

# The Sanford Daily Herald

IN THE HEART OF THE WORLD'S GREATEST VEGETABLE SECTION

VOLUME IV.

SANFORD, FLORIDA, THURSDAY, JULY 26, 1923

NUMBER 101

## NEW YORK EXCHANGE ANNOUNCES EXPULSION OF SCHNEIDER COMPANY

FOR VIOLATION OF CONSTITUTION OF EXCHANGE IN REGARD TO CURB

### STOCKS ARE LISTED

Or Traded on Curb and Violators Are Subject to Suspension

(By The Associated Press) NEW YORK, July 26.—The Board of Governors of the New York Curb Exchange announced the expulsion of Adam L. Schneider of the firm of A. L. Schneider & Company, for violation of the exchange's constitution. Curb market made public resolution of board of governors forbidding members of exchange from being connected directly or indirectly with any organization in New York City whose securities are listed and traded in on curb. Violators of this rule are subject to suspension for not more than a year or expulsion as board may determine.

AUGUSTA, Ga., July 26.—Papers covering involuntary bankruptcy were served on Frank H. Barreel, president of Barreel and Company, by Deputy United States Marshal Perkins here this morning. The petition was filed by William Fleming of Augusta, attorney, with C. J. Skinner deputy clerk of the United States court here, last night.

Petitioners are R. L. Alford of Rugham, S. C., with claim of \$2500, J. N. Tanner of Washington, Ga., for \$1100 and C. W. Rogers of Dodge county, Georgia, for \$3,000.31.

ATLANTA, July 26.—Roy Elliston, of Augusta, Ga., was named receiver for Barreel & Co., prominent cotton factor of Augusta by Federal Judge Sibley after a petition in bankruptcy had been presented.

### DRAINAGE DISTRICT BRINGS ON SUIT

COCOA, July 26.—Suit has been filed in Titusville court seeking to set aside and enjoin enforcement of a judgment of Brevard circuit court contending and appropriating for the main outlet of the Cocoa drainage district, a right-of-way 300 feet wide through the heart of the Williams and Rockledge properties located a few hundred feet south of the new Indian river hotel.

### Woolworth's Stores Will Open Saturday Hill-Newman Block

New Five and Ten Cent Store Have Elegant Location and Two of Finest Store Rooms in the City

An event of much interest in the business circles of Sanford will be the opening of the Woolworth Five and Ten Cent Store in the new Hill-Newman block on First street next to the Puleston-Brumley building. For many weeks the carpenters and other artisans have been busy putting the two store rooms in shape for the Woolworth store for everything must be just right and the store fronts are shipped here in order that they will coincide with the store fronts of other Woolworth stores over the world. All special equipment has been installed and the big stores are now ready for the thousands of customers that will throng the new stores on Saturday morning—opening day. The windows have all been dressed up for the occasion, and the stores present a beautiful appearance. On opening day there will be music by a special orchestra and the people of this vicinity are cordially invited to attend the big opening and get acquainted with Woolworth's—it is well worth it.

Not only have the big store rooms everything in the line of goods and novelties but the employees have also been made comfortable with rest rooms and other conveniences. R. A. Gasman is the local manager and he wants everyone to call Saturday and get acquainted. Read the advertisement in this issue and go to Woolworth's two big stores Saturday.

The Daily Herald, 15c per week.

### Dr. Mullins Elected President Baptist World Alliance

By the Third Congress in Session at Stockholm

(By The Associated Press) STOCKHOLM, July 26.—Dr. E. Y. Mullins, of Louisville, Ky., unanimously was elected president of the Baptist World Alliance by the third congress of the Alliance in session here.

## SEABOARD R. R. WILL NOT BUILD PERRY CUT OFF

1st Vice-President Says Railroad Would Not Pay

"There has been no change in the attitude of the Seaboard Air Line with respect to the Perry 'cut-off,'" C. R. Capps, first vice president of the Seaboard Air-Line Railway told the Tribune Thursday afternoon. Travelling in his private car, Mr. Capps arrived in Tampa Thursday morning on a periodical inspection trip, and when approached by the Tribune for a statement of the Seaboard's position relative to the construction of the so-called "cut-off" from Perry to Covington, giving the West Coast of the state another outlet, stated emphatically that there has been no change of policy in recent years.

The announced intention of Attorney General Rivers H. Buford to institute litigation against the Tallahassee and Southeastern railroad, a subsidiary of the Seaboard, to force compliance with its franchise agreements, has stirred up considerable interest in this now several decades old question of a direct western outlet to the West Coast. The Tampa Board of Trade, Brooksville Chamber of Commerce and other civic organizations, St. Petersburg Chamber of Commerce and other organizations throughout the territory affected have adopted resolutions promising cooperation in any way possible.

"Most of the Seaboard's freight originates on its present main line or east of it," said Mr. Capps, "and it would be impracticable as well as unprofitable to both the shippers and the Seaboard to divert this freight over the west coast route sought."

"We can ship very little if any perishables out of Florida over our present West Coast route via Hampton. Cars used in bringing 'dead freight' into Florida via Hampton are sent back over the same line empty, while the cars used in bringing 'dead freight' over the main line return with phosphate and other freights."

Mr. Capps stressed the point that there is no enterprise operating in the state more desirous of seeing Florida grow and prosper than the Seaboard system. He asserts that it is reasonable to believe that the Seaboard should be willing and anxious to initiate those extensions which hold promise of profitable operation and there is no hesitancy in bringing them about when the money necessary is available.

As proof of this he asserted that there will be an extension from Brooksville to Inverness as soon as the money required is in hand. Mr. Capps declared that a table recently submitted to the Interstate Commerce Commission by the Seaboard for use in connection with the consolidation arrangement of railroads showed that the Seaboard has been a real pioneer in Florida developments, that its extensions have been greater than any other railroad.

Another surprising bit of information submitted to the commission, Mr. Capps asserted, was the fact that Florida brings into the state as much tonnage in the necessities of life, building materials, etc., as it ships out in fruits and vegetables and other product of the soil.—Tampa Tribune.

## OKLAHOMA OUTLAW ESCAPES FROM OFFICERS WHILE ENROUTE TO PLACE OF ELECTROCUTION

Sullivan Was Convicted of Murder of U. S. Marshal at Harrison

(By The Associated Press) LITTLE ROCK, Ark., July 26.—Elihu Sullivan, Oklahoma outlaw, who shot and killed former Deputy United States Marshal Walter Casey at Harrison two weeks ago, escaped early this morning at Searcy from three officers who were bringing him to the penitentiary to await electrocution. Sullivan was convicted of Casey's murder at Harrison last week and Tuesday was sentenced to be electrocuted September 21st.

LITTLE ROCK, July 26.—The fugitive is believed to be making his way westward. Sullivan was overpowered by intended victims when he is alleged to have held up a party of tourists near Harrison July fifth and was placed in jail at Harrison but sawed his way out on July 16th. His escape was quickly discovered and after a pursuit was recaptured. Casey took Sullivan back to jail and as he was turning the key in the cell lock Sullivan grabbed Casey's pistol from his holster and shot the officer three times, but was captured before he could leave the jail.

## UNDERWOOD WARNS THE SOUTH AGAINST FAILURES IN THE WEST THAT AFFECT WHOLE COUNTRY

Wheat Failures in West and Northwest Will Cause Skingency

(By The Associated Press) BIRMINGHAM, July 26.—Senator Oscar W. Underwood, delivering his first public address since his return from Europe, before the Birmingham Rotary Club yesterday, sounded a note of warning against the "black clouds of the west," caused by the failure of the wheat market.

"We may feel, in the South, that the failure of the wheat market affects only the north and northwest," Senator Underwood said, "but that is not the case. When our own cotton crop failed in 1914 because we could not get ships to carry our bales to Europe, the effect of it was felt over the entire nation. It will be the same way with the wheat failure and what we need is for the business men of the country to do their part. The result may not be felt directly down here, but everyone will feel it indirectly."

"We can never tell where the clouds will go to. Who among you can tell if the same cloud now hanging over the west will not be hanging over the south next year? There is no golden rule governing this condition. The only way to guard against this economic crisis is to operate along the proper lines. The law of supply and demand cannot be overtaken by the puny efforts of man."

If American business is to survive

## HIRAM JOHNSON OPENS UP ON WORLD COURT AND LEAGUE; WOULD DECIDE AT THE POLLS

California Senator Just Returned From Europe Says "Never Again"

(By The Associated Press) NEW YORK, July 26.—Senator Hiram Johnson, of California, declared last night that America should stay out of the world court and the League of Nations and insisted that the nation's foreign policy should be decided at the polls in 1924.

Senator Johnson, who returned on Monday from Europe where he talked with leading statesmen of many countries, expressed his views at a dinner given in his honor by a committee composed largely of men who supported the third party campaign for the presidency in 1912.

The chairman of the committee giving the dinner was Col. Rhineland Waldo, while George Henry Payne, active in state Republican politics and a campaign manager for Roosevelt, was vice chairman. Charles M. Schwab was one of the committee members.

Mayor Hylan, of New York, whose administration is supported by newspapers owned by William Randolph Hearst, was among the guests.

Many friends of the Senator have boomed him as a presidential candidate next year and it was noted with interest that his views on America's entrance into the world court directly clashed with those set forth by President Harding.

"Nobody in Europe cares a rap for

## Innocent Man is Freed After 20 Years in Prison

THOMASTON, Me., July 26.—Henry Lambert is a free man after 20 years confinement for a crime which the governor and his counsel are convinced he did not commit. Lambert was convicted of the murder of J. Westley Allen, his wife and 15 year old daughter, Alice in 1901. Evidence of foul play was found in the ruins of Allen's farm house which led to the conviction of Lambert after a sensational trial. He was freed Tuesday and given an official document expressing belief in his innocence.

## STATE WON FIRST HEAT GARRETT CASE

Judge Overrules Demurrer of Defense Change of Venue

(By The Associated Press) CUMBERLAND COURT HOUSE, July 26.—The state won the first skirmish today in the trial of Robert and Larkin Garrett, brothers, on charges of first degree murder in connection with shooting here last June 5 of Rev. Edward Pierce, when Judge White overruled a demurrer of defense to motion by state for change of venue. The demurrer challenged the right of the state to enter such motion. The court held the law was designed to protect the public as well as individual and state, did have right to appeal for change of venue. He announced he would hear reading of affidavits or oral testimony by which prosecution hopes to establish a fair and impartial trial which could not be held here.

## State's Share of Higginbotham Trial Over Two Thousand

(By The Associated Press) TALLAHASSEE, Fla., July 26.—The state's share in cost of trial of Walter Higginbotham, in connection with the death Martin Tabert amounted to \$2,878, it was disclosed today at the state comptroller's office.

## THE PRESIDENT COMING HOME ON WAY SOUTH

Arrived at Duncan, B. C., Yesterday

CAMPBELL RIVER, B. C., July 26.—President Harding arrived at Duncan, B. C., at 10 o'clock today and the U. S. S. Henderson anchored for the day. Of the destroyers, one anchored off Cape Mudge, Indian village, the other cruising off South Valdez island. President and Mrs. Harding remained on board the transport Henderson. Many voasts have gone to Duncan Bay to visit the transport.

could not forgive the man who decides this nation's future solemnly by the present apparent necessity of partisan politics."

"What we condemned under a Democratic administration we will not accept under a Republican administration," he declared. The senator said he would refrain from any extended discussion of domestic questions, but pointed out that "men are not unlike the world over."

"Common humanity learned from dread war it must bear the burden," he said, "but it learned, too, it could wield the power. Discontent abroad in our land, says our publicists. Of course, there's discontent. It arises not from dissatisfaction with popular government but with the lack of it. When we are so weak, our efforts so futile, that we cannot frame laws which will stand the test of the courts, to prohibit child labor and wage, to prohibit child labor and wage, the common man looks at us, says, he even dares to look at the courts, with some doubt and mistrust."

## FRENCH AND BELGIANS HAVE REACHED AGREEMENT ON ALL ESSENTIAL POINTS

Seven Live Stock Men Are On State Live Stock Board

TALLAHASSEE, July 26.—Seven of Florida's leading live stock men late yesterday were appointed by Gov. Hardee to membership on the state livestock salary board, in conformity with an act of the legislature of 1923. W. H. Lewis, of Fort Meade, and Henry S. Penneck, of Jupiter, were named to serve four years each; A. R. Wells, of Chipley, and H. H. Simmons, of Jacksonville, three years each; C. R. Shaw, of Quincy, and J. G. King, of Arcadia, two years and T. Sutton, one year.

## OLDEST MEMBER IN METHODIST CONFERENCE

Died in Manatee Yesterday at Age of 80, Rev. Franklin Gates

MANATEE, July 26.—Rev. Edward Franklin Gates, said to have been the oldest settler in this section and member of Florida Methodist Conference for 67 years, died early yesterday at home here. He was 88 years old and the oldest member of the Florida Conference. He came to this section in 1841 with his father from Leon county. They located on Manatee river and a number of other families were induced to move here establishing the first settlement.

