauty spots of Seminole county.

Took the initiative in the organization of a Parents-Teacher Association for the Sanford public schools.
Contributed yearly to the Florida Children's Home Society.

For several years the club has done work in the city parks.

Has aided in every community activity which has needed a helping hand, with an especial interest in the Ferriell-Laughton Memorial Hospital. The above does not cover many worth while departmental efforts, but does bespeak in a general way what the Sanford Woman's club has done and is trying to do to make our town bigger, better and more livable.

Drop in on us Friday evening from eight to eleven and see our new home.

Special!

Saturday and Monday

35
Octagon shape, 16-jewel, 20-year guarantee, 14-Karat gold filled Watches, Original price \$21.50. Special—

\$9.75

DIAMONDS
The finest blue, White Westleton, ranging from 1/4 Karat to 1 1/2 Karats, averaging from \$250.00 to \$350.00 per karat. We are allowing

10%
OFF the above prices

We carry a large stock of Hamilton, Waltham, Elgin and other standard makes of Watches, at reduced prices.

CUT GLASS
Hand-painted Chinaware, Silverware and a large display of the famous Bulova Watches, specially priced.

The Diamond Palace
PAVENBERG, Prop.

FLORIDA FACTS

Mineral production in Florida has reached above the \$8,000,000 mark annually in recent years.

Ball clays are found in the state possessed of white burning qualities, which are refractory and of high plasticity. The clay is widely distributed in central peninsula Florida being commercially produced in Putnam and Lake counties.

More than eighteen million bricks yearly have been produced, in addition to tile, drain-tile and fire-proofing brick.

WEEKLY WEATHER AND CROP BULLETIN

For the Week Ending July 23, 1923.

The weather was unfavorable during the forepart of the week, especially over the northwestern portion of the northern division, namely, Madison, Leon, Quincy, Jefferson, and adjacent counties, where the rainfall was heavy; the latter part of the week gave less rain, but the hot sun had a weeding effect on some late corn. The rainfall was not so heavy, and it was less general in the central and southern divisions, although the soil has ample moisture. High water is again prevalent, however, over much of the Everglades section to the disadvantage and loss of some crops in the immediate vicinity of the Everglades. The condition of cotton is practically unchanged, except that the fair weather, or, at least, the less rainfall, enabled farmers to work grassy fields; not much more will be done, however, in that line. Complaints of weevil, grass, rust, and shedding feature all reports; the crop is exceptionally poor. Several "first bales" were marketed during the week; they came from Lake and Sumter counties. Considerable hay was saved, and much early corn was harvested; late corn was damaged in some instances by high temperature—badly "fired" to quote reporters. Cane, peanuts, velvet beans, and sweet potatoes made fair to good progress, except that cane and other crops in the Everglades are subjected to rather high water—some lands

overflowed. The setting of strawberry plants continued; and preparations for fall truck was active where the soil was sufficiently dry. Early sweet potatoes are in market. Citrus trees are in good condition; the fruit is developing nicely and it is holding well. The weather was mostly favorable for the setting of pineapple slips. Some heavy rains were had on 24; Monticello, 2.0; Glen St. Mary, 3.2; Quincy, 2.2 and Tallahassee, 2.7 inches. The heaviest in the central division was Ocala, 4.3 inches. Figs and pecans are doing well. The minimum temperature at Pensacola, 62 degrees, was the lowest of record for July; it occurred on the 20th.

RHINE CITIES STAGNATE WITH FRENCH IN RUHR

(By The Associated Press)

STRASBOURG, Germany, July 26. Strasbourg, capital city of Alsace-Lorraine, and Mannheim, the inland Rhine port which is the chief commercial center of Baden, both are suffering greatly today as a result of the continued French occupation of the Ruhr. Freight on the river are virtually at a standstill, and the tourist traffic of other days is no more. Hence docks are deserted and hotels empty.

Strasbourg's factories are almost all closed down. The canal connecting the city with the Rhine is filled with idle ships. There is little activity on the railroad yards, and few trains cross the bridge. Tourists have turned to other routes, where travel is easier and not subject to military interference, and the local hotels and cafes are empty. With its 300,000 inhabitants, Strasbourg is in a sad plight, and can be likened to a deserted orphan.

In Mannheim miles and miles of warehouses are closed and guarded by French soldiers in helmets and khaki field uniforms. Hundreds of idle ships and barges line the canals and the banks of the huge inner harbor, while the extensive railroad yards are filled with dead locomotives and freight cars.

The streets of the city are relatively deserted. Hundreds of factories are working only on part time, and the owner of every good automobile has sent it away in fear of confiscation by the French. Mannheim, with its population of a quarter of a million, is listless and fearful of the future, and seems like a city that has gone to sleep.

The Prince TONIGHT NORMA TALMADGE AND LEW CODY "WITHIN THE LAW"

Mary Turner's plan of gaining revenge for a wrong by keeping within the bounds of the law in a scheme of blackmail finally lost its charm when love entered her heart and converted evil into good. Norma Talmadge was never lovelier than she is in "Within the Law."

International News Only One Day Old

"The Home the Saved"

"Where Will the Redeem Spend Eternity" Subject

Sunday Night, July 29 at the Gospel Tent, Palace and Third

Tuesday, July 31 Dr. M. M. Martinson, from Florida Sanitarium, Orlando will speak on

"How to Live for Health" Wednesday, August 1 "Christ and Creation Evolution"

Who was the first man? Whose your creator, God or Genes? Thursday, August 2

"The Fall of Man and the Plan of Salvation"

Friday, August 3 "The Great Apostasy" Read Dam. 7

Baumels July Clearance Sale

LAST DAY---SATURDAY SPECIALS

For the last day of our Sale we offer the most startling values of the whole season. The prices on this merchandise is practically below cost, but we are sacrificing these goods to make room for our new Fall stock which is now beginning to arrive. Be here early for these exceptional choice bargains:

DRESSES
All frocks, both cotton and silks, to go at reduced sale prices, but here are 3 specials that can't be beat:

No. 1.—About 20 Voiles and Organdies, values up to \$14.50, at
\$5.00

No. 2.—45 French Voiles, Normandies and Swisses, values up to \$16.75, at
\$7.95

No. 3.—Special lot of Peggy Paige Dresses in Canton Crepe, Frou Frou, Foulard and Wool Crepe materials. Values from \$45.00 to \$59.00. Last day only—
\$19.95

MILLINERY
Still left a choice selection of good Mid-Summer Sport Hats in white and colors, at
\$2.95 AND \$3.95
Values to \$6.95.

Pretty Street and Dress Hats in Leghorns, Straws and Combination Materials, at
\$3.95 AND \$4.95
Values to \$8.95.