## Ward Reindicted of Murder Charge at White Plains

Son of Millionaire Will Not Get Off So Easily

(By The Associated Press) WHITE PLAINS, N. Y., July 26.—Walter S. Ward, wealthy baker's son, today was re-indicted on a charge of first degree murder and held without bail. The trial was fixed for Tuesday September 4th. Extraordinary grand jury investigating the case handed down its conclusions this morning. Ward is alleged to have killed Clarence Peters.

## Moving Pictures Machines for Milane Arrive, on Exhibition Sat.

The new moving picture machines for the new Milane Theater have arrived and are being set up in the window of the T. J. Miller furniture store to test them out. F. E. Farmer is in the city to take care of the machines and will have entire charge of the work in the new Theater. He comes here from Palatka where for the past four years he had charge of the pictures in the Kalbfeld Theater and has been in the business for many years and knows it inside and out. Mr. Farmer is very proud of the new machines known as the Simplex Twins as the two machines are exact replicas of each other and are so well arranged that after 200 feet of film are run on one machine 200 feet more takes up the burden on the other machine without a break in the picture and the audience never knows where one reel stops and the other begins. The machines are motor driven and have a mechanical key control and are the very latest thing in moving picture machines. The best feature of the new machines is the absolute impossibility of a film getting on fire and setting fire to the building as the new wrinkle puts out fire as soon as it is started although few films ever catch fire these days as they did in the early days of the industry.

The new machines will be set up and exhibited in the window of the furniture store and the public is cordially invited to inspect them before they are taken apart again and transported to the theater building.

## NOT KNOWN WHETHER THEY WILL MAKE JOINT REPLY OR SEPARATE ONE

But Will Endeavor to Reply Before British Parliament Adjourns

(By The Associated Press) PARIS, July 26.—French and Belgian governments have reached entire agreement on all essential points respecting the British note, it was announced. It is not made known whether there will be a joint or separate reply.

DUESSELDORF, July 26.—Frontier separating Ruhr-Valley from the rest of Germany was opened at midnight.

PARIS, July 26.—French reply will not be ready until beginning of next week, but Premier Poincare, it is understood, have in mind the fact that the British parliament is to adjourn August 3, and he is expected to submit his government's answer before that date.

## Sanford Merchants Giving Fine Prizes to Winners Events

At Big Lake Mary Musical Congress Today

- Wight Bros., 1 inner tube.
- Penn. Electric Co., 1 clamp-o-net lamp.
- Sanford Shoe & Clothing Co., 1 tie.
- Henry McLaughlin, 1 fountain pen.
- McKinnon-Markwood, 1 straw hat.
- Roumillat & Anderson, 1 box candy.
- Woodruff & Watson, 1 pair silk Sox.
- Churchwell's, 1 pair silk Sox.
- Mobley's Drug Store, 1 two-pound box Hyles's candy.
- Haynes & Rattiff, leather card case.
- Sanford Cycle Co., 1 \$10 O. K. reel.
- Union Pharmacy, 1 box candy.
- B. J. Perkins, 1 tie.
- Lloyd Shoe Store, \$6 running shoes.
- Ball Hardware Co., split bamboo casting rod.
- R. E. Stevens, \$10 cash.
- S. S. Baumel, 1 pair ladies silk hose.
- Herald Printing Co., 1 year subscription Weekly Herald.
- Elder Springs Water Co., 1 six bottle water ticket.
- Gillon & Fry, 1 lamp.
- Williams Garage, fire extinguisher.
- Seminole County Bank, 5.00 savings deposit.
- First National Bank, \$5.00 savings deposit.
- Peoples Bank, \$5.00 savings deposit.
- Speer & Son, ladies Jouxen bathing suit with cap, etc.
- H. & O. Motor Co., 1 30x3 1-2 inner tube.
- Yowell Co., ladies bathing suit.
- Hill Hardware Co., \$6.00 tackle box.
- Joe's Smoke House, cigarette holder.
- Bower's Drug Store, safety razor.

## Disabled Former Service Men To Get More Money

WASHINGTON, July 26.—An order giving a more stable compensation status to disabled former service men was announced yesterday by Director Hines of the Veterans' Bureau. Under the new plan, which affects men whose condition indicates that their disability has reached a stationary level and cannot be benefitted further hospital treatment, each of the veterans at his next regular examination will go before a special board of three medical officers, who will attempt to determine the extent of disability on a more or less permanent basis and will fix the status of compensation for a period of two years. At present a new examination is required every 90 days.

If dissatisfied with the grading given them, veterans will have the privilege of a re-examination at any time.

At times you can't tell whether the college is conferring a degree on the great man or conferring honor on the college.



# 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 postal 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.

Tampa was represented here yesterday by Charles E. Palmer, who is in the city transacting business.

George W. Crews, of Jacksonville, was among the business arrivals in the City Substantial yesterday.

Mrs. A. K. Powers and children will leave this afternoon for North Carolina where they will spend the remainder of the summer.

N. M. Simmons, of St. Louis, was among the arrivals here yesterday and is stopping at the Montezuma for a short stay.

Mrs. A. D. Zachary has as her guests her sister, Mrs. Laura Willis, of Macon, and father, Edward King, of North Carolina.

Mr. and Mrs. Henry McLaulin returned home last evening from a delightful ten days motor trip to Pensacola and other places in the northern part of the state.

Mr. and Mrs. Wm. Bloom, who have been the guest of the latter's niece, Mrs. Paul Biggers, will leave tomorrow for their home in West Palm Beach.

Dr. and Mrs. Ben Caswell and their guest, Miss Katherine Huff, leave tomorrow by motor for Atlanta where they will visit Mrs. Caswell's parents, Mr. and Mrs. J. H. Huff for a few days, going from there to Dah-lónega, Ga., for a short visit.

Misses Besse and Margaret Zachary have returned from North Carolina where they have spent the past few weeks with friends and relatives, since leaving Sullins College at Bristol, Va., where Miss Besse Zachary is chaperon, and Miss Margaret is a student. Their many friends are extending them a hearty welcome.

## SPLASH PARTY

Misses Omah and Louise Allen were the charming hostesses at a splash party on Monday evening at Palm Springs, honoring their guest, Miss Katherine Entzminger of Plant City.

The afternoon was delightfully spent with swimming, games and late in the evening, a delicious supper was served.

Among the guests were: Miss Katherine Entzminger, honoree; Misses Ruth Whittle, Maurien Echols, Kate Williams, Viola Booth, Evelyn Dar-row and Beth Lousing and Newton Stenstrom, Tom Brotherson, Leonard McLucas, Mr. Haddock, Acey and Andrew Carroway, Fay Lousing and Speer.

## BIRTHDAY PARTY

Master Wilson Smith, the bright young son of Mr. and Mrs. John C. Smith, was host yesterday afternoon at a delightful stag party at his home on Union avenue, in celebration of his eighth birthday anniversary.

Pink and white were the colors used for this affair, the rooms were attractive with vases of pink roses combined with ferns.

During the afternoon all kinds of games were played, the young gentlemen being assisted in those by Margaret Britt and Nezzie Stone. Kidding Master Wilson's pony proved a most delightful feature of the afternoon. Later refreshments of ice cream and cakes led in pink topped with tiny white candles were served and favors of pink and green snappers were given each guest.

Master Smith was the recipient of many lovely gifts and good wishes from his playmates and the afternoon was one of exceptional enjoyment to the guests who were: L. P. McCuller, Billie Thigpen, Ted Moore, Braxton Perkins, Billie Ball, Lish Morse, Jack Gillon, J. B. Coleman, Charles Britt, Bill Morse, Harry Bowers, Bobbie Marlowe, Malcolm Higgins, Frederick Daiger, Margaret Britt and Nezzie Stone.

## MISS MAXWELL ENTERTAINS

A delightful social event of last evening was the card party given by Miss Jean Maxwell at her home on Ninth street.

The rooms were lovely with their decoration of exquisite pink Radiance roses artistically arranged in baskets and vases. Three tables were arranged, at the first, bridge was played, while at table two, rummy was the game played, at the third, pitch was enjoyed. The prize for table one, a box of powder, was won by Miss Mae Holly, while the prize for table two,

## LOCALS

Yowell & Company are right here today with the big specials for Friday and Saturday of this week, dress goods, trunks, parasols, bags, purses, colored voiles, etc., going at special summer prices. See the advertisement and note the prices. Just the time to buy all of these things.

Churchwell's call your attention to the dependable luggage that you can purchase there at very reasonable prices. This is the time to sort out your going away stuff and find out if you have good hand bags and valises and suit cases and trunks. You should see Churchwell's wardrobe trunks at \$22.50. They are the best bargains in the whole world. See the adv.

The "Spanish Prisoner" letter is being sent to many Sanford people now and the state is being flooded with them. It is one of the oldest rags in existence and is even more ancient than the "gold bricks" swindle. But at that many Sanford people will probably bite at it and lose some of their money. Some people were born to be suckers. If you get a Spanish prisoner letter throw it into the waste basket unless you want to be faked.

McLaulin's Optical Parlors have just installed some new equipment for the examination of eyes. It will be remembered that Dr. McLaulin recently attended the National Optometric Convention so as to be able to render his patients a better service. While on this trip Dr. McLaulin heard some of the best lectures and talked with some of the foremost Optometrists in the country.

Jeremiah Flannigan, with the Fuller Construction Company, has been promoted to the outside superintendent of this company here in Sanford. Mr. McDonald, who has been the superintendent here since they have been in this city, has been sent to another city and Mr. Flannigan, being a very competent man was promoted to this very responsible position. His many friends are glad to see him getting along so well.

O. J. Norris was in the city today shaking hands with old time friends. Thirty years ago he lived here and was an engineer on the Oviedo-Sanford run of the old Plant System. He is now in the ice machine business and is president of the New Electric Ice Co., of Atlanta, and has an interest in several plants in various parts of the country. He intends to return to Sanford and may purchase a business and make Sanford his home.

Mr. and Mrs. C. T. Melvin, of Jacksonville, accompanied by E. H. Brown, were in the city today. Mr. Melvin is the new state sales manager of the Virginia-Carolina Chemical Co., Mr. Brown having resigned this position to engage in another line of business. Mr. and Mrs. Melvin are from Macon where they have resided for many years but they will now make their headquarters in Jacksonville.

Deputy Sheriff and Mrs. Richardson, of Atlanta, who have been visiting their son, Harry, and family for the past few days, leave this afternoon for Daytona enroute home. Sheriff Richardson is delighted with Sanford, and says it is following in the footsteps of Atlanta. He is heartily in favor of bond issues for municipal improvements and says that Atlanta is preparing for a \$10,000,000 bond issue in the near future.

Mr. and Mrs. N. J. Lillard expect to leave early tomorrow morning for a month's trip to Pensacola and other points in West Florida. They will also visit points in Alabama and expect to visit many old friends and acquaintances in West Florida. Uncle Si is anticipating a wonderful trip in the car and has every road map and automobile book that was ever published. The Herald office will miss his genial smile but all of them wish he and Mrs. Lillard a fine trip and good health and a good time generally.

A box of stationery, went to Miss Elizabeth Smith. A bottle of perfume was the prize at table three and was won by Miss Margaret Zachary. The consolation prize, a book, went to Miss Dorothy Ray.

Following the awarding of the prizes, the hostess assisted by Mrs. R. C. Maxwell, Mrs. John Leonard and Miss Alice Caldwell, served delicious refreshments consisting of Florida sundaes and individual cakes fed in pink. The guests included: Misses Mae Holly, Elizabeth Smith, Helen Vernay, Frances Dutton, Margaret Zachary, Helen Hutchinson, Dorothy Ray, Emily Griffin, LeClaire Jones, Florence McKay, Leticia Caldwell and Georgia Mobley.

## NEW CLUB WILL OPEN ON FRIDAY

Where the Money Came From  
A gentleman was recently heard to wonder at the nerve—the sheer unmitigated nerve of the Sanford woman in starting out to build a \$12,000 Club House this hard year, with only \$1,500 in their treasury, and said he, "they are putting it over, by George! We men never could have done it."

Al, well, dear gentleman friend—and by the way, he was one of two men who years ago put down as a neat egg for this very purpose a \$100 Liberty bond—yes, indeed, dear friend, we have all heard of fools who rush in where angels fear to tread! That \$1,500 came in the various small ways known to women, and rather smiled at by the gentlemen friends, in fives and tens and fifties, but might be few hundred dollar amounts, for remember, for years the club was struggling along to finish up paying for the lot and old church building, and a new home was just a rosy dream. All four departments gave from their own funds toward this amount, and that was absolutely every cent in sight when Mrs. Tolar and her building committee signed the contract and the work actually began. Through solicitation of the committee, donations have been received from interested citizens as follows:

- Fourteen donations of \$100 each.
- Two donations of \$75 each.
- Four donations of \$50 each.
- One donation of \$30.
- Twelve donations of \$25 each.
- One donation of \$15.
- Eleven donations of \$10 each.
- One donation of \$7.
- Four donations of \$5 each.

Towards the building fund proper, Club women have donated as follows: 22 donations of \$5 each. 7 donations of \$10 each. In addition to this the club women have obligated themselves to furnish the house properly at a cost of \$1,500, the details of which will be explained tomorrow. Liberal donations have come from Mr. Moughton and Mr. Gillon in the way of percentages. Mr. Gillon donated the four electric lights for the sun parlor, and the Miller's Club asked the privilege of giving the fountain which is to be placed in the terrace. The members of the club are certainly grateful to the public for its evidences of generous interest.

## ATTENTION.

To the members of the Big Berean Brotherhood Class. All members are urged to be present Wednesday evening 7:30 p. m. at the Baptist Church. —1st VICE PRESIDENT.

Baseball game—DeLand vs. Sanford at Lake Mary, Thursday, July 26th. 100-11c

LATEST ROAD INFORMATION FURNISHED DAILY BY THE FLA. AUTOMOBILE ASS'N

Reports on road conditions from all sections indicate a great improvement through Georgia and the Carolinas. Best route to western North Carolina is via Jacksonville, Waycross, Macon, Athens, Anderson, Greenville, Hendersonville, Asheville, etc. We are advised by the Asheville Motor Club that the road leading to Cincinnati from Asheville via Knoxville, etc., as far as the North Carolina line is now in splendid condition and that by October the bad stretches between Asheville and Cincinnati will be eliminated, thus giving a short route to Florida over splendid highways.

The Kissimmee-Melbourne road is still closed and will be for some time, according to reports from Kissimmee. We still have a supply of application for title blanks. A great many have been given out, but we keep a supply on hand all the time in our office in the old Bank of Orange building, upstairs, where everybody who hasn't one may get one, or as many as they need.—Orlando Sentinel.

Bathing Suit Parade Lake Mary, Thursday, July 26th. 11c

NEW STATE HOME DEMONSTRATION AGENT TAKES UP HER DUTIES

GAINESVILLE, Fla., July 25.—Miss Flavia Gleason, Florida's new state home demonstration agent, has taken up her duties at the College of Agriculture. She came here after spending several days in the extension office at the State College for Women at Tallahassee. Miss Gleason assumes her duties here after six years in similar work in Louisiana where she was educated at the state normal school and the Louisiana State University.

## Indictments Dismissed Against Maxwell For Sending of Letters

To Allen Ryan and Other Persons Attacking Characters

(By The Associated Press) NEW YORK, July 25.—Indictments charging George Maxwell, president of the American Association of Authors, Composers and Publishers with forging and sending to Allan A. Ryan and other persons pen letters attacking the characters of Miss Ryan and half a dozen other women was dismissed by General Sessions Judge McIntyre today.

## Chac Hsi Cheng Has Revolted Against Yang Alley

Of Loyang and Wu Hsi Fu Attacks Wun Lung, Cousin of Lick Skillet

(By The Associated Press) ICHANG, Province of Hupeh, July 25.—It is reported from Chung King that Kewichow troops under General Chac Hsi Cheng have revolted against General Yang Alley, of Loyang, leader of General Wu Hsi Fu and attacked Yang's position of Yangtze river.

## Golf Matches at Cleveland Show Surprises

(By The Associated Press) CLEVELAND, July 25.—In the first match of the first round of play in the western golf championship today Jess Sweetser, of New York, medalist and national champion handily defeated Leonard Martin, youthful Gathamite five and four in eighteen holes. Sweetser, as full victory, meets Frank Godchaux, of New Orleans, in the afternoon round, the Southerner having defeated Kenneth Hiert, of Chicago, western junior champion five and three by far superior golf.

## VALUE OF MANUFACTURED PRODUCTS DROPPED TWENTY MILLIONS

(By The Associated Press) WASHINGTON, July 25.—Value of products manufactured in the United States during the year 1921 dropped nearly twenty million dollars as compared with 1919, according to compilations by the Department of Commerce just made public. The figures relate to establishments having products valued at \$5,000 or more, however, whereas the 1919 report covered establishments having a limit of \$500.

Products in 1921 aggregated \$43,653,283,000, while those in 1919 reached \$62,041,795,000. The average number of wage earners employed in 1921 was 6,916,561, or 25 per cent less than the number reported for 1919.

The hen should enjoy a picnic. She has to scratch for a living anyway.

The remarkable thing is that Germany perfected presses fast enough to print more money than is needed to pay the pressmen.

## Daily Fashion Hint



THE PRE-EMINENCE OF GREEN  
Paris seems definitely committed to frocks that are green, especially Lany in green. She fashioned the first frock in this shade and gave to the skirt a circular flare by the insertion of side gorges that fall below the hem in points. The front of the blouse is slashed, either side being rolled back to form a revers. The collar is of self-material. The little loops that finish the edges of the revers are in green and gold braid. Medium size requires 5 1/2 yards 36-inch material.

A suggestion for an all-day frock is fastened to the right, very dark forest green wool crepe being used for its development. The dress crosses and closes at the left side, the buttons oddly taking up their position below the narrow belt. A long, two-piece collar finishes the open neck, while the flowing sleeves are rolled at the lower edge in cuff effect. Medium size requires 4 1/2 yards 40-inch material. First Model: Pictorial Review Dress No. 1320. Size, 34 to 46 inches bust. Price, 35 cents. Second Model: Dress No. 1327. Size, 34 to 46 inches bust. Price, 35 cents.

## FLORIDA FACTS

Florida has the only genuine ever-bearing orange trees in the world in Highlands county, according to agricultural department information.

Lake Okechobee is the largest fresh water lake in the United States.

Pouk county has the largest phosphate mines in the world, and orange crops as far as the eye can see.

TENNESSEE 6 Orchestra from Tampa for BIG MOON-LIGHT DANCE—Lake Mary next Thursday. 99-21c

CASE OF ASSAULT TO MURDER AT MARIETTA, GEORGIA, CONTINUED

MARIETTA, Ga., July 25.—Judge Blair Tuesday granted an indefinite continuance in the cases of Sileon Edwards and Mrs. Bullard, indicted on a joint charge of assault with intent to murder in connection with the shooting of her husband, D. D. Bullard, at his home near Powder Springs the night of July 9. It had been planned to begin the Edwards trial Tuesday but Mrs. James Bullard said she was too ill to appear. When the case was called in Cobb superior court yesterday morning Dr. J. S. Vaughan, Mrs. Bullard's physician, informed the court that Mrs. Bullard was suffering from a nervous breakdown.

MUSICAL CARNIVAL DAY—Lake Mary—Thursday, July 26th. 99-21c

USE MURINE Night and Morning  
FOR YOUR EYES Have Clean Healthy Eyes  
If they Tired, Itch, Smart, Burn or Discharge, if Sore, Irritated, Inflamed or Granulated, use Murine. Soothes and Refreshes. Safe for Infant or Adult. At All Drugstores.  
Write for Free Eye Book  
MURINE CO., 9 East Ohio Street, Chicago.

## Robb Calomel of Nausea and Danger

Medicinal Virtues Retained and Improved—Dangerous and Sickening Qualities Removed. Perfected Tablet Called "Calotab"

"The latest triumph of modern science is a 'de-natured' calomel tablet known to the drug trade as 'Calotab.' Calomel, the most generally useful of all medicines thus enters upon a wider field of popularity, purified and refined from those objectionable qualities which have heretofore limited its use."

In biliousness, constipation, headache and indigestion, and in a great variety of liver, stomach and kidney troubles calomel was the most successful remedy, but its use was often restricted on account of its sickening qualities. Now it is the easiest and most pleasant of medicines to take. One Calotab at bedtime with a swallow of water—that's all. No taste, no griping, no nausea, no pain. A good night's sleep and the next morning you are feeling fine with a clean liver, a purified system and a big appetite. Eat what you please. No fasting.

Calotabs are sold only in original sealed packages, price thirty-five cents for the large family package; ten cents for the small, trial size. Your druggist is authorized to refund the price as a guarantee that you will be thoroughly delighted with Calotabs. (Alive.) 6-27-8-4-G-11-13-18-20-25-27-121c

The Herald for first class job work.

**Bicycle Tires!**  
ALL SIZES  
\$1.65 UP  
F. P. RINES  
105 Palmetto Ave.—Phone 481-J

MANUFACTURED BY  
**ACME**  
CEMENT PLASTER CO.  
ST. LOUIS, U.S.A.

Your best answer to the question of Cement Plaster.  
**ACME**  
See that every sack is branded  
Carolina Portland Cement Co.  
Jacksonville, Florida  
HILL LUMBER CO.  
Phone 130—Sanford, Fla.

## The Princess

TONIGHT  
HOOT GIBSON  
—IN—  
"DOUBLE DEALING"

Ben Slowbell was not as dumb as he looked, as you will discover when you see the interpretation placed on the character of Hoot Gibson; under the direction of Henry Lehrman. Added attractions, too.

TOMORROW  
Roy Stewart in  
"Burning Words"

The Daily Herald, 15c per week.

BIG MOONLIGHT DANCE—Lake Mary—Thursday, July 26th. 99-21c

## FELT TIRED, SO TIRED

Indiana Lady Says She Was Run-Down, Suffered With Her Back, Took Cardui, and Got Well.

Richmond, Ind.—"I thought I would write a line or so, to say that I owe my good health and strength to Cardui," says a letter from Mrs. Cora Courtney, 31 Railroad Street, this city.  
"I was all run-down until my family thought they would lose me," writes Mrs. Courtney. "My husband coaxed me to take Cardui, so, to please him, I did, and will say I do not regret it, for I am able to do all my work and do my shopping."  
"I have five children, four in school, my husband and a boarder to do for, and I do all my own work for all of us, and find time to play. We all praise Cardui. Every sick and run-down woman should take this wonderful medicine."  
"I suffered with my back; a very weak feeling in my limbs."  
"I felt hardly able to drag; just tired—so tired all the time."  
"It was an effort for me to do anything, but Cardui helped me so I felt like a different woman."  
If you are in a run-down physical condition, suffering as this Indiana lady says she did, give Cardui a fair trial. It should help you.  
Take Cardui. NC-17

# Churchwell's

## Completeness in Quality and Dependable Luggage, moderately priced at Churchwell's

- FIBRE SUIT CASES, each.....\$1.25, \$1.50 and \$2.00
- SUIT CASES, covered with Fibre Leather (1 1/4-in. straps all around) each.....\$5.00
- GENUINE COWHIDE SUIT CASES, (1 1/4-in. straps, all around), each.....\$12.50
- 18-IN. FIBRE HAND BAGS, each.....\$2.48
- 18-IN. GENUINE LEATHER HAND BAGS, each.....\$6.00
- 22x34-IN. THREE PLY VENEER TRUNKS, each.....\$12.50
- HARD VULCANIZED FIBRE WARDROBE TRUNKS, (with 4 garment hangers) each.....\$22.50

**CHURCHWELL'S**  
First Street SELLS IT FOR LESS Welaka Block



Sanford Daily Herald

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

The Herald Printing Co.

PUBLISHERS: R. J. HOLLY, Editor; N. J. LILLARD, Secretary-Treasurer; M. A. REED, General Manager; R. J. HOLLY, Advertising Manager.

Advertising Rates Made Known on Application

Subscription Price in Advance: One Year \$2.00, Six Months \$1.00, Three Months \$0.50.

The Big 12- to 16-page Weekly Herald, published every Friday, is published every Friday. Advertising rates made known on application.

TO ADVERTISERS: In case of error or omission in legal or other advertisements, The Herald Printing Company does not hold itself liable for damage further than the amount received for such advertisement.

Foreign Advertising Representative: THE AMERICAN PRESS ASSOCIATION

Clarence Woods is the boy who put Sum in Sumter county.

Heart of Sunnysland is the new slogan for Daytona. Sounds like Chase & Co., brand of oranges.

Since the Live Stock Sanitary Board has been appointed at Tallahassee we suppose they will now "shoot the bull" in earnest.

There is nothing quite as difficult to start as something that has real merit. Gold bricks can be sold at any time.

The Spanish letter writer has secured a list of Sanford people and is sending out his heart broken appeal to send the money to Madrid and get his baggage out of "hock." Don't be a sucker.

We don't know just where they get that "poison pen" stuff in the papers these days. We have a poison typewriter but the poison pen has long been discarded—ever since Napoleon said what he did.

When Johnson and Harding and Horah and a few of the lesser lights of the Republican party get to scurrying in the "bull ring" next year the Democrats will have no trouble in putting their candidate over.

Senator Oscar Underwood says our duty toward Europe is clear. We knew what it was during the war and the business men should do their duty now. You never said a truer word, Oscar, old son and we are for you.