Beautiful Patterns Hats, large and medium shapes, any hat, your unrestricted selection at
50% REDUCTION

3 BIG EXTRA SPECIALS

HOSE
EXTRA SPECIAL
Black Shear Chiffon Hose, regular \$2.50 values, Saturday only—
\$1.89
Kayser Slipper Heel Hose, Black and Seal Brown, \$3.50 regular at—
\$2.95

GLOVES
About 150 Pairs of Kayser Silk and Chamoisette Gloves, Regular length and gauntlet. Colors, white, grey, black, brown and beaver. Values up to \$2.25. Saturday only, at—
98c

UNDERWEAR
Fine quality Nainsook, Satin striped Teddy, value \$1.50, at
\$1.19
Extra fine grade of Batiste Gowns. Pretty lace trimmed and tailored at—
\$1.19 AND \$1.45
Special prices on Petticoats and Costume Slips

Baumel's Specialty Shop

The Postoffice is Next Door to Us

CHURCHWELL'S BIG THREE DAY SALE!



IS BOUND TO APPEAL TO PEOPLE WHO LIKE TO SAVE

In our Shoe Department we are offering some excellent values, you can't afford to pass up:

LADIES' BLACK KID OXFORDS, per pair.....	\$2.50
\$5.00 LADIES' OXFORD, Tan, trimmed in Brown, per pair	\$4.25
\$6.00 LADIES' EGYPTIAN SANDAL (White trimmed in red), per pair	\$4.50
\$6.50 LADIES' ONE-STRAP PUMP, (black or brown), per pair	\$5.50
\$3.50 BOYS' BROWN OXFORDS, (sizes 2 1/2 to 5 1/2), per pair	\$3.25
\$5.00 MEN'S BROWN OXFORDS, Bal or Blu., per pair	\$4.25
\$7.00 MEN'S BROWN BAL. OXFORDS, per pair	\$5.50
\$8.00 MEN'S BLACK KID BLU. OXFORDS, per pair	\$6.95

CHURCHWELL'S

First Street SELLS IT FOR LESS Welaka Block

Sanford Daily Herald

Published every afternoon except Sunday at the Herald Building, 107 Nassau Ave., Sanford, Fla.

The Herald Printing Co.

PUBLISHERS: R. J. HOLLY, Editor; N. J. LILLARD, Secretary-Treasurer; H. A. NEEL, General Manager; R. S. HOLLY, Advertising Manager.

Advertising Rates Made Known on Application

LEWIS SHIFF, Circulation Manager, Phone 223-W after 5 p. m.

Subscription Price in Advance \$4.00

One Year \$40.00

Delivered in City by Carrier 15 Cents

One Week 15 Cents

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Advertising rates made known on application. \$1.00 per year, always in advance.

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Foreign Advertising Representative THE AMERICAN PRESS ASSOCIATION

Don't you like your fine little city—the best in the world.

The boosters of Sanford intend going ahead and make all needed improvements this summer.

And when winter comes the visitors to the city will know that they have arrived in a real progressive place.

Congratulations to the Woman's Club. They have accomplished wonders in such a short time and with little money. They are real boosters.

Sanford is to have an 18-hole municipal golf links. That enterprising burg is bound to have all the latest improvements.—Tampa Times.

Strikes in the hard coal industry loom on the horizon again but we should worry in Florida as long as the timber lasts. The price of coal has much to do with the exodus of northern visitors early in the fall.

According to reports from the state capital there is a slight increase in the state taxes. We are not afraid of that. A growing city, a growing county, a growing state will need more money. You can not have improvements without spending money.

A man who had an awful crush on Mabel Normand, the movie picture actress has been adjudged insane. He loved Mabel from a distance which is probably all the better for the poor nut. He at least did not have to spend any money on her.

I pity no man because he must work. If he is worth his salt, he will work. I envy the man who has a work worth doing and does it well. There never has been devised, any law which will enable a man to succeed save by the exercise of those qualities which have always been the prerequisites of success, the qualities of hard work, of keen intelligence, of unflinching will.

—Theodore Roosevelt.

"Last hangings" are taking place over the state now. You will have to hurry and get your order in if you want to be hanged before January first. One of the late ones is recorded from Gainesville yesterday when the negro who killed a white man in cold blood some time ago was hanged. He was taken to Palatka and the jail there was assaulted but the mob was beaten off by the sheriff and the law allowed to take its course.

PROSPERITY REGARDLESS OF CONDITIONS.

Sanford is undoubtedly the greatest city in the country today. With no outside money to aid projects, with no millionaires to build our city, with the lean years that come to every farming community, with the many reports of failures in other parts of the country, with the entire burden of building a city upon the shoulders of a few people, this city goes ahead and builds and builds and refuses to listen to the tales of failures that reach us from time to time. Sanford is the most remarkable city in the United States because it has been built with home money made here from the soil. It is a remarkable city because it goes ahead and builds and does big things all of which are absolutely dependent upon the efforts of home people and yet there is not a city in the land that has such a bunch of boosters as Sanford. They just naturally know that they have something here with which they can build a big city and they are doing it—going ahead despite all difficulties and if they ever do succeed in obtaining a few millions of money from other folks to help build there is no telling how much they can

do. For instance the new Woman's Club is an example of this great spirit of go ahead. The women started to build at a time when things looked rather blue but they never wavered. They were told they could not make over the old club house into a new one but they did. They were told they could not raise the money but they did and they are. They were told that the location would not be suitable but it seems that it is. And this fine little bunch of boosters have built a building of which any city could well feel proud. They are the famine part of the boosters who are making Sanford. We intend to build a real city here or we will know the reason why and nothing will stop that Sanford spirit that knows no poverty, no hard times, no failures.

FREE SPEECH.

Suppression or restriction of free speech was necessary during the war period, for military and patriotic reasons. This necessity no longer exists. Efforts to curb that right usually meet with quick defeat.

In New Mexico, an editor dared to criticize a court. He was sent to jail for a long term on charges of criminal libel and contempt of court.

Governor Hinkle gave a complete pardon to the editor in both cases. He said the court had infringed the right of free speech and the liberty of the press and that the editor was only exercising his privilege as a free American citizen in saying what he thought, whether it concerned a court or any other institution, or any individual.

All honor to Governor Hinkle, who may be a real American.—Tampa Tribune.

LAWS ARE MADE FOR THE RICH

The heroine in the pictures the other night said: "The laws are made for the rich" and she proved it by making money dishonestly but keeping within the law and engaging a good lawyer all the time to defend her. This is true nine times out of ten. The poor devil that has no money and no friends can be railroaded to the prison camps any time regardless of his innocence or guilt and nothing is said about it. The man with money commits the same crimes and is let off with a light fine or acquitted because he can engage a lawyer to defend him. And in today's papers we find the following to support this theory and stories like this are in the papers every day.

A common bootlegger when caught with the goods get a fine and a jail sentence. The brother one of the high officials in Washington was caught with several cases of whiskey on his yacht and was arrested. But it was not called bootlegging—O, no—not in his case. He was too high up in Official Washington. It was not bootlegging. He was formally held and after a lot of red tape his whiskey was confiscated but will probably be returned to him later on when no one is looking. And at the end of the article we find the following:

"He was charged with transporting liquor within the 12 mile limit. He was not charged with criminally violating the prohibition laws inasmuch as Mr. Barnes held there was no evidence of conspiracy and the seizure was made outside of the three mile limit."