Dear old General Wood seems to be the bull in the china shop over in the Philippines and he has caused every official in the archipelago to resign and go home. Well, the General should be able to run the island without any other officials—at least unless he lost much of his aplomb that he possessed in Cuba Libre days.

The Herald office gets a lot of complaints about the Daily Herald since the new management of the subscription list. It is simply the delays of reorganization, the putting on of new carriers in many instances and putting the list on a cash basis—where it should be. We hate to say it but newspapers have been very lax in collections, heretofore.

There are rumors of Forrest Lake being a candidate for State Senator from the 19th District. Since it is Seminole County's turn we see no good reason why Mr. Lake should not be promoted. A legislator should be allowed to go up and a member of the house with the years of experience enjoyed by Mr. Lake should make an excellent State Senator.

Albert Gary, head of the steel trust "will discuss the twelve-hour-day" says dispatches. Take less time to discuss it, Albert, old dear, and get to it. The people of this country will not stand for any more "slave stuff" not even from the rich and powerful steel trust. You could work your bohunks in the days gone by but not even the foreigners will be allowed to work twelve hours now.

Way up in Maine an innocent man has been freed from prison after serving twenty years. And he has no redress, no come-back, no way in which he can get back what he has lost. With the prison stain on him and twenty years of his life gone forever he will be allowed to attempt to make a living, we suppose. The attorneys who prosecuted him and the jury that found him guilty ought to be made to serve twenty years in the same prison.

Senator Hiram Johnson says stay out of Europe and have nothing to do with the League of Nations or the World Court. He will also make it a campaign issue. We shall see what we shall see in 1925.

Sanford is taking some long strides forward these days and nothing will stop the remarkable growth of this city. But we could hasten the growth by several years if we would get more money in here for the building of homes and apartment houses. Write your friends to invest their money in Sanford apartment houses. You can't overdo this project.

Prohibition officers in Georgia flashed guns and flashlights in the faces of three men in a car the other night and commanded them to stop and the men in the car thinking they were "hold-up men" fired on them and killed one. Even prohibition officers should use sense and judgment in holding up cars. A man trying to stop a car at night has a bad time of it even though he may have honest intentions. There have been so many hold-ups on the roads that motorists step on the gas now when commanded to stop on the lonely roads at night.

WE NEED A COUNTY FAIR.

Some people there are who see no good in a show, some see no good in a county fair, some see no good in any kind of amusement. It takes all kinds of people to make a world and usually those people who condemn fairs and carnivals at home are the first ones to attend the fair at Orlando or Tampa or Jacksonville. The fair and the side shows are not good for Sanford but it is all right to attend them in some other city, say these good people. We are of another belief, entirely. We believe in having everything at home. There is nothing that Sanford can not have that other cities have except the ocean and we don't really need that.

We can, however, have a county fair second to none in the state and it will be an agricultural exhibit that will set the hair on the people from other counties who think they raise a variety of products. Seminole county can show more varied products than any county in the south and a real county fair here would be a revelation to the visitors. And the Herald would favor having our own fair first and then take our exhibit to Tampa and to Orlando and other fairs if possible. Speaking of county fairs the Palm Beach Post says:

"Dr. John Nolen, of Cambridge, Mass., has presented his final report and plan for city development and the plan is now in the hands of the city planning board and the city commissioners. Execution of any city plan must have a starting point, and there is no more immediately practical starting point than utilization of an eight-acre tract owned by the city and located between the stub canal and the Country Club as site for county fair grounds and similar purposes.

"The one obstacle to use of the tract is lack of access to it, and the removal of this obstacle is a work to which the city planning board and the city commission can well devote themselves and show an early result in the execution of one phase of the city plan.

"The county commissioners have authority to issue time warrants to build a road from Military Trail due east a distance of about two and a half miles to the city's tract. With the co-operation of the city, the road can be continued east by way of Belvedere road to Dixie highway. The fair association is prepared to spend about \$50,000 in improvement of the tract if it is designated as site for the county fair.

"The tract is wholly in the city limits, it fronts half a mile on stub canal, it is within a mile of Poinsett street and half a mile of Okcechoe road and is thus central in location. Many cities and counties may well envy West Palm Beach the possession of this admirable piece of ground.

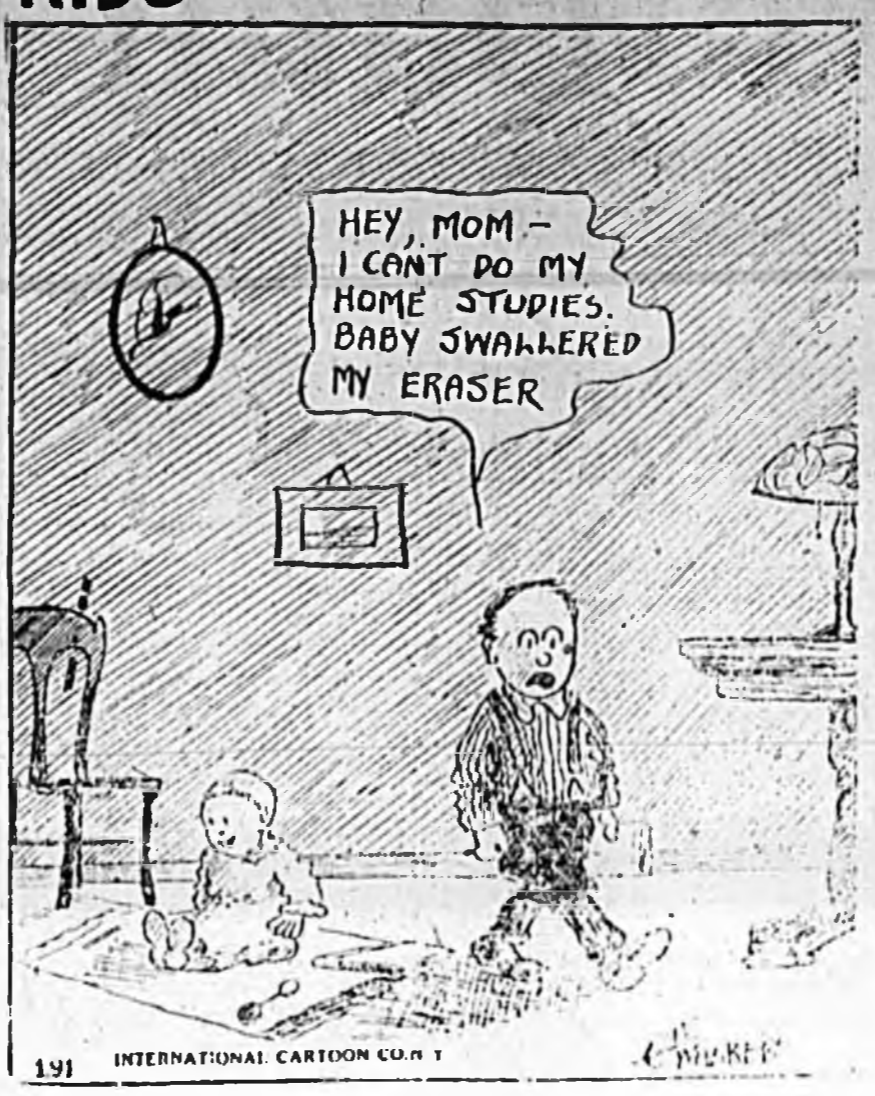
"In view of the opportunity made by the volume of back country development to make a creditable showing of the county's agricultural and industrial progress, no time should be lost in doing a thing that has so many admirable features and is entirely practical."

PUBLISHING THE NEWS.

People are frequently heard saying, "we want the news;" and yet if the newspaper publishers suppressed all the things that individuals request they would cease to be newspapers. People reserve the right to censure and censor the newspaper; they themselves make the news; the newspapers only publish what happens. Now, if before publishing a paper the editor went around over the community and inquired what news he should publish and what not, it would end up in a blank sheet of paper. Each would want something omitted. And why? You, dear reader, can supply the answer.

The newspaper, that maintains a

KIDS - THE TRIALS OF HOME STUDY.



191 INTERNATIONAL CARTOON CO. N. Y.

policy of publishing the news plainly and honestly without shading or coloring will come nearer pleasing the entire public than the one that makes a studied effort to please by the process of elimination.

The newspaper that maintains a four hours of the day is news and it is current history. Some of the things that happen each day will bring pain and sorrow to some hearts. This is one of the penalties of human frailties. No one is more disposed to spread the mantle of charity more gently than the average newspaper man. Were it not so he could create a sensation every day by publishing the whole truth about happenings that come to his attention. Nor does any man become so accustomed to extending sympathy to the sorrowing as does the newspaper editor. It is a part of his daily duty to extend condolence.

In these days when so many things of tremendous importance to society and business are happening, it is incumbent on the publisher to keep the public informed on passing occurrences else he is remiss in his duties. The very safety, prosperity and happiness of the public depends upon a truthful writing and publishing of the news. Of course, now and then the best interests of society are served by touching lightly some subjects.

Usually prejudice is the greatest objection to the publishing of news. The editor of every newspaper is called upon every day to write nice things about people he may not like, or in situations he may not like, but if true to his calling, he forgets personal prejudice and writes facts as they come to him. And people must read in the same unselfish manner. Reporter-Star.

THE EFFECT OF THE AUTOMOBILE ON SEASON RENTALS IN FLORIDA.

The time was when the prospective tourist to Florida obtained literature and information about some particular city or town, packed his trunk and purchased a railroad ticket to that particular town. Upon his arrival he looked around for the best accommodation he could obtain for the money he felt he could afford to spend, closed a deal and settled down for the winter, thus becoming a fixture at least for a few months.

But the Automobile has brought a complete change. The tourist of today is free to go where he pleases. If he don't like your accommodation or your price he moves on to another town. He don't hesitate to tell you how much he will give you for your accommodations, whereas the tourist of "yesterday" modestly asked, "what is your price?"

Another change brought by the automobile is that the tourist of today, as a usual thing, does not remain an entire season at any one place. Especially is this true of the early arrivals. The result is that tourist cities are adjusting their custom to meet the demand of the present day tourist. In most cities the tourist can get accommodations for any length of time he desires to stay, whether it be two weeks, two months or six months.

Clearwater can well afford to fall in line with other progressive tourist in this respect. It should also be remembered that the price charged for accommodations has a great deal to do with the length of their stay in any locality. Oftentimes the tourist finds accommodations so reasonable and living conditions so pleasant they hesitate to take a chance by moving on or finding higher charges at the next place. Where the cost of accommodations are unreasonably high he does not take a

chance by moving on or finding more reasonable rentals and living conditions.

It is not unusual for the tourist who finds rentals reasonable and living conditions pleasant to remain all season, buy land and build, and finally become a permanent resident.

If owners of houses and cottages will adjust their customs to meet the present day demand of the tourist, Clearwater will not have to repeat the experiences of the past two seasons.

Don't wait until the season is over before making an attractive proposition to the tourist. Get him located early and we will have a prosperous season. List rentals properties at a reasonable figure and hold tenants. Everyone will prosper from this practice. St. Augustine Record.

THE VITAL QUESTION OF REFORESTATION.

America has some 80,000,000 acres of idle land which the agricultural experts tell us is better adapted to growing trees than to any other form of cultivation. It has, besides, a fast-dwindling supply of timber for the multifarious uses to which it must be put. We are beginning to see the end of the magnificent forests which once clothed this country. Statisticians are already computing the end of our resources in that line, and some of them put it many years away. We have squandered our wealth of timber with reckless prodigality and wastefulness, and already we have to go far afield to supply our wants at considerable expense.

Where the ravaging sawmills have failed in the task of destruction the forest fires have supplemented their efforts. During the last five years not less than 56,000,000 acres have been swept by forest fires. It is no wonder that the thoughtful minds of the nation have been turning to problems of forestation and conservation. We have passed the danger line, and no efforts of ours at this late day can avert a timber famine at no very distant day. It takes many years to grow a tree to merchantable size, but one can be destroyed in a very few minutes.

It is gratifying to note the increasing interest in forest conservation, for it shows that the nation is at last aroused to the danger which we are facing. The American Tree association, comparatively recently organized, is putting on an educational campaign which is exciting a great deal of interest. The older nations of Europe have long recognized the importance of their forests, and have established rigid regulations for cutting and preserving them, so that now many of their forests are better and more productive than they were one or two centuries ago. One of the grievances of the French against the Germans in the late war was their ruthless and wicked destruction of the forests. It was fenshish work for which they can never make adequate reparation.

Many European municipalities control their own wood supply and make it a matter of considerable revenue, in some cases paying all the expenses and taxes of the municipality with the revenue from the municipal forest. As the president of the tree association said not long since, "The best way to get interested in a tree is to plant one." If properly conducted our forests will produce enough "interest" for our needs and the "principal" will always be our greatest national asset. The nation is becoming a nation of tree planters. It is to be hoped the prophecy may be a true one for the need is fast becoming imperative.—Tampa Times.

There are two items in which the Republican party has failed utterly. One is the cutting down of taxes and the other is the false economy tried out in the postoffice, department. The war taxes and the income taxes are more of a burden than ever and the postoffice service has gone to the bow wows. There never was a time in the history of the country when the postal service was quite as rotten as it now is. Don't mention government service to us. We are having a nice sample of it in the postal service right now. If these two things don't condemn the Republicans we miss our guess.

RAILROAD TO CAPE CANAVERAL.

A charter has been secured under the laws of the State of Florida for the construction of a short railroad from Orlando to Cape Canaveral, 125 miles almost due east, running through Brevard county and connecting with the Seaboard Air Line at the former point.

Making Canaveral a port of entry would open a fine natural harbor. There are thirty feet of water at shore line at low tide, and the basin is about 7x10 miles in extent. Work of any kind to put it in condition will be practically unnecessary, according to those familiar with the coast in that vicinity. Right of way for the road has been secured, terminal locations have been selected, and other work of that character has begun.

All Florida would benefit by this big development, which its promoters claim would revolutionize traffic throughout the southeastern United States and coastwise shipping of the heaviest, would find accommodation in the harbor, which promises to become a great entrepot of South Florida if the promotion plans are executed.—Palm Beach Post.

FROM OTHER SANCTUMS

LITERARY DIGEST SHOWS IGNORANCE CONCERNING FLORIDA.

Of all the assinine articles recently given space by the Literary Digest, is one appearing in the form of comment on a supposedly scientific contribution to the Scientific Monthly by one of the Harvard professors calling himself Robert de C. Ward. Robert must have burned oodles of midnight oil in figuring out that the cold waves experienced in the United States IN THE WINTER TIME, come from far-away Alaska and northwest Canada. What marvellous wisdom! How could he have ever entered the mind of a brilliant Harvard professor to have made such a marvellous discovery and to think that these cold waves come every winter! The Literary Digest for July 21 devotes an entire page to Robert's silly twaddle about our winter weather. Why, he says, the people up north actually make preparation when they are advised that a cold wave is on the way. "Heating plants are prepared for increased demand and furnaces are run at full blast. Greenhouses are closed and kept at high temperature. Fire pipes and exposed water-pipes are protected. Gasoline engines out of doors are drained. The water in automobile radiators is mixed with alcohol or some other non-freezing liquid. And, what is most wonderful of all, railway companies arrange for more heat in their cars." Ye Gods, what sublime wisdom! Of course the list of things people do in the winter time is a long one, covering every activity of mankind to keep from freezing to death but the climax of enlightenment is reached when Bobbie de C. says that the great wall of the Rocky Mountain acts as a sort of conduit or suction that sends the cold of the northern wilds down on "the whole tier of states bordering on the Gulf of Mexico, these temporary incursions of cold being one of the most serious climatic handicaps of the Southern States from an agricultural standpoint."

But Bobbie's exposition of climatic conditions, childish as they are to the thinking person who has always been more or less certain that the cold waves are not to be blamed on Mexico, Cuba or Central America, is as nothing compared with the colossal nerve of the Literary Digest commentator who, in introducing the Ward article, goes the Harvard professor one better when he or she says: "The great Rocky Mountain barrier often guides the cold air southward and freezes up the Georgia peach orchard and the Florida orange groves." Mark you that word "often." If we were of a betting disposition, we would be willing to wager a new suit of clothe to "dope" that the Florida Development Board, every Chamber of Commerce

and Board of Trade in Florida, every Florida newspaper and magazine and the railroads doing business in the Southeastern territory, will make the Literary Digest back water on that foolish and quite uncalculated statement. Of course it is to be attributed to ignorance, rather than to prejudice but whatever the reason for the bad break, there is nothing for the interests of this section of the country to do but to call the hand of the Literary Digest and tell that publication some things it ought to know.

If there are any Harvard alumni in Florida they can render the state a signal service by taking up with the University the evident injustice that has been perpetrated on Florida and also suggest that Professor Bob take a kindergarten course in meteorology. Lakeland Star-Telegram.

PARTY AND PRIMARY.

"The democrats of Florida don't have to mind the legislature about the primary. All they have to do is to call a convention, nominate candidates and elect a legislature that will repeal the law. The democrats of Florida are going around like so many hens with straws over their necks. If they are against the primary, let them repudiate it. The legislature isn't the democratic party and has no right to lay down rules for it."

Perhaps the esteemed Ocala Star, from which paper the above paragraph was taken, will tell us just how to go about calling a convention that will have the authority to nominate candidates for whom the democrats of the state would be bound to vote. Under the law, as it is now, parties that east thirty per cent of the vote in the next preceding general election are compelled by law to hold a primary and to nominate by that method. There is no authority, anywhere, for the calling of either county or state conventions and, hence, if any such conventions were called, they would not be binding upon democrats. The democratic party deliberately divested itself of the right to call conventions or to do anything else that a democratic party ought to do when it adopted the platform of 1901, which pledged candidates for the legislature to enact a primary law. Since that more or less auspicious date the democratic party in Florida has just been a mass of voters without definite aims or purposes. Until there is a legislature that realizes the predicament of the party there does not seem to be any way in which the present law can either be amended or abolished. The legislature does not seem to dare to meddle with the law in any respect whatsoever.—Miami Herald.

Stuff and nonsense! The democratic party never gave the legislature any right to make rules for it. The legislature usurped the authority. The democratic executive committee has the right to call a convention, and would do so if it wasn't prima facie made up of cowardly, timeserving politicians, destitute of backbone. We are not surprised at the Herald's objections. We detest the present primary law suits it, and we considerably doubt its democracy.

Regarding the Star's proposition, the Tampa Times, which is a dyed in the wool democrat, says:

"The Star has pointed the way for the rehabilitation of the democratic party in Florida. If some man with standing and courage will lead the way we have no doubt the rank and file will fall in line, and we'll have a real democratic party in the state again. Under the present system we have no party standards, and regulations, socialists and men of various other political faiths—and men with no party standards, and republicans, participate in the primaries. A convention should be held, a platform should be promulgated and every positive regulation should be adopted defining the conditions of membership in the party—and none should be permitted to become candidates of the party or participate in the selection of candidates who do not measure up to the party standards."

Several other newspapers have reprinted the paragraphs from the Star, some with favorable comment. If the Star might be permitted to suggest a method of reform, it thinks the most prompt and systematic plan would be for the democratic newspapers of the state to begin a campaign for the election in the next primary of members of the state democratic committee pledged to call a convention. We would rather do that than follow some "leader" for a leader might encounter enough opposition to at least temporarily split the party. However, that is what will happen if the more conservative method is not adopted.

Marion county does not need a new committee man, Mr. L. W. Duval, who represents this county on the committee, favors calling a convention, and he and a few other members would have advocated that policy a long time ago had they found available support in the majority.

Agood many of the newspapers of Florida have been bragging lately

that they broke up the convict lease system in Florida. Perhaps they did. It certainly wouldn't have been broken up without them. Now let them do some team work and abolish the cumbersome, inefficient and fraudulent breeding Bryan primary law.—Ocala Star.

THE AGONY COLUMN

READ 'EM AND WEEP!

(Copyrighted by R. C. Wright)

M. F. PUTS A LOT OF TRUST IN HUMANITY

(From Pine Bluff Commercial) Lost—How could you? Well, mis-takes "do happen" and and if you will be kind enough to return that heavy overcoat (M. F. initials inside pocket) to the custodian of the Elks Club, I shall believe that this is a "d—good world after all." Now don't wait till I freeze before you return it and then say you wish you had. Do that thing "now." M. F.

IT'S A WONDER SHE'S NOT MORE THAN THAT

(From Rocky Mountain News) "The young girl is prostrate at her head. She had been brought by her dead suitor from the downtown office where she is employed at noon." How long is noon anyway? Probably the overwork upset her, and the corpse gave her a lift.

THE DAKOTA LIAR.

"Yes, sir," resumed the Dakota farmer, as the crowd of agriculturists seated themselves around a little table; "yes, sir, we do things on rather a sizable scale. I've seen a man on one of our big farms start out in the spring and plow a straight furrow until autumn, then he turned around and harvested back. We have some big farms up there, gentlemen. A friend of mine owned one, which he had to give a mortgage on, and I pledge you my word, the mortgage was due on one end before they could get it recorded at the other. You see it was laid out in counties.

"And the worst of it is it breaks up families so. Two years ago I saw a whole family prostrated with grief—women yelling, children howling, and dogs barking. One of my men had his camp truck packed on seven four-horse teams and he was going around bidding everybody good bye."

"Where was he going?" "He was going half way across the farm to feed the pigs," replied the Dakota man.

"Did he ever get back to his family?" "It isn't time for him yet. Up there we send young married couples out to milk the cows and their children bring home the milk."

—Frank Farago.

USUAL APOLOGIES.

Willie, dressed in best of smokes. Smoked a pipe 'way down to ashes. By and by the world grew chilly. And nothing seemed to stir up Willie. STAN says:

Since prohibition I often wonder what has become of all those world leathers who, according to their relatives, would have turned the universe upside down years ago if it hadn't been for whiskey.

THE COST OF LIVING.

The cost of living's climbing with each succeeding day; it takes a lot of rhyming to keep your "unk" in bay. One all of dark molasses now costs a big round bone; and as for fruit in glasses, the price makes pilgrims moan. Oh, once a dollar bill would buy a lot of truck—but now what prices silly they charge for all our chucks. No matter where I wander I find the profiteer; I fear that over yonder these harps will come right dear. Commissioners are commissioned to trail the gougers down—the fellows who're suspicious of jipping farm and town; but all they do I wager is meet and draw their pay. That is their duty major—they do it say. No profiteer is sleeping in prison dungeon tight; nay, nay! they're all out reaping the fruits of others' night. Perhaps some glad-some morning we'll wake up from our trance and, other measures scoring, we'll hoot 'em in the pants. Then with wild whoops of gladness we'll drag 'em to the brig and, as we vie wthir sadness, we'll dance a merry jig. And home then we will totter to do our daily "bit"; each mother's son and daughter will croon the latest hit. For one bright, shining cartwheel will buy a dollar's worth and joy and mirth and gladness will reign through all the earth. —Uncle Dud.

The Herald delivered six times a week for 15c.



# Mutual Confidence

between a bank and its depositors promotes the interests of both!

This bank has always by its attitude of **SERVICE**, won the confidence and accounts of many farmers, firms and merchants who have settled here year after year.

We'll be glad to have your confidence and **Checking Account** also.

# First National Bank

A COMMUNITY BUILDER

F. P. FORSTER, President      H. F. WHITNER, Cashier

## TRY A HERALD WANT AD FOR RESULTS!

A CHEERFUL WELCOME AWAITS YOU



EUROPEAN PLAN. OPEN ALL THE YEAR. CORNER BUILDING. EVERY ROOM OUTSIDE.

## SUBSCRIBE FOR THE HERALD TODAY!

# Our Service

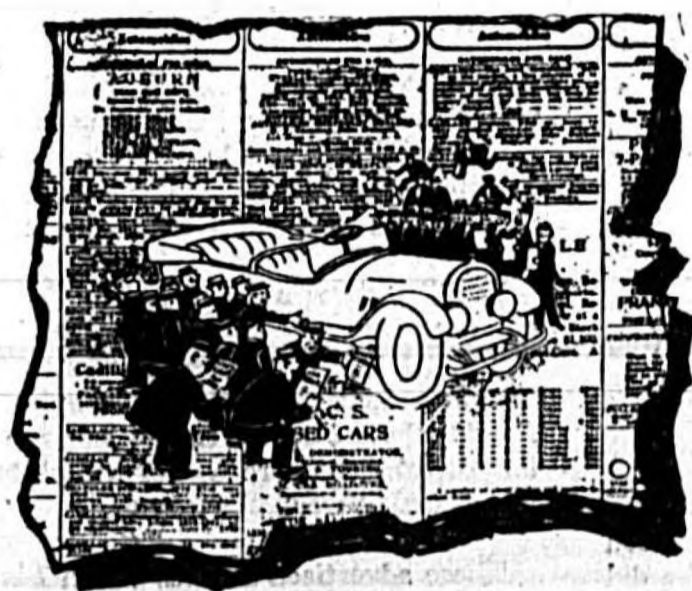
Extends to Orlando and Daytona as well as the hundreds of bottles we put out in Sanford every day

### 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



Like Putting Your Car on Exhibition When You Advertise it in

# The Daily Herald

The classified advertising columns of the Daily Herald is the greatest Automobile Sale and Exchange agency in the city. Hundreds of bargains are offered daily by dealers and owners. Hundreds of buyers find the cars they want at prices they can afford.

To buy, sell or exchange an automobile, use the Classified Columns of the Daily Herald.

## Citrus Growers Will Have School University Meeting

Every Phase of Industry Will Be Included in Program.