There was no evidence of conspiracy because he was a rich man—that's all.

NECESSITY FOR PUBLICITY

We want to see Gainesville grow. We want to see it grow steadily, substantially and surely but without a boom. We are not much of a boomer. During our long observation we have seen too many booms result in collapse. Like an overblown bladder they are most sure to burst. No town or city should desire a greater accretion of people than it can absorb or digest. Fortunately Gainesville has grown very substantially and quite steadily. From the small, sandy street town of a few years ago it is now a beautiful little city of ten thousand contented people. It has the great and growing University. It has miles of beautifully paved and shaded streets. It is surrounded by a fine country. We are ready now for more people.

There ought to be someone here whose duty it would be to answer the many inquiries that are being made about this city and this county. Rarely a day passes that the Gainesville Sun does not receive letters of inquiry and we are constantly sending out copies of the paper on request. People write for them—not because they want to subscribe for the paper but they want to know about Gainesville and about this section of the country. We have before us now a letter from a man who wants to put his son in the University and, for that reason, he wants to live here. We should judge from his letter that he is neither a pauper nor a millionaire. "I am a mechanical

JUST KIDS—Against Big Odds! By Ad Carter



INTERNATIONAL CARTOON CO. 39

engineer," he writes us, "and am esteemed a thorough mechanic as well as executive and have had charge of several manufacturing plants as superintendent." We have an idea that he is a good man and would want to buy a home here and, maybe, his boy would grow up here into future citizenship. We would like to have that man and shall send him a marked copy of this editorial. But—there ought to be some agency in Gainesville charged with the duty of publicity.—Gainesville Sun.

MUST BUILD ROAD NO. 3.

Earl Brown, secretary of the DeLand Commercial Club, in a talk before the Sanford Chamber of Commerce yesterday, detailed plans under way for the completion, at an early date, of the State Road No. 3, generally known as the St. Johns Scenic Highway. This road, with its laterals, Mr. Brown stated, will, when completed, afford the shortest route into the heart of the state from Jacksonville and north Florida points. State Road No. 3 has been designated a Federal Aid project and is a portion of what is known as the Atlantic Coastal highway running via Savannah and Brunswick, Ga. In Florida the road traverses Duval, Clay, Putnam, Volusia, Seminole and Orange counties, terminating at Orlando. It is between forty and fifty miles shorter via this route to Jacksonville from this section of the state, the East Coast route via Daytona and St. Augustine. Mr. Brown said that with the exception of about thirty miles

in Clay county, financial provision, through county bond issues, etc., had been made for the completion of the road. With the exception of this small stretch the road is in good condition all the way. Duval county has recently voted a bond issue of \$3,000,000 the greater portion of which will be used on State Road No. 3. Neither the State Road department or the Federal Government will be asked to appropriate a dollar by Duval county. The latter will, however, ask that any appropriations from these sources be used on Clay county portion of State Road No. 3. At a recent conference held in Jacksonville, which Mr. Brown attended, it was tentatively arranged to hold a good roads meeting at Green Cove Springs in September, at which delegations from all sections along Road No. 3 would be present. Assurances were given Mr. Brown, by Jacksonville people that there would be a large attendance from that city. The Governor and members of the State Road department will also be requested to be present when definite arrangements for the immediate completion of this road can be made. State Road No. 3 is the only road which can possibly be completed before the next session of the legislature. If this is done it will permit the department to announce at that session that it has completed one of the major projects assigned to it. That portion of the road from Monroe bridge via Orange City has been provided for in a bond issue voted last week. Specifications call for a nine inch rock base and a three inch asphalt surface.

NEGRO SLAYER OF CROSS WILL PAY PENALTY TODAY

GAINESVILLE, July 27.—Arthur Johnson, negro, will be hanged here today for the murder February 21 of

H. C. Cross, a young white man, employed by the state road department's maintenance camp here. The execution will take place in the county jail, between 10 a. m. and 2 p. m. Johnson has protested his innocence since his conviction in the circuit court here last month. Two negroes, however, have identified him as the slayer.

Cross and his bride of a month had moved here shortly before the murder from Albany, Ga.

The total cost of the new Rouge, including bridges, dredging, and right of way is estimated at \$10,000,000.

Fort Pierce—Contract awarded for \$400,000 river improvements, work to begin at once.

Stuart—\$69,510, in building permits issued this month.

Advertisement for Hotel Ta-Miami in Miami, Fla., featuring a diamond-shaped logo and text: 'A CHEERFUL WELCOME AWAITS YOU', 'HOTEL TA-MIAMI MIAMI, FLA.', 'EUROPEAN PLAN. OPEN ALL THE YEAR. CORNER BUILDING. EVERY ROOM OUTSIDE.', 'TRY A HERALD WANT AD FOR RESULTS. SUBSCRIBE FOR THE HERALD TODAY!'.

Advertisement for Valdez Grill, featuring a menu: 'Special Attractive Weekly Rates During the Summer Months', 'SPECIAL TABLE d'HOTE DINNER SUNDAY, JULY 29TH', 'Daily Arrival of Florida Lobster and Shrimp. Banquets and Dinner Parties on short notice. All Catering done by A. Fred Falck, one of Florida's leading chefs—White service exclusively!', 'MENU', 'Grapefruit Cocktail', 'Potage Imperial or Essence of Tomato en Tasse', 'Celery en Branches', 'Sliced Cucumbers', 'Fillet of Sole, Remanlade, Pommes Julienne', 'Choice', '1/2 Fried Chicken a la Maryland', 'Filet Mignon-Rossini', 'Stuffed Lamb Chops a la Nelson', 'Mashed New Potatoes', 'Sweet Potatoes au Ritz', 'Garden Peas en Creme', 'Steamed Rice', 'Wheat Bread', 'Corn Bread', 'Asparagus iTps-Vinagerette', 'Dessert', 'Green Apple or Peach Pie a la Mode', 'Lillian Russell', 'Chocolate Parfait', 'Vanilla Ice Cream', 'French Pastry', 'Genaise Cake', 'Demi Tasse'.

Advertisement for The Woman's Club of Sanford, Fla., featuring a large title and text: 'The Woman's Club of Sanford, Fla.', 'Congratulations upon the completion of your beautiful new Club House. A notable achievement and permanent evidence of the enterprise and ability of the women of Sanford.', 'PEOPLES BANK OF SANFORD', 'SANFORD, FLORIDA'.

Advertisement for Hill Lumber Co., featuring an illustration of a woman sitting on a porch and text: 'Good Morning', 'A good morning, one that is good in every sense of the word, follows a summer night spent in cool, refreshing sleep.', 'Before long you will need a pleasant sleeping porch which will let you get out of the stuffy interior rooms. Such a porch pays dividends in better health and the "pep" that comes from sound sleep.', 'Add a room to your home by building a screened, mosquito-proof sleeping porch this spring. We can help with the plans and furnish the lumber, screens and other things you will need.', 'HILL LUMBER CO.', 'Phone 130—Sanford, Florida'.