(By The Associated Press) GAINESVILLE, Fla., July 26.—The grower of citrus fruits who attend the one week of school being arranged for farmers and fruit growers at Gainesville, August 6-11, will find just about every phase of this industry included in the program. This is vouched for by the authorities in charge.

Some of the subjects on the program are: The future of the citrus industry in Florida; pointers for the prospective citrus grower; planting the seedling, lining out the nursery; budding, grafting, bud selection, scion rooting, the cultivation, fertilization and control of insects and diseases in the nursery, selecting the grove site, soil preparation, citrus varieties, and setting out and pruning trees.

This program is planned for the autumn grower of West Florida as much as for the orange, grapefruit and tangerine grower of south Florida.

Provision has been made by the university authorities whereby farmers and their families may obtain rooms and meals on the campus for a dollar a day. Those who do not care to stay on the campus may obtain board and lodging in the boarding houses and hotels just off the campus or up town at reasonable rates. Advance reports indicate a record attendance.

## Lake City Youth Escapes Road Camp and Joins Navy

Would Not "Stay Put" On The Farm and Made Trouble.

(By The Associated Press) TALLAHASSEE, July 26.—James Mosely Purvis, 20-year-old Lake City youth, who escaped from a road camp near Coon June 12, has been located serving an enlistment in the United States navy at Hampton Roads, and steps are being taken to effect his return to Florida, according to information at the state prison office.

Purvis came to public notice several weeks ago through published reports that he had been forced to serve two years more than his original five-year term. The reports were denied by W. A. McRae, commissioner of agriculture, who declared that Purvis would not stay "put" on the farm, otherwise he would have served his time long ago. He punctuated his service with escapes and sentences in other penal institutions, from one of which he also escaped.

Purvis was originally sentenced in Columbia county for breaking and entering, but appealed to the supreme court which affirmed his sentence, but on account of his youth he was sent to the industrial school at Marianna from which he escaped. The next heard from him was that he was serving a misdemeanor sentence in a Washington county camp. From that place he escaped and again was heard from in the Leavenworth penitentiary. He was returned to Florida state farm August 6, 1921, and according to the records, and on Jan. 12, made another getaway.

No wite authorities are planning to bring him back from Hampton Roads to pick up his sentence where he left off.

## Tobacco Yield and Quality Good in Florida Report

Boll Weevil Active in Parts of State Causes Decline in Price.

TALLAHASSEE, July 25.—Yield and quality of tobacco, now being harvested in Florida, are reported good by statisticians of the federal department of agriculture in information received here.

The boll weevil is reported particularly active in Florida and southern Georgia, causing a decline in the condition of cotton. The information, which covers the period from July 1 to 10, reports the cotton crop as a whole still in a somewhat backward condition.

Corn is reported generally somewhat late but conditions are favorable for rapid growth. Early potatoes are very spotted in condition and have suffered from dry weather in many sections of the country where yields have been unsatisfactory. Sweet potatoes also have suffered considerably from lack of sufficient moisture but have shown much improvement of late in sections of the country where rains have recently prevailed.

The mortality rate in America slowly grows less. The good die young.

That man in Bible times who asked, "Who is my neighbor?" didn't have a lawn mower to lend.

## Woman President of Florida Railway Lives in Atlanta

TALLAHASSEE, July 26.—The Georgia, Florida and Alabama railroad, running from Richland, Ga., to Carabelle, Fla., on the Gulf of Mexico, has the distinction of having for its president one of the few women to hold such a position in the United States, Mrs. Cora B. Williams, of 478 Peachtree street, Atlanta, Ga. The road has just been granted authority by the Interstate Commerce Commission to increase its capital stock from \$450,000 to \$2,685,000.

Information given in the road's petition for the increase brought out unusual features in connection with its financial affairs. It was shown the road had an outstanding bonded indebtedness of \$2,113,000 and unpaid interest charge on that indebtedness of \$1,124,566.91, and also carried on its books for premium on stock \$122,000.

All of the bonds were owned by Mrs. Williams, according to the application, and that all of the interest due on the bonds was due to her. She also owned the \$122,000 premium on stock. The bonds were secured by a mortgage held by New York trust companies.

This, the application said, "Mrs. Williams is willing to cancel and surrender up and cancel said bonds and lose all of the interest due thereon, and surrender and cancel her claim to \$122,000 premium on stock in return for the applicant's (the railroad) issuing to Mrs. Williams common stock of the railroad company in the amount of the proposed increase—the sum of \$2,235,000."

Detailed plans for the complete electrification of the United States, worked out in the form of an atlas by Frank G. Baum, an engineer of San Francisco, were recently exhibited at the convention of the National Electric Light Association in New York. The most striking feature of the plans, which are the result of 20 years' work, was a map showing a system of 220,000-volt transmission lines covering the entire country and placed with reference to existing transmission lines, water power, industrial centers and railroad lines.

If the politicians would keep hands off the railroads long enough to let them get fairly on their feet they would all be building extensions as in the good old days before super-regulation strangled them.

# How the American People have been taught to eat Florida Grapefruit



Ten years ago it was reliably estimated that less than five per cent of the people of the United States knew anything about Florida grapefruit.

Grapefruit from Florida are now more or less regularly eaten in about twenty-five per cent of American homes, according to recent investigations.

Millions of housewives buy Florida grapefruit for their families and insist that dealers supply them with grapefruit bearing the Sealdsweet trade mark.

The introduction of Florida grapefruit to such a greatly increased number of people has been accomplished by the educational advertising we have done as members of the Florida Citrus Exchange.

We, the growers who cooperate in that organization, realized ten years ago that to absorb the future production of Florida grapefruit would require an immensely greater consumer demand than existed.

Consequently, at that time we decided to systematically develop such demand by telling the public about Sealdsweet grapefruit and educating the housewives as to the food and health values they possess.

This work we were forced to do by ourselves unaided by growers outside of the Florida Citrus Exchange and under the very serious handicap of ruinous competition from the fruit of our fellow growers who market through non-cooperative and speculative channels.

We have succeeded mightily well, the results of our work making the grapefruit industry a substantial one, with a future of promise. There yet remains the task of convincing the other three-fourths of the American people that they should also eat grapefruit.

Why not cooperate instead of competing? Why not join us for mutual benefit and profit?

Do you want your grapefruit and oranges so advertised that the consumption may absorb the production without reducing prices to an unprofitable level? Then join the Florida Citrus Exchange and market under the Sealdsweet trademark, by and for Florida. Consult the manager of the nearest association or sub-Exchange or write the business manager at Tampa, Florida.

## The FLORIDA CITRUS EXCHANGE

5c

Grand Opening!

10c

F. W. WOOLWORTH CO.

5 & 10c STORE

SANFORD, FLORIDA

Nothing Over 10c

SATURDAY, JULY 28th

FORMAL OPENING

FRIDAY, JULY 27TH, 3:00 TO 5:00—7:00 TO 9 P. M.

MUSIC BY SIX PIECE ORCHESTRA

No Goods will be sold Friday. On this day we simply want you to visit our store and look over the big values. Remember—Our Highest Price is 10 Cents

---

OPEN FOR BUSINESS JULY 28TH AT 8 A. M.

SOME EXTRAORDINARY SPECIALS AT OUR OPENING

10-qt. Galvanized Pails .....	10c	Real Palm Olive Soap, bar .....	05c
Children's Muslin Underwear .....	10c	Fancy Embroidered Scarfs .....	10c
Large Turkish Towels .....	10c	Special Glassware .....	10c
Large Aluminumware .....	10c	Sanolin Floor Mats .....	10c
Large Enamelware .....	10c	New Curtain Goods, yard .....	10c
Silver Plated Tableware .....	10c	Candy, Pound .....	10c

Don't Fail to Visit Our Store Friday

BIG OPENING SALE SATURDAY MORNING, JULY 28TH, 8 A. M.

Special Bargains All Day

5c

F. W. Woolworth Co.

10c

ORIGINATORS OF THE 5 AND 10 CENT BUSINESS

NOTHING OVER 10c



GOLF
BOWLING
TENNIS
BOXING

REALM OF SPORTS

R. L. SHIPP, Editor

BASE BALL
FOOT BALL
BASKET BALL
TRAP SHOOTING

BASE BALL NEWS

YESTERDAY'S RESULTS

Florida State League
St. Pete 4, Orlando 5.
Tampa 0, Daytona 6.
Lakeland 2, Bradentown 7.

National League
Boston 2-3, Pittsburgh 5-10.
Brooklyn 6, Cincinnati 3.
No others scheduled.

American League
Detroit 6, Chicago 3.
New York 5, Philadelphia 4.
Cleveland 2, St. Louis 3, (11 innings).
Washington-Boston, rain.

Southern Association
Chattanooga 3, Birmingham 4 (12 innings).
Nashville 5, Atlanta 8.
Little Rock 2, Mobile 3.
Memphis-New Orleans, rain.

GAMES TODAY

Florida State League
Orlando at Daytona.
St. Petersburg at Lakeland.
Bradentown at Tampa.

HOW THEY STAND

Table with columns: Team, Won, Lost, Pct. Florida State League results.

National League

Table with columns: Team, Won, Lost, Pct. National League results.

American League

Table with columns: Team, Won, Lost, Pct. American League results.

SULLY WON HIS TENTH STRAIGHT GAME YESTERDAY

BRADENTOWN, July 26.—Roy Sullivan, new hurler, won his tenth straight game yesterday when Bradentown made a clean sweep of the Lakeland series, drubbing the Highlanders 7 to 2.

G. W. Lawton, Bracelet Watch Expert, 215 South Orange, Orlando, Fla. 4-24-tfc

Its a hard world. Drive methods started us for the poorhouse, and no want of method in driving starts us for emergency ward.

TRAIN SCHEDULE

CORRECTED MAY 1, 1923

Table with columns: No., Arrive, Departs. South Bound and Northbound schedules.

Tribby Branch

Table with columns: xNo., Arrive, Departs. Tribby Branch schedule.

Leesburg Branch

Table with columns: xNo., Arrive, Departs. Leesburg Branch schedule.

Orlando Branch

Table with columns: xNo., Arrive, Departs. Orlando Branch schedule.

x-Daily, except Sunday.

DEMPSEY WILL BATTLE FIRPO SAYS RICKARD

(By The Associated Press) NEW YORK, July 26.—Jack Dempsey, world's heavyweight champion, and Luis Angel Firpo, his challenger from the Argentine, have been matched for a title bout, probably in September at a site within or close to New York.

What Rickard has guaranteed either fighter was not disclosed. When Firpo came back to the United States last March for a series of matches under the promoter's auspices, the first of which was with Bill Brennan, it was said, the Argentine fighter was promised \$100,000 in event he gained a title bout with Dempsey.

Vanderbilt Football Team Will Play Eight Games This Season

None of Them Will Be Played With Florida.

NASHVILLE, Tenn., July 26.—The Vanderbilt team will play eight games this fall, six of them at Dudley Field, the new concrete stadium that was opened for use last year.

September 29—Middle Tennessee State Normal, at Nashville.
October 6—Howard College, at Nashville.
October 13—Michigan, at Ann Arbor.

Prospects for a good season are excellent, according to Dan McGugin, long-time coach of the Commodores, but he is not expecting to present as strong a team as in the past few years, owing to graduation taking away some of the strong material of last year.

Reds Lose When Luque Weakens In The Seventh

CINCINNATI, July 26.—Brooklyn pulled Cincinnati back into a tie with Pittsburgh by winning the first game of the series from the locals yesterday 6 to 3.

PITTSBURGH, July 26.—Pittsburgh went into a tie with Cincinnati for second place yesterday when they defeated Boston in both games a double header, winning the first 5 to 2 and the second 10 to 3.

First game: Boston 000 002 000—2 8 1
Pittsburgh 000 000 41x—5 10 1
Miller, Benton, Oeschger, Cooney and O'Neill; Adams and Schmidt.

The trouble about having your tonsils removed to prolong your life is that you have to wait so long to see whether it works.

FOR THE MOVIE FAN

Roy Stewart tonight in "Durning Words."

You will like this tale of this northwoods featuring Roy Stewart as a hero of the Royal Mounted.

This is a story that will bring the tears to your eyes more than once.

Don't miss one of the best of its kind.

Also "Smarty" a two-part Century Comedy.

And tonight the honor guests will be Dr. Mason and family and will see this fine picture without cost to them.

And thne don't forget Friday and Saturday—Norma Talmadge and Lew Cody, in "Within the Law" with International News, only one day old.

HUMPHRIES WON HIS OWN GAME BY SINGLING IN 9TH

ORLANDO, July 26.—Bert Humphries was too much for the Saints yesterday. For the second time in the three game series the veteran won from the down state clan. Bert took up the hurling assignment in the first of the ninth, but that isn't the story of how he won the game for the Barkmen, 5 to 4.