COURTESY IS THE KEYNOTE of any business success. We combine this essential with many other essentials. The result is a cafeteria where it is ever a delight to dine, lunch or breakfast. At meal times think of us.

SUNDAY DINNER JULY 29TH

- SOUP: Chicken a la Creole
RELISH: Hearts of Celery, Hearts of Lettuce, Sliced Cucumbers, Quen Olives, Sliced Tomatoes, Mixed Pickles
ROASTS: Roast Sirloin of Beef and Dish Gravy, Braised Pork Ham, Apple Sauce, Roast Chicken, Celery Dressing, Baked Sugar-Cured Ham, Fried Spring Chicken, Country Style
ENTREES: Banana Fritters and Cream Sauce, Macaroni au Gratin, Candied Native Yams
VEGETABLES: Creamed New Potatoes, Fresh String Beans, Green Peas, Buttered New Beets, Garden Spinach, Lima Beans, Mashed Potatoes
BREADS: Hot Buttermilk Biscuits, Cornbread
DESSERTS: Pies, Cakes, Puddings, Custards, Iced Tea, Peach Ice Cream, Layer Cake, Coffee, Milk, Buttermilk

Lu-Beth Cafeteria East First Street—New Melsch Building

Table of property listings with columns for owner name, address, and price. Includes entries like 'Dr. N. DeV. Howard Est. Lot 6, Blk. 5, Tr. 2' and 'Mrs. J. J. Purdon, S. 35' Lot 8, Blk. 7, Tr. 2'.

Table of property listings with columns for owner name, address, and price. Includes entries like 'W. J. McBride, E. 77' Lot 1, Blk. 6, Tr. 2' and 'W. J. McBride, E. 77' Lot 2, Blk. 6, Tr. 2'.

Table of property listings with columns for owner name, address, and price. Includes entries like 'To be borne by City 1/3 \$12,701.47' and 'Additional cost of the 30-foot pavement between First and Second streets over 24 feet in width'.

WE ARE EQUIPPED TO DO GOOD PRINTING LET US DO YOUR NEXT JOB OF PRINTING

TRAIN SCHEDULE

Table of train schedules with columns for train number, arrival, and departure times. Includes sections for 'CORRECTED MAY 1, 1923 South Bound' and 'Trilby Branch'.

TO THE MEMBERS OF THE WOMAN'S CLUB OF SANFORD

CONGRATULATIONS!!

We wish to extend to you our heartiest congratulations and good wishes. You have done nobly well in giving us a club house that would be a credit to a city many times larger than Sanford. It is a splendid achievement and we are proud with you.

First National Bank

A COMMUNITY BUILDER F. P. FORSTER, President B. F. WHITNER, Cashier

TIRES! TIRES!

We have just closed a Tire Distributors contract with the Oldfield and Michelin Tire Factories that will permit us to furnish you these celebrated tires at less than wholesale prices on some of the same quality tires. OLDFIELD oversize and MICHELIN Regular CORDS

RAY BROTHERS PHONE 548—SANFORD, FLORIDA 7-21-24-26-28-41



Lionel Barymore, Wm. H. Thompson and William Collier, Jr. in a Cosmopolitan Production 'ENEMIES OF WOMEN' Distributed by Goldwyn-Cosmopolitan MILANE THEATRE, AUGUST 2ND AND 3RD

Hanson Special 6 \$1,295

A light weight, snappy, six-cylinder touring car—every specification a quality unit—embodying the latest features of economy, detail and finished in a high-grade way, and sold at a reasonable price. Test cars have been on the road since December, 1921, from the mountains of Pennsylvania and New York to the sands of Florida. The result is a car that will surprise you in Power-Easy Riding-Economy-Comfort. It has been thoroughly tried out and tested, and found worthy of the name it bears. Deliveries now being made.

SPECIFICATIONS

- MOTOR—Latest design, Red Seal Continental, 50 horsepower.
WHEELBASE—115 inches.
AXLES—Timken, front and rear.
CLUTCH—Borg & Beck.
STEERING GEAR—Gemmer.
CARBURETOR—Stromberg.
LAMPS—Drum-new design.
FRANSMISSION—Durstont, Timken bearings.
UNIVERSALS—Spicer.
STARTING, LIGHTING, AND IGNITION—Autolite, latest type.
UPHOLSTERY—Genuine Leather.
TIRES—31x4 Cord.

A marvel of easy-riding, silently-gliding beauty and power, operated at a cost so unusually low that it will be a never-ceasing gratification to the owner.

OTHER MODELS

Table of other car models and prices: Hanson Special Six \$1,295, 66 Big Six \$1,550, Hanson Special 6 Roadster 1,250, 70 Big Six Sport Touring 1,650, Hanson Special 6 Sport 1,395, Big Six Roadster 1,500, Hanson Special Six 4-Door Sedan, fully equipped 1,595, Big Six Sedan, fully Equipped 1,950.

All f. o. b. Sanford

Dixie Motor Co. 111-13 PARK AVENUE—SANFORD, FLORIDA

GOLF
BOWLING
TENNIS
BOXING

REALM OF SPORTS

R. L. SHIPP, Editor

BASE BALL
FOOT BALL
BASKET BALL
TRAP SHOOTING

KIWANIS TAKE DECIDING GAME OF SERIES FROM THE ROTES

Heavy Hitting of Lane, Overlin and Steel Responsible for Defeat of Rotes

Ed. Lane's stellar hurling combined with heavy hitting of himself and his team mates was too much for the Rotes yesterday afternoon at the 9th Street Park and they dropped the deciding game of the series to the Kiwanis by the score of 8 to 6.

on a fielder's choice by Lane and scoring on Steele's single to left.

In the Rotes second turn at bat they fairly shook the confident Kiwanis off their feet when Rosebro and Hill who had been walked by Lane scored on R. Stevens' single.

The Kiwanis in their half of the second, just for revenge, scored four runs on three hits, a pass and two errors.

The Rotes didn't score any more until the fifth when Rosebro doubled scoring Britt who had singled ahead and then scored himself on Henry's single.

In the third the Kiwanis added another tally to their list when Gardner singled, took second and third on wild throws and scored on Hill's miss of a throw to third.

The Kiwanis scored two more in the fifth, when Moore was walked, took second when the catcher missed a pitched ball and scored on Overlin's single. Overlin was advanced to second and third on Lane's single and scored on Bert Steele's single making the Kiwanis last run of the game.

In their half of the seventh the Rotes attempted a comeback which fell short two runs. Rosebro made his second double of the game and was advanced to second when Charlie Henry was hit by a pitched ball scoring a few minutes later when the left fielder muffed DuBose's fly.

Box score:

Table with columns AB, R, H, PO, A, E for Kiwanis and Rotes players including Overlin, Lane, Hutchinson, Steele, Lloyd, Baumel, Ball, Moore, Gardner.

Score by innings: 0 0 0 2 1 1 6 3

Summary: Two base hits, Overlin, Rosebro 2. Stolen bases, Rosebro 2. Lane, Baumel, Steele and Hill. Bases on balls by Lane 2, Stevens 2. Hit by ball Lane (Henry). Struck out by Lane 5, Stevens 8. Left on bases, Rotes 5, Kiwanis 10. Umpires Sheriff Hand. Time of game, 1:50.

BASE BALL NEWS

YESTERDAY'S RESULTS

Florida State League
Orlando 7, Daytona 1, 7 innings.
Stadentown 15, Tampa 3.
St. Pete, 1-0, Lakeland 0-8.

National League
Brooklyn 3, Cincinnati 4, 12 innings.
Boston 5, Pittsburgh 8.
Philadelphia 3, St. Louis 2.
New York-Chicago, wet grounds.

American League
Washington 10, Boston 7.
New York 7, Philadelphia 3.
Only two games scheduled.

FOR THE MOVIE FAN

Did you see "Within the Law" last night?

If you didn't be sure and go tonight.

Mary Turner's plan of gaining revenge for a wrong by keeping within the bounds of the law, in an scheme of blackmail finally lost its charm when love entered her heart and converted evil into good.

And the honor guests tonight will be Mr. and Mrs. Ralph Chapman and will see this fine picture without cost to them.

Also International News only one day old.

GET FREE MEDICAL SERVICE

All Seamen Have a Right to Treatment by Radio While They Are on the High Seas.

The far-flung cry for help—"S. O. S."—has long since, even before the World war, focused the attention of peoples the world over on how wireless has tremendously lessened the dangers that befall men who go down to the sea in ships. Few, however, even the master mariners, realize as yet that all seamen have a right to medical service by radio while at sea. Surgeon General H. S. Cumming of the public health service emphasizes that "even the expense of calling the service by radio from away out at sea is borne by the radio companies, without expense to ship or sailor." This medical service is really a sort of subsidy to merchant ships and sailors. A century and a quarter ago, when congress established the public health service, under the title of the marine hospital service, it directed it to render medical aid to every American seaman who applied for it, and that for this each seaman should pay 20 cents a month. This was in 1798. In 1870 the tax was doubled. In 1888 it was abolished. Since then all such aid has been rendered free.

TO WHICH WILL YOU BELONG?

An organization with a membership of more than 500 men and women of the Halifax Country has been perfected for the avowed purpose of limiting the growth and population of this section. Every effort will be made to prevent additional tourists coming here; those who have already acquired the habit of spending a part of each year here will be urged to cease their visits, and all new building and development will be discouraged.

Contending that there are already too many people here, the closing of hotels and apartment houses is urged and the organization would impose a heavy license tax upon anyone who rents a room or a cottage to an outsider who might possibly become interested and decide to locate in the Halifax Country.

An extensive publicity campaign will be conducted calling the attention of the entire country to the disadvantages of the Halifax Country as a place of residence. In this campaign great stress will be laid upon every undesirable feature which can be discovered, and will be pointed out that in future the organization will permit no improvement whatever, but will work unceasingly to make of this section the ugliest, most disreputable and undesirable locality in the state.

Photographs of garbage dumps, back yards and slaughter pens will be used to illustrate the literature, while none of the beauty spots, fine homes, and beautiful drives will be mentioned.

The organization is convinced that through its efforts further increase of population and all development and beautification work can be stopped. If possible many of the people already here will be induced to

depart, leaving more room for those who remain.

If the above story were true and should be blazoned before the world some morning, before night nearly every man and woman in the Halifax Country would have gotten together and formed an organization to combat this destructive society. And it is partly true. Its membership includes all citizens who do not do their bit toward making this section attractive and in making its attractiveness known to the world.

In order that this non-progressive element may be successfully combated it is essential that progressive citizens be organized and working together. The beauties and the advantages of the Halifax country should be made known to all the world.

There is no better mode of organization and work for development and progress than through the local chamber of commerce. With 500 members putting their shoulders to the wheel the chamber of commerce can tell the whole world of what we have to offer—it can paint a picture of the beauties and attractions of this community which will add thousands to our population and millions to our wealth.

Every citizen who does business here, who profits by the growth and development should do a portion of the work of making the advantages of the Halifax Country known to the world. "Men build cities," and they build wherever they are organized and working together for development. They do not and can not build

them without organization and concerted effort.

You may be a boaster at heart but you can not accomplish much by yourself. You must unite with your neighbors and your combined strength will accomplish wonders. You can easily unite with your neighbors by joining the chamber of commerce.

In a recent speech in Daytona, Col. William Jennings Bryan declared that 20 men organized and determined could build a sizeable city, and

that 500 equally well organized and equally determined could make of a village a great metropolis.

The membership drive of the chamber of commerce will be on for four days next week. During these four days you should see that you are enrolled as a member. Failure to enroll will lend comfort and support to the enemies of development and progress—it will stamp you as friend of, if not a member, of the mythical non-progress society first mentioned in this editorial.—Daytona Journal.

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

JEWETT SIX
PAIGE BUILT
\$1065
Driven member of clutch weighs less than 3 1/2 lbs.
Why Jewett never "stalls," "jerks," nor clashes Gears
YOU can change gears in a Jewett as fast as you can move your hand—or as slowly as you please. No "clash" is heard—and you never "miss." You can even drop from "high" to "second" at 30 miles an hour. Let up the clutch pedal as fast as you can move your foot, and Jewett neither jerks nor kills its motor.
Such superb handling ease comes largely from the new Paige-type Jewett clutch. Its driven member weighs less than 3 1/2 pounds, one-third the usual weight. So it stops spinning instantly—adjusts itself to speed changes quickly—helps you change gears. And the six clutch springs instead of one, and twice the friction surface of the ordinary clutch, give the smooth, gradual engagement which prevents jerking or motor stalling. Please try Jewett's ease yourself.

SEMINOLE OVERLAND CO.
SANFORD, FLORIDA

On The Second Every Second
Human wants are constant and continuous. Food, clothing, shelter, and their infinite subdivisions are daily needs.
There is not a clock tick that does not register a million human desires.
The newspaper is the closest thing in the world to the people's daily wants. It is an expression of the ever pressing desire for news.
The advertiser who uses the Daily Herald reaches people with his message at exactly the right moment.
Somewhere, with some person wanting something, newspaper advertising registers every second of the day.
It brings the seller and buyer together because it brings the right message at the right time.
There is no advertising medium so close to the people as the newspaper.
The Daily Herald places you in position to reach the buyers of this community.