CHAPMAN WINS LAST ONE FOR DAYTONA CLUB

DAYTONA, July 26.—A triple play was made here yesterday by the Tampa team playing the locals. With a runner on first and another on second, the Daytona batter sent a live drive to the second baseman, doubling both the runner on second and the runner on first.

Hugmen Make It Two in Row Off The Athletics

PHILADELPHIA, July 26.—New York made it two in a row from Philadelphia yesterday when a strong finish gave the Yankees a five to four victory. Ruth was purposely passed three times bringing his total passes this season to 109.

ST. LOUIS, July 26.—St. Louis broke even on the four game series with Cleveland by winning yesterday's game 3 to 2 in 11 innings.

CHICAGO, July 26.—Detroit made a clean sweep of the three game series with Chicago yesterday when they started a hotting rally in the sixth inning and drove Cuyvers off the mound, winning 6 to 3.

STOPPED HIS PAINS "I was suffering with a severe cold, headache and pains in my abdomen," writes J. B. Dring, Newport, R. I. "After taking Foley's Honey and Tartar in conjunction with Foley's Cathartic Tablets I was entirely relieved of my cold and pains."

CRIQUE AND DUNDEE BOUT ON TONIGHT

(By The Associated Press) NEW YORK, July 26.—Eugene Criqui, French holder of the world's featherweight boxing crown, and Johnny Dundee, his Italian-American challenger, were pronounced last night to be fit and ready for their championship match tonight at the Polo Grounds.

Both boxers were well under the 126 pounds limit today, Dundee scaling 124 1/2, after a light workout, and Criqui a half pound less. They will be close to those figures when they enter the ring.

Boxing followers anticipate one of the keenest title fights of a season that already has witnessed a half dozen championship contests. Among experts, Dundee has been a slight favorite, but the Frenchman, who demonstrated his speed and punching powers in knocking Johnny Kilbane from the throne, nearly two months ago, has many ardent backers.

Both are clever ring generals and good boxers. Criqui, 29 years old, is a year younger, has some advantage in height and reach and is a harder hitter, but Dundee's supporters believe his endurance and aggressiveness will offset these advantages.

The advance sale reached \$100,000 yesterday, according to promoters, who announced they expected to exceed \$150,000 by today.

Arrangements have been made to handle a crowd of 65,000.

LOW TIDES ON BEACH, 1923

Forenoon and afternoon tides occur at approximately the same hour and minute.

Table with columns: Date, Time, Tide. Low tides on beach for 1923.

First Quarter Full Moon Last Quarter
June 21 June 28 July 5
July 20 July 27 Aug 4
Aug. 19 Aug. 26 Sept. 3
Sept. 17 Sept. 24 Oct. 3

Rai and cold waves are uninvited guests that can usually be counted on to appear at any picnic.

The only three things entirely empty are a vacuum, Europe's purse, and the house when the wife is away.

TIRES! TIRES!

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

Table with columns: Tire size, Price. Oldfield and Michlin Regular CORDS.

Truck Tire owners note carefully and supply your needs for the coming season now. Prices subject to change without notice.

RAY BROTHERS
PHONE 548—SANFORD, FLORIDA
7-21-24-25-28-41



DANGER IN RICE SEED IMPORTATIONS SAYS DEPARTMENT

TALLAHASSEE, Fla., July 26.—According to information received by the Florida agricultural department, the federal department of agriculture has placed a quarantine against importation into this country of diseased rice seed, including downy mildew, leaf smut, blight and glume blotch, as well as dangerous insect pests new and heretofore not widely prevalent or distributed within and throughout the United States.

UNPREMEDITATED THOUGHTS

It is easier to make a virtue of necessity than it is to make a necessity of virtue.
Advice is premature experience. Beware of the woman who is in her element when surrounded by temptation.

Insurance is the basis of all credit. When a man has a fire and his property is insured he wants his money at once. Insurance reserves must be kept in assets that can be turned into cash immediately.

MOTHERS Watch for symptoms of worms in your children. These parasites are the great destroyers of child life. If you have reason to think your child has worms, act quickly. Give the little one a dose of Fowler's Worm Syrup. Worms cannot exist where this medicinal and successful remedy is used. It drives out the worms and restores the normal health to baby cheeks. Price 35c. Sully

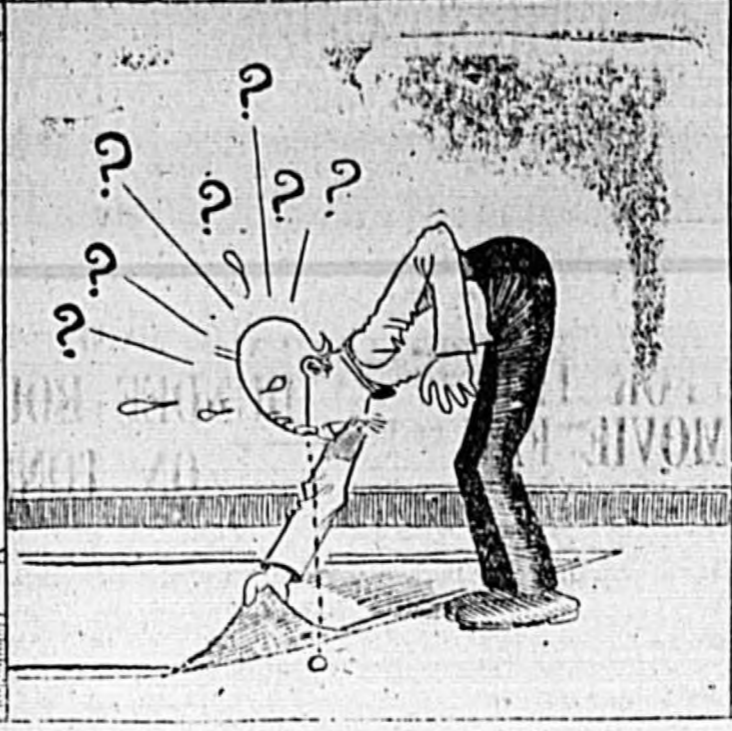
Why Are Some Storekeepers So Obstinate?
I am an old-fashioned buyer of the necessities for my household. I go to the store myself. To me this work is not irksome. In fact, I like it. I like to look at the shelves so full of cans and packages of so many colors. I like to do this for the same reason that I don't mind being in a crowd.



Raising the Family-

All that glitters is not Pa's money!

Fisher



**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  
817 Commercial Street—Sanford, Fla.

**B. W. HERNDON**  
INSURANCE AGENCY  
FIRE—AUTO—BONDS

**S. O. Shinholser**  
Contractor and Builder

**A. P. Connelly & Sons**  
Established 1898  
Real Estate, Loans and Insurance  
Phone 48 101-8 Magnolia Ave.

**STEWART The Florist**  
Cut Flowers—Floral Designs  
Annual and Ornamental Plants  
814 Myrtle Ave.—Phone 260-W

**SANFORD MACHINE COMPANY**  
General Machine and Boiler Works  
Cylinder Grinding  
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

**Henry McLaulin, 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. Ad 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. 100-1fc  
FOR SALE—Donner and Gays' paints and varnishes at Sanford Novelty Works, Sanford agents. 143-1fc  
FOR SALE—Rhode Island eggs for setting, 15 eggs for \$1.00. Mrs. Elsworth, "Beardall Avenue, Sanford. 83-1fc  
FOR SALE—5 Pointer pups, No. 1 stock. See Vick Hawkins, 116 Sanford Ave. 63-1fc  
FOR SALE—No. 817 West First St. Attractive terms. Address owner, Box 782, Daytona, Fla. 69-1fc

**OFFER EXTRAORDINARY**  
One new five room house with bath, full lot, well located—NEVER OCCUPIED.

**PRICE**  
\$3,000.00—Terms to suit you  
A REAL BARGAIN  
A. P. CONNELLY & SONS 79-1fc

**MULES FOR SALE**—Just unloaded a car of fine mules, for sale or trade. Come to see them.—Whigham & Benton, Sanford, Fla. 97-61p

**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**—House, after August 1st.—See W. J. Thigpen. 98-1fc

**FOR SALE**—Six good farm mules, cheap, cash or terms.—H. S. Long, Osteen, Fla. Phone 4811. 100-31p

**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. Harney, Box 352. 101-61p

**FOR SALE**—Fine lot of Leghorn hens cheap.—W. L. Harney, Box 352. 101-41p

**WANTED**  
WANTED—BOYS TO SELL THE SANFORD HERALD ON THE STREETS OF SANFORD. A GOOD CHANCE FOR AMBITIOUS BOYS TO MAKE BIG PROFITS FOR A FEW HOURS WORK. SEE LOUIS SHIPP AT THE HERALD OFFICE. dh-1f  
WANTED—Second hand two horse wagon.—Fred Walmsa. 99-31p  
WANTED—Man with car to sell complete line high quality tires and tubes. A money making proposition for either full or part time. Exclusive territory.—Sterlingworth Tire & Rubber Co., East Liverpool, Ohio. 101-11p

**FOR RENT**  
FOR RENT—Store room in new brick building, good business location.—A. P. Connelly & Sons. 95-1fc  
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-1fc

**FOR RENT**—Furnished and unfurnished apartments and sleeping rooms. Ferndale apartments, under new management, Bishop Block, corner First street and Palmetto avenue.—W. R. Grovenstein, Manager, Phone 231-W. 96-1p8

**FOR RENT**—5 room apartment, unfurnished, 714 Oak avenue. Phone 304. 97-51p

**FOR RENT**—Furnished connecting housekeeping rooms, with bath, also furnished room. 813 Magnolia Ave. 98-61p

**FOR RENT**—Two and one-half acre farm south of Heitz Sanitarium on Union Avenue. P. O. Box 415. 99-1p; w-102-11p

**FOR RENT** 3 unfurnished rooms, 314 Elm Ave. 101-51p

**FOR RENT**—Furnished apartment, modern. Phone 551-J. 100-61p

**FOR RENT**—Furnished housekeeping rooms, 3 for \$25.00 or 2 for \$18.00 per month. 311 East Fifth St. 101-31p

**FOUND**  
FOUND—Florida license tag. Owner can have same upon identification and paying for ad. Call at Herald office. 97-1fc

**COMPTON IS CHAMPION**  
LETTER WRITER OF STATE; WRITES ALL THE TIME

(By The Associated Press)  
TALLAHASSEE, Fla., July 26.—Professor J. C. Compton, chief clerk to the superintendent of public instruction, soon will be qualified to enter a contest to decide who is the champion letter writer of Florida, his friends believe.

The professor writes letters in the morning, during mid-day and again in the afternoon, sometimes passing a smile and good words to the throngs that visit the capitol and find their way to Florida's educational headquarters.

Professor Compton came to the office of superintendent of education twelve years ago from Lake county where he had been superintendent of schools for nearly 22 years. It soon fell upon him to handle the voluminous correspondence of the office, where the letters pile up by the hundreds from all parts of the world asking information concerning the state's educational system, a great many of them asking application for positions as teachers.

The applications are most numerous in winter. As soon as the cold blast begins to flow in the north, the teachers in the colder climes begin pouring their applications into the hopper that empties the mass of queries on Professor Compton's desk. Especially numerous are the applications from Canada.

**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.

**A. R. A. Withdrawing, Leaves For Russian Children Weakened By Hard Years of the Famine**



Although the American Relief Administration is rapidly withdrawing its personnel and planning to end its work in Russia, Russian children from Petrograd to Odessa, in thousands of schools and children's homes, are still sitting down happily to their daily meal of A. R. A. food.

Colonel William N. Haskell, when he agreed to feed up to 3,000,000 Russian children to the coming harvest, requisitioned sufficient food supplies to enable him to carry out that program. As the Relief Administration withdraws from the districts, supplies are left behind in the hands of the various committees organized to carry on the work in quantities sufficient to meet the estimated need until the new harvest is gathered. The photograph shows one of the smaller feeding centers in Moscow. It is maintained for the children who are pupils in the school pictured, but it is typical of what the A. R. A. is doing all over Russia.

The faces of the children are the best index of the success which the American Relief Administration has attained in counteracting the ravages of famine and undernourishment. They tell, better even than the letters which the children write to their American benefactors, how much the nourishing cocoa, the corn grits and the fats, the good wheat flour and American milk have meant to the millions of half-starved urchins, many of them orphans, many of them merely lost or abandoned, who have found their way into the Russian institutions—institutions so destitute of food as to be unable to provide the bare necessities for healthful living.

The prospects are that the coming harvest will bring to Russia food enough to care for her teeming millions and leave a goodly surplus to be exported. Because it is purely an emergency organization for the relief of famine, the American Relief Administration believes that the harvest time should see the end of its Russian program. The task of relieving the general poverty that exists because of the breakdown of the industrial life of the country and the disorganization of the social and economic structures and the slow work of reconstruction and rehabilitation is left to other agencies.

But whatever may be done for them in the future, there are millions of children in Russia who will cherish the memory of the "A. R. A." kitchens, where they ate strange but hunger-quenching foods in the years of the great famine.