FORD TOURING CAR GIVEN AWAY
ABSOLUTELY FREE
On August 18th, 1923, we are going to make some one a present of a Brand New Ford Touring Car.
With every enrollment in the FORD WEEKLY PURCHASE PLAN, we are giving a ticket, and on the above date, all tickets will be placed in a box, and the owner of the number drawn will be entitled to this car.
HOW MANY TICKETS HAVE YOU?
If you have not joined this FORD WEEKLY PURCHASE PLAN, DO IT NOW. If you have already joined, you are entitled to an extra ticket for each additional Five Dollars paid.
Among those who have joined recently, are:

- P. P. Alliston, L. T. Acosta, Miss B. Austin, Frank Akers, Theo. Aulino, L. H. Brown, Paul Burnham, Hodgson Ball, A. H. Beckwith, L. D. Brown, R. C. Bower, Sara M. Britt, E. L. Burdick, J. G. Ball, Alfred Berner, Mr. J. Beck, E. C. Bigler, C. E. Betts, Morris Benjamin, Paul Bailey, C. X. Chism, W. M. Colbert, O. M. Clemmons, L. P. Chittenden, B. D. Caswell, W. M. Connelly, R. F. Crenshaw, J. O. Clements, H. B. Crenshaw, Mrs. R. W. Coleman, Mrs. G. T. Dyer, W. T. Dodd, S. P. Dutton, P. B. Dooley, C. L. Derby, R. W. Deane, R. R. Deas, V. E. Douglass, R. B. Dodson, Miss M. Erickson, W. C. Erickson, R. A. Frank, F. P. Forster, Earle Field, T. M. Fox, Martha G. Fox, I. B. Fischer, H. E. Fuller, Ralph P. Godspeed, J. M. Gallagher, Joe Gonzalez, J. M. Gillon, M. D. Gatchel, Mrs. B. T. Howser, E. H. Housholder, W. C. Hutchinson, Jessie Hutchinson, J. C. Hutchinson, R. E. Herndon, H. K. Harris, W. H. Hand, R. J. Holly, C. M. Hand, C. E. Henry, J. B. Jones, R. L. Kennedy, A. R. Key, Mrs. M. Kronen, Bert Long, H. B. Lewis, T. W. Lawwton, Forest Lake, Paul Lake, J. B. Little, J. H. Lee, Joe Lineheart, S. M. Lloyd, Geo. W. McRory, F. D. McBride, T. D. McCuller, J. N. Moore, P. A. Mero, R. Marsh, C. J. Marshall, Elton J. Moughton, F. L. Miller, W. L. Morgan, T. E. Meredith, E. Melson, W. B. McBride, Henry McLaulin, Henry McLaulin, Jr., E. V. Muller, Gus Nordgren, Mrs. R. N. Peoples, S. Puleston, W. R. Puleston, J. J. Purdon, H. T. Pace, R. C. Phillips, J. N. Robson, Jr., F. B. Rines, E. A. Rumph, W. L. Rumph, Rive & Walker, F. P. Rines, Sr., C. J. Rumph, E. S. Rigney, T. A. Rivers, Ivan H. Rubaw, J. Schirard, T. G. Simmons, Ralph E. Stevens, J. C. Smith, D. W. Smith, C. C. Howard, D. W. Smith, C. P. Stough, H. S. Selleck, A. E. Sjolom, Mrs. J. H. Sullivan, G. S. Selman, J. G. Sharon, Lewis Shipp, D. D. Smith, Virgil Smith, C. C. Stephenson, Mrs. K. R. Stewart, C. W. Stokes, Mrs. C. W. Speer, Mabel Saint, O. H. Stenstrom, C. H. Stafford, Lyda M. Smith, Miss Maude Tyre, M. L. Tillis, Tom Moore, M. D. Tarbell, Jr., F. W. Talbot, I. E. Taylor, W. G. Tyler, Jr., C. G. Tyre, A. Takach, L. L. Thompson, Deane Turner, Deane Turner, Jr., W. E. Watson, C. L. West, C. L. West, Jr., E. C. Woodcock, M. H. Whitner, B. F. Whitner, C. F. Williams, Wight Bros Co., F. L. Woodruff, Jr., W. C. Williamson, C. A. Whiddon, Robt. Williams, Morris Wimbish, Millard Woodard, J. M. Wallace, C. F. Williamson, C. F. Williams, J. B. Williams, Spencer Wainwright, C. O. Whittle, A. E. Yowell

EDWARD HIGGINS
ONLY THREE WEEKS TO JOIN
LINCORN, FORD, FORDSON
BETTER DO IT NOW
SANFORD, FLORIDA

Raising the Family

Apparently Pa's repair bills won't be very high!



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
117 Commercial Street—Sanford, Fla.

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A. P. Connelly & Sons
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Real Estate, Loans and Insurance
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Phone 62—Sanford, Florida

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
Examined Glasses Designed
Henry McLaughlin, Jr., Opt. D.
Optician-Optometrist
212 East First Street Sanford, Fla.

W. J. THIGPEN
Real Estate
FIRE, LIFE, AUTO INSURANCE

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
FARMERS—You can get seed bed frames and irrigation plugs at the Sanford Novelty Works. 100-12c
FOR SALE—Doser and Gays' paints and varnishes at Sanford Novelty Works, Sanford agents. 123-12c
FOR SALE—Rhode Island eggs for setting, 15 eggs for \$1.00. Mrs. Ellsworth, Beardall Avenue, Sanford. 83-12c
FOR SALE—5 Pointer pups, No. 1 stock. See Vick Hawkins, 116 Sanford Ave. 63-12c

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
70-12c

MULES FOR SALE—Just unloaded a car of fine mules, for sale or trade. Come to see them.—Whigham & Benton, Sanford, Fla. 87-61p
FOR SALE OR RENT—House, after August 1st.—See W. J. Thigpen. 98-12c

FOR SALE CHEAP—One 60" roll top desk in good condition.—Hill Lumber Company. 101-31c
FOR SALE OR TRADE—Dort car in good mechanical condition, also good tires, will sell cheap or trade for anything of equal value.—W. L. Harvey, Box 352. 101-41p
FOR SALE—Fine lot of Leghorn hens cheap.—W. L. Harvey, Box 352. 101-41p

THE SINGER SEWING Machine Co. has a few slightly used machines that they will sell at a substantial reduction for cash or on easy terms.—T. M. Dunlap, corner 10th and Laurel. Phone 556-W. 98-61p; w-102-11p
FOR SALE OR RENT—Trucking land. I have hammock and pine trucking land developed, partly developed and undeveloped in Iowa City section for sale or rent. Write E. R. Moore, 250 N. E. 25th street, Miami, or see Robert King, Oviedo. 84-d; w-12c

FO SALE—Practically new typewriter, cheap. Address Box 427, Sanford. 102-41p
NICE NEW 5-ROOM cottage, paved street. Good location. Fruit trees, large lot, \$500 cash, balance on easy terms.—A. P. Connelly & Sons. 103-31c

FOR SALE—Burlap for seed beds. see Sanford Furniture Co. 103-12c
FOR SALE—5 acre celery farm, 2 1/2 acres tilled. Price \$1,500.—E. F. Lane 103-31p

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-4f
WANTED—2 or 3 nice furnished rooms, call in, rent must be reasonable. Call Mr. Head at Telephone 811. 102-31p
MAN AND WIFE would rent small furnished apartment with garage. Apply R. L., care of Herald. 103-11p

FOR RENT
FOR RENT—Store room in new brick building, good business location.—A. P. Connelly & Sons. 95-12c
FOR RENT—Furnished and unfurnished apartments and sleeping rooms. Ferndale apartments, under new management, Blush Block, corner First street and Palmetto avenue.—W. R. Grovenstein, Manager, Phone 231-W. 96-12p
FOR RENT—Furnished connecting housekeeping rooms, with bath, also furnished room. 813 Magnolia Ave. 98-61p

FOR RENT—3 unfurnished rooms, 314 Elm Ave. 101-51p
FOR RENT—Furnished apartment, modern. Phone 651-J. 100-61p
FOR RENT—Furnished housekeeping rooms, 3 for \$25.00 or 2 for \$18.00 per month. 814 East Fifth St. 101-31p
FOR RENT—6 room cottage, also garage. Phone 4812. 102-31p
FOR RENT—Eight room house, West Third street. Interior newly decorated and papered. Call phone 40-W. 102-61p
FOR RENT—5-room house, \$20.00.—A. P. Connelly & Sons. 103-21c
FOR RENT—2 roomed furnished apartment, cool bed rooms, 202 Park Ave. 103-11p

FOUND
FOUND—Florida license tag. Owner can have same upon identification and paying for ad. Call at Herald office. 97-12c

Watts Gunn, the Macon youth who recently won the Georgia State Golf Championship has a youthful admirer here in the person of Miss Virginia Smith who is visiting her grandmother, Mrs. Douglass in the Herndon Apartments. Miss Virginia is a neighbor of the Gunns in Macon and watches the result of the golf matches with much interest.

RELIEVES RHEUMATISM
"I can simply say that Foley Kidney Pills gave me relief from rheumatic pains, and have not used supports for the last six weeks (had to use two). The best proof you can have that Foley Kidney Pills are effective is this, that since they cleared my system of uric acid, have been entirely free of pain and depression," writes J. W. Hunter, Los Angeles, Calif. Backache, Rheumatic Pains, Dull Headaches and tired feeling are quickly relieved by Foley Kidney Pills. Sold everywhere.—Adv.

Wight Bros. Department Garage Make Important Change
That Will Be of Interest to Their Many Customers and Friends
Owing the popularity of the Battery, their rugged construction and long life, and in an effort to furnish their customers with a battery of known quality and reliability, Ralph Wight, the efficient manager of Wight Bros. Department Garage, has for some time been perfecting arrangements to open a full fledged "EXIDE" Battery Service and has just closed a deal with Ray Brothers, the "EXIDE" Distributors for this territory, who will have charge of the Battery and Ignition Service, Recharging and repairing all makes of batteries, and there will be found there an Exide Battery for every known ignition job on earth. The Electric Storage Battery Co., Philadelphia, Pa., the oldest and largest makers of Storage Batteries in the world manufacture the "EXIDE" Battery in sizes from ninety tons down to the Radiophone Cell the size of a gun cartridge, the most important of which is the automobile battery, and as the battery is the life of your car you should not just buy a battery or the so-called just-as-good when you decide to get a new battery, but insist on "EXIDE". This makes two Exide stations in Sanford, one at Wight Bros. and one at Ray Bros. Service Stations. 7-21-28-24

Mr. and Mrs. Couper Godwin have returned from a month's vacation spent in New York state and other places in the northeast. Mr. Godwin resumes his run on the Clyde Line and Mrs. Godwin's smiling face is again seen in the business department of the Ball Hardware Co.

IN CIRCUIT COURT OF THE SEVENTH JUDICIAL CIRCUIT OF THE STATE OF FLORIDA
In and for the County of Seminole County, Florida, to-wit: Sheriff, J. M. Wallace, V. C. Goller, and Elizabeth Leonard, widow and only heir-at-law of N. B. Leonard, deceased, Complainants,
vs.
George W. Jones and Jones, his wife, Gardner P. Wood and Wood, his wife, H. H. Hammy and Henry, purchaser of the above described property in and to the following described property in the County of Seminole County, Florida, to-wit: The East half of the Northeast quarter and the East half of Northeast quarter (17), Township Twenty-one (21) South of Range Twenty-one (21) East, and all unknown parties claiming an interest in said property.
To George W. Jones, and Jones, his wife, Gardner P. Wood and Wood, his wife, and H. H. Hammy and each of you if living and if dead, parties claiming an interest in the above described property, or any part thereof, under each and either of them severally or otherwise in and to the following described land situate in the County of Seminole and State of Florida, to-wit:
The East half of the Northeast quarter and the East half of Northeast quarter of Southeast quarter of Section Seventeen (17), Township Twenty-one (21) South of Range Twenty-one (21) East, and all unknown parties claiming an interest in said property.

It is further ordered that this notice be published in the Sanford Herald, a newspaper published in Sanford, Seminole County, Florida, once a week for eight consecutive weeks, beginning on the 28th day of July, A. D. 1923, and ending on the 13th day of August, A. D. 1923.
WITNESS my official signature and seal this 7th day of July, A. D. 1923.
E. A. DOUGLASS,
Clerk Circuit Court,
Seminole County, Florida.
By: A. M. WEEKS, D. C.
7-7-14-21-28-8-4-11-18-25-9-1-9tc

Notice of Application for Tax Deed Under Section 575 of the General Statutes of the State of Florida.
Notice is hereby given that E. M. Pusey, purchaser of Tax Certificate No. 356, dated the 6th day of June, A. D. 1921, has filed said certificate in my office, and has made application for Tax Deed to issue in accordance with law. Said certificate embraces the following described property situated in Seminole County, Florida, to-wit: NW 1/4 of SW 1/4, Sec. 10, Twp. 20 N., Range 30 East, 10 acres. The said land being assessed at the date of the issuance of such certificate in the name of E. M. Kaneus. Unless redeemed according to law Tax Deed will issue thereon on the 13th day of August, A. D. 1923.
WITNESS my official signature and seal this 7th day of July, A. D. 1923.
E. A. DOUGLASS,
Clerk Circuit Court,
Seminole County, Florida.
By: A. M. WEEKS, D. C.
7-7-14-21-28-8-4-11-18-25-9-1-9tc

Notice of Application for Tax Deed Under Section 575 of the General Statutes of the State of Florida.
Notice is hereby given that E. M. Pusey, purchaser of Tax Certificate No. 356, dated the 6th day of June, A. D. 1921, has filed said certificate in my office, and has made application for Tax Deed to issue in accordance with law. Said certificate embraces the following described property situated in Seminole County, Florida, to-wit: 8 1/4 of Lot 8, Sec. 17, Twp. 21 N., Range 30 East—40 acres. The said land being assessed at the date of the issuance of such certificate in the name of Unknown. Unless said certificate is redeemed according to law Tax Deed will issue thereon on the 6th day of August, A. D. 1923.
WITNESS my official signature and seal this 20th day of July, A. D. 1923.
E. A. DOUGLASS,
Clerk Circuit Court,
Seminole County, Fla.
By: A. M. WEEKS, D. C.
6-30-7-14-21-28-8-4-11-18-25-9-1-9tc

Notice of Application for Tax Deed Under Section 575 of the General Statutes of the State of Florida.
Notice is hereby given that H. H. Kilbes, purchaser of Tax Certificate No. 361, dated the 6th day of June, A. D. 1921, has filed said certificate in my office, and has made application for Tax Deed to issue in accordance with law. Said certificate embraces the following described property situated in Seminole County, Florida, to-wit: Lots 28 to 32 (Less Lots 29 and 31) The Grove Tract in Sec. 21, Twp. 20 N., R. 30 E. The said land being assessed at the date of the issuance of such certificate in the name of Unknown.