**Real Estate Conditions Excellent in Florida, Fairly Active Market**

Eleven Florida Cities Report Good Markets For Real Estate.

Real estate conditions in Florida generally are good, and there is a fairly active market for business and residence property, it is indicated in reports of 11 Florida cities compiled by the National Association of Real Estate Boards, which have just been made public.

The real estate boards' report comprises conditions in 245 cities and counties in the United States and Canada.

Eleven Florida cities are included in this total, and nine of them report the market for residence property very good or fair, while two describe as "slowly." Only one Florida city says the market for business property is slow, the remaining 10 saying it is good, fair, excellent or very active.

Building permits in the 11 reporting Florida cities generally show an increase, although one city did not report on this activity, and two report no difference in the number of permits. The values show an increase in these two, however.

The trend of rent on residential property is described as upward in seven reporting cities, while four report rents stationary. Business district rentals are tending upward in 10 cities, and stationary in one.

There is a labor shortage in three Florida cities, but the remaining eight say labor conditions are good, or very good.

**Truck Farmers Who Attend Meet At The University**

Will Find Good Program Await Them During The Week

(By The Associated Press)  
GAINESVILLE, July 26.—Truck farmers who attend Farmers' and Fruit Growers' Week at the University of Florida, August 6-11, will find that three days have been set aside for the study of problems relating to this particular phase of agriculture. These days will be Thursday, Friday and Saturday, August 9-11.

Special efforts are being taken to see that every vital problem of trucking is covered in the program, and the interests of the small trucker, rather than those of the man who cultivates many acres, are to be given most consideration.

Some of the subjects to be studied are: Nematodes and their control, disease control of truck crops, insect control of truck, spraying equipment needed by the trucker, sweet potato culture, seedlings and seed selections, loss of vegetables in transit, marketing and storage.

Reports reaching the university indicate that many farm families are coming to Gainesville to make farmers' week their vacation week this year. Arrangements have been made whereby farmers who attend may obtain rooms and meals on the campus for a dollar a day.

Labor conditions are reported satisfactory in 141 cities, fair in 10 and unsatisfactory in 89.

The mortgage money supply continues to be generally satisfactory in 159 reporting cities, while 65 report a shortage. Seventeen cities report a moderate supply.

**RAILWAY CLERKS WILL HAVE PICNICS**

ST. AUGUSTINE, July 26.—The clerks association of the Florida East Coast Railway will hold an all-day picnic, Saturday at Ormond. An excursion train will make the trip which will be the occasion of the third annual outing of the organization.

**In Circuit Court, Seventh Judicial District, Seminole County, Florida, VALIDATION OF BONDS \$23,000.00**

Special Tax School District No. 2, Seminole County, Florida, by R. J. Overstreet, W. V. Dunn, and J. W. O'Brien, Trustees, and C. F. Harrison, Chairman, Fred T. Williams, and C. A. Dallas as Members of the County Board of Public Instruction for Seminole County, Florida.

The State of Florida, ex rel Geo. A. DeCottes, State Attorney for the Seventh Judicial Circuit of Florida.

To the Citizens and Taxpayers of said Special Tax School District No. 2, Seminole County, Florida.

Whereas, a petition has been filed in the above styled Court by Special Tax School District No. 2, Seminole County, Florida, setting forth the fact that at a certain date and called and held in said Special Tax School District No. 2, on the 10th day of July, 1922, to determine whether or not there should be issued by said Special Tax School District, bonds in the sum of \$23,000.00, to bear interest at the rate of six per cent (6%) per annum, interest payable semi-annually, principal to mature thirty years after the date of the bonds, and the said bonds to be dated July 1st, 1923, the proceeds of the said bonds to be used for the purpose of acquiring, building, equipping, furnishing or otherwise improving school buildings and school grounds, and for the purchase and use of the public free schools within said Special Tax School District No. 2, that a majority of the returns of said election show that the said bonds to be issued in favor of the issuance of the said bonds as aforesaid by the District.

Now therefore in pursuance to an order of the Court herein made and in conformity with law Notice is hereby given that the citizens and taxpayers of the said Special Tax School District No. 2, Seminole County, Florida, are to be and appear before Honorable Circuit Court of the Seventh Judicial Circuit of Florida on the 31st day of August, A. D. 1923, at ten o'clock in the morning, at Sanford, Seminole County, Florida, to show cause, if any they have, why said bonds should not be validated and confirmed.

WITNESS my hand and official seal of office at Sanford, Seminole County, Florida, this 12th day of July, A. D. 1923.

(SEAL)  
G. A. DE COTTES,  
Circuit Court Judge, Seventh Judicial Circuit, Seminole County, Florida.  
By A. M. Weeks, D. C.  
Solely, Malice,  
Attorney for Petitioners,  
7-12-1923-26-8-21-1c

**ONE IN TEN**  
Neglecting a little wound, cut or abrasion of the flesh may in nine cases out of ten cause no great suffering or inconvenience, but it is the one case in ten that causes blood poisoning, lockjaw or a chronic festering sore. The cheapest, safest and best course is to disinfect the wound with liquid Boronoxone and apply the Boronoxone Powder to complete the healing process. Price (liquid) 30c, 60c and \$1.25. Powder 30c and 60c. Sold by UNION PHARMACY Sanford, Florida

**Bicycle Tires!**  
ALL SIZES  
\$1.65 UP  
F. P. RINES  
105 Palmetto Ave.—Phone 481-J

**"THE BINDING OF SATAN AND THE MILLENIUM"**  
Hear this subject tonight at the  
Big Tent, Palmetto Ave. and Third St.  
Tomorrow the Subject is "Hell"



GOLF
BOWLING
TENNIS
BOXING

REALM OF SPORTS

R. L. SHIPP, Editor

BASE BALL
FOOT BALL
BASKET BALL
TRAP SHOOTING

BASE BALL NEWS

YESTERDAY'S RESULTS

Florida State League
St. Pete 4, Orlando 5.
Tampa 0, Daytona 5.
Lakeland 2, Bradenton 7.

National League
Boston 2-3, Pittsburgh 5-0.
Brooklyn 6, Cincinnati 3.
No others scheduled.

American League
Detroit 6, Chicago 3.
New York 5, Philadelphia 4.
Cleveland 2, St. Louis 3, (11 innings).
Washington-Boston, rain.

Southern Association
Chattanooga 3, Birmingham 4 (12 innings).
Nashville 5, Atlanta 8.
Little Rock 2, Mobile 3.
Memphis-New Orleans, rain.

GAMES TODAY

Florida State League
Orlando at Daytona.
St. Petersburg at Lakeland.
Bradenton at Tampa.

HOW THEY STAND

Table with columns: Team, Won, Lost, Pct. for Florida State League, National League, and American League.

DEMPSEY WILL BATTLE FIRPO SAYS RICKARD

(By The Associated Press) NEW YORK, July 26.—Jack Dempsey, world's heavyweight champion, and Luis Angel Firpo, his challenger from the Argentine, have been matched for a title bout, probably in September at a site within or close to New York.

Belief that Rickard had the Polo Grounds in mind as the probable site was strengthened by information that he had held another conference with Charles A. Stoneham, president of the New York Giants.

Vanderbilt Football Team Will Play Eight Games This Season

None of Them Will Be Played With Florida.

NASHVILLE, Tenn., July 26.—The Vanderbilt team will play eight games this fall, six of them at Dudley Field, the new concrete stadium that was opened for use last year.

SULLY WON HIS TENTH STRAIGHT GAME YESTERDAY

BRADENTOWN, July 26.—Roy Sullivan, ace hurler, won his tenth straight game yesterday when Bradenton made a clean sweep of the Lakeland series, drubbing the Highlanders 7 to 2.

G. W. Lawton, Bracelet Watch Export, 215 South Orange, Orlando, Fla. 4-24-1fc

It's a hard world. Drive methods started us for the poorhouse, and no want of method in driving starts us for emergency ward.

TRAIN SCHEDULE

Table with columns: Train No., Arrive, Departs for Southbound, Northbound, Tribby Branch, Leesburg Branch, Ovidis Branch.

FOR THE MOVIE FAN

Roy Stewart tonight in "Burning Words."

You will like this tale of this northwoods featuring Roy Stewart as a hero of the Royal Mounted.

This is a story that will bring the tears to your eyes more than once.

Don't miss one of the best of its kind.

Also "Smarty" a two-part Century Comedy.

And then don't forget Friday and Saturday—Norma Talmadge and Lew Cody in "Within the Law" with International News, only one day old.

HUMPHRIES WON HIS OWN GAME BY SINGLING IN 9TH

ORLANDO, July 26.—Bert Humphries was too much for the Saints yesterday. For the second time in the three game series the veteran won from the down state clan.

CHAPMAN WINS LAST ONE FOR DAYTONA CLUB

DAYTONA, July 26.—A triple play was made here yesterday by the Tampa team playing the locals. With a runner on first and another on second, the Daytona batter agent a live drive to the second baseman, doubling both the runner on second and the runner on first.

Hugmen Make It Two in Row Off The Athletics

PHILADELPHIA, July 26.—New York made it two in a row from Philadelphia yesterday when a strong finish gave the Yankees a five to four victory.

Reds Lose When Luque Weakens In The Seventh

CINCINNATI, July 26.—Brooklyn pulled Cincinnati back into a tie with Pittsburgh by winning the first game of the series from the locals yesterday 0 to 3.

ST. LOUIS, July 26.—St. Louis broke even on the four game series with Cleveland by winning yesterday's game 3 to 2 in 11 innings.

CHICAGO, July 26.—Detroit made a clean sweep of the three game series with Chicago yesterday when they started a hitting rally in the sixth inning and drove Cvevengros off the mound, winning 6 to 3.

PITTSBURGH, July 26.—Pittsburg went into a tie with Cincinnati for second place yesterday when they defeated Boston in both games a double header, winning the first 5 to 2 and the second 10 to 3.

STOPPED HIS PAINS

"I was suffering with a severe cold, headache and pains in my abdomen," writes J. B. Dring, Newport, R. I. "After taking Foley's Honey and Tar in conjunction with Foley Cathartic Tablets I was entirely relieved of my cold and pains."

CRIQUE AND DUNDEE BOUT ON TONIGHT

(By The Associated Press) NEW YORK, July 26.—Eugene Criqui, French holder of the world's featherweight boxing crown, and Johnny Dundee, his Italian-American challenger, were pronounced last night to be fit and ready for their championship match tonight at the Polo Grounds.

Both boxers were well under the 126 pounds limit today, Dundee scaling 124 1/2, after a light workout, and Criqui a half pound less.

Boxing followers anticipate one of the keenest title fights of a season that already has witnessed a half dozen championship contests.

Both are clever ring generals and good boxers. Criqui, 29 years old, is a year younger, has some advantage in height and reach and is a harder hitter, but Dundee's supporters believe his endurance and aggressiveness will offset these advantages.

The advance sale reached \$100,000 yesterday, according to promoters, who announced they expected to exceed \$150,000 by today.

Arrangements have been made to handle a crowd of 65,000.

LOW TIDES ON BEACH, 1923

Forenoon and afternoon tides occur at approximately the same hour and minute.

Table with columns: Date, June, July, Aug., Sept., Oct. and tide times.

RAI SAND COLD WAVES ARE UNWITTING GUESTS THAT CAN USUALLY BE COUNTED ON TO APPEAR AT ANY PICNIC.

The only three things entirely empty are a vacuum, Europe's purse, and the house when the wife is away.

TIRES! TIRES!

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

Table with columns: First Quarter, Full Moon, Last Quarter, June 21, July 27, Aug 4, Sept. 17, Sept. 24, Oct. 3.

These prices are cash. Truck Tire owners note, carefully and supply your needs for the coming season now. Prices subject to change without notice.

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



DANGER IN RICE SEED IMPORTATIONS SAYS DEPARTMENT

TALLAHASSEE, Fla., July 26.—According to information received by the Florida agricultural department, the federal department of agriculture has placed a quarantine against importation into this country of diseased rice seed.

UNPREMEDITATED THOUGHTS.

It is easier to make a virtue of necessity than it is to make a necessity of virtue.

MOTHERS

Watch for symptoms of worms in your children. These parasites are the great destroyers of child life.

UNION PHARMACY

Sanford, Florida

INSURANCE IS THE BASIS OF ALL CREDIT.

When a man has a fire and his property is insured he wants his money at once. Insurance reserves must be kept in assets that can be turned into cash immediately.

WATCH FOR SYMPTOMS OF WORMS IN YOUR CHILDREN.

These parasites are the great destroyers of child life. If you have reason to think your child has worms, act quickly.

Many who are old enough to know

with they were young enough to have to find out.

Why Are Some Store-keepers 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.

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.

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.

Then he launched into a five-minute talk on why this article was better than the one I had named.

And I thought as I walked out how stubborn and obstinate that man was.

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

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.

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?