Also Tax Certificate No. 312, dated the 6th day of June, A. D. 1921, has filed said certificate in my office, and has made application for Tax Deed to issue in accordance with law. Said certificate embraces the following described property situated in Seminole County, Florida, to-wit: SW 1/4 of NW 1/4 of River, Sec. 29, Twp. 20 N., R. 30 E. 8 acres. The said land being assessed at the date of the issuance of such certificate in the name of Unknown. Unless said certificate is redeemed according to law Tax Deed will issue thereon on the 30th day of July, A. D. 1923.
WITNESS my official signature and seal this 23rd day of June, A. D. 1923.
E. A. DOUGLASS,
Clerk Circuit Court,
Seminole County, Florida.
By: A. M. WEEKS, D. C.
6-23-20-7-14-21-28-6tc.

IN CIRCUIT COURT, SEVENTH JUDICIAL CIRCUIT, IN AND FOR THE COUNTY OF SEMINOLE COUNTY, FLORIDA, IN CHANCERY.
CITATION.
William A. Pitts, Sr., D. Davidson, Herald Printing Company, a corporation, T. P. Powell, J. A. Williams, C. R. Buffin, Howard Deverlin, J. M. Wallace, V. C. Goller, and Elizabeth Leonard, widow and only heir-at-law of N. B. Leonard, deceased, Complainants,
vs.
Lillie Miller, (nee Payne) and D. A. Miller, her husband, Sallie Parkhurst, (nee Payne), and E. C. Parkhurst, her husband, and the heirs-at-law of Mary P. Herndon (nee Payne), deceased, namely, W. B. Herndon and Eva A. Herndon, his wife, C. P. Herndon and Lillie E. Herndon, his wife, Robert E. Herndon and Jesse S. Herndon, his wife, G. P. Herndon and Florence Herndon, his wife, and all unknown heirs, devisees, legatees, grantees or other claimants under Robert N. Payne, deceased, or otherwise, Defendants.

To Sallie Parkhurst and E. C. Parkhurst, San Francisco, California. To all parties claiming interest under Robert N. Payne, deceased, or otherwise, in and to the following described lands lying and being in Seminole County, Florida, to-wit: South half (8 1/2) of the South half (8 1/2) of the Southeast Quarter (SE 1/4) of the Southeast Quarter (SE 1/4) of Section Thirty-six (36), Township Nineteen (19) South Range Thirty (30) East. It appearing from the sworn bill of complaint filed in this cause that you

have or claim to have some interest in and to the lands hereinabove described, therefore, you, Sallie Parkhurst and E. C. Parkhurst are hereby ordered and required to be and appear before our said Circuit Court, at the Courthouse in Sanford, Florida, on the 8th day of August, 1923, and there make answer to the bill of complaint exhibited against you, otherwise a decree pro confesso will be entered against you.
And all parties claiming interest under Robert N. Payne, deceased, or otherwise in and to the lands aforesaid are hereby ordered and required to be and appear before our said Circuit Court, at the Courthouse in Sanford, Florida, on the 8th day of August, A. D. 1923, being the August Rule Day, and then and there make answer to the bill of complaint filed

in this cause, otherwise a decree pro confesso will be entered against said unknown parties.
It is ordered that this notice be published in the Sanford Herald, a newspaper published in Seminole County, Florida, once a week for four consecutive weeks as to the known parties, defendant, and once a week for eight consecutive weeks as to the unknown parties, defendant.
WITNESS my hand and the seal of the said Circuit Court on this the 8th day of June, A. D. 1923.
E. A. DOUGLASS,
Clerk of the Circuit Court,
Seminole County, Florida.
By: A. M. WEEKS, D. C.
6-9-16-23-30-7-14-21-28-8-4-11tc

Hay—Corn, Oats, Bran, Shorts, Mixed Feed—Hay OUR FEED IS SOMETHING TO CROW ABOUT
Now is the time to feed for later egg production when prices are highest. Keep your hens in good condition now by feeding the best feed possible and thus assist them through moulting. Then your hens will commence earlier and will lay longer than the ones not properly cared for during moulting period.
PRATT'S Poultry Feed is guaranteed to please. "Your Money Back if You are Not Satisfied." A trial will convince you.
THE CASH FEED STORE
Sanford Feed & Supply Co.
FEED-HAY-GRAIN AND FERTILIZERS
PHONE 539-MYRTLE AVE. & 4TH ST. SANFORD, FLA.

Why Are Some Storekeepers So Obstinate?
I am an old-fashioned buyer of the necessities for my household. I go to the store myself. To me this work is not irksome. In fact, I like it. I like to look at the shelves so full of cans and packages of so many colors. I like to do this for the same reason that I don't mind being in a crowd.
When in a crowd I look for familiar faces. When I see them I am delighted. When I am in a store I look for familiar goods and when I see them I buy. Those goods have become familiar to me through advertising and I have noticed that the grocery men who have the most of those familiar packages somehow or other seem to always go ahead.
I went into a store not of my own choosing but with a friend who, among other things, asked for a very well known article of food which is packed in a can, although she did not ask for any specific kind. I always buy—and instinctively I told her that was the kind she should ask for.
The dealer overheard me and said, "Madam, I never sell that article, I sell instead something very much better—my own brand."
Then he launched into a five-minute talk on why this article was better than the one I had named. But somehow my friend had been convinced by what I had suggested and she did not buy that can which the grocer offered.
And I thought as I walked out how stubborn and obstinate that man was. He had lost a sale, had probably taken his first step



(This Was Written by a Woman)

toward losing a customer, and had certainly lost a good deal of time, especially since some other people were standing around waiting to be waited on.
If that grocer had sold advertised goods he would certainly have had the brand I suggested and he would have made a sale; incidentally, he would have bid us good day cheerily and we would have been satisfied.
Familiar faces are wonderful. To me, in my capacity as a buyer for a fairly large household, familiar things on the shelves of the stores I visit are only a little less wonderful, for those familiar things help me in doing better and more economically the job which I must work at every day.
Those advertised articles which I buy and which I always buy I know have been submitted to the criticism of both competitor and consumer. This subjection to almost world-wide critical examination demonstrates to me that the manufacturer has supreme confidence in his goods. He cannot tell a falsehood about the things he makes, because there are too many in the world to find him out.
Constant advertising of any product proves that product has stood the test of scrutiny. Is it any wonder then why I, as one of several million women in my same position, prefer articles with which I am acquainted to products about which I have no knowledge and about which the manufacturer does not seem to have the courage to enlighten me?

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