

In Florida's Heart,  
d's Greatest Vegetable  
Richest Garden Land.

# The Sanford Herald

AN INDEPENDENT DAILY NEWSPAPER

Leased Wire International News Service

SANFORD FLORIDA, SATURDAY, AUGUST 4, 1928

Member Audit Bureau Of Circulations

## THE WEATHER

Fair in north, local thunderstorms in south portion tonight.  
Sunday local thunderstorms.

NUMBER 27

## AVERS CE OF MURDER

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Aug. 4 (INS)  
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**Sam Houston, Al's  
Pet Burro, Is Dead**

NEW YORK, Aug. 4.—(INS)—Sam Houston, the baby burro, presented to Mrs. Alfred E. Smith by Texas admirers, at the Democratic national convention at Houston, died today at the executive mansion in Albany of pneumonia according to a telephone message received by Governor Smith at the Biltmore Hotel here. "I guess it was too cold for Sam up here," the Governor said.

## WOMEN TO LEARN SMITH RECORD AS HUSBAND, FATHER

Tennessee And North Carolina Delegates Announce Trend To Support Hoover

CHICAGO, Aug. 4—Organized effort to convince the farmer he could not expect farm relief from Tammany Hall and Governor Al Smith must mark the Republicans in midwest and southern states.

That was the word sent forth by Dr. Herbert Work, national Republican chairman, today after he and other party leaders conferred here with the Republican chieftains in 13 midwest and southern states.

The coming campaign, the delegates were told, after an open session and two executive meetings, must be one to show the farmer that Smith is "not in sympathy with and has no understanding of the farmer's plight, but that, on the contrary, this feature has received close scrutiny by Hoover."

While today's general session was devoted to general policy, it was learned the executive sessions were given over to corralling of the farmer.

Although the winning of the farm vote was admitted to be of the greatest importance at the gathering today, it was kept in the background already and the only comment of Dr. Work in this connection was the announcing of the unique plan of inauguration day by Mrs. Roosevelt.

Smith-for-president clubs are to be organized under the auspices of existing women's clubs, community kitchens, church societies, and similar bodies. Three bureaus have been established in Mrs. Roosevelt's new headquarters, in the General Motors building here, one floor below the national committee quarters. One will handle the organization of business women's clubs throughout the country, a second, the club women, and a third, the unaffiliated home-maker.

"Through these independent local Smith-for-president clubs," Mrs. Roosevelt said, "we shall seek to arouse an intelligent interest among the women voters in the candidates and issues of the campaign."

The principal reason for this new form of organization is to give the politically-minded woman in every locality an opportunity to do her own thinking, to permit her to work out the problems of the local campaign. The real reason why women, the home-maker in both city and country are, as a rule, so ineffectual in using their citizenship to further their own interests is because they accept what others tell them rather than reason out issues for themselves."

Mrs. Nellie Taylor Ross, former governor of Wyoming, and vice-chairman of the Democratic national committee, will have general supervision of the organization of the clubs through the country.

## Reported Rate Cut On Citrus Untrue, Claims A. S. Wells

TALLAHASSEE, Aug. 4 (INS)—The supposed reduction of an estimated amount of \$75,000 per car in freight rates on Florida citrus fruits were found lacking when the order was analyzed, according to A. S. Wells, chairman of the rail commission here.

Florida growers will find themselves paying one cent more on each crate, instead of six to seven cents less, as first announced, on shipments to New York, Boston and other Northeastern points, where 25 per cent of their crops are shipped.

The reduced rates under the recent revision order apply to points in the West and Northwest where no market now exists in Florida fruits.

The state has spent \$100,000 on a three year fight to lower the citrus fruit rate, which results in an additional burden rather than a relief, Wells said.

## WILL SPEAK ON SMITH

"Some Reasons Why Al Smith Should Not Be Elected President" will be the subject of the address to be delivered at the First Methodist Church tomorrow night by Mrs. Lora LaMance, author, traveler and national organizer of the W. C. T. U. She is scheduled to speak at 8 o'clock.

## FARMERS TOLD SMITH CANNOT GIVE THEM AID

Work Organizes Republicans To Convince Agricultural Group That They Need Not Expect Help From Tammany

CHICAGO Is Scene Of War Council Session

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## G. O. P. Asks Local Leaders To Pay For Radio Hookup Cost

STANFORD UNIVERSITY, California, Aug. 4 (INS)—A new form of campaign contribution will be brought to light through the use of the radio to broadcast the speech of Herbert Hoover accepting the Republican presidential nomination.

This form of contribution, however, will put something new into American politics.

Hooevers will deliver his acceptance speech in Stanford University stadium, a huge steel bowl, built some years ago to accommodate crowds attending the university football games.

The stadium will seat 35,000 persons but there will be standing room for 20,000 more. A massive crowd has been anticipated because the stadium is available to motorists from all over California and has facilities to park 60,000 automobiles.

The reduced rates under the recent revision order apply to points in the West and Northwest where no market now exists in Florida fruits.

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## YOUTH, 21, Confesses He Murdered Boy, 8

AMANOMA, Aug. 4 (INS)—Clarence Lukehart, 21, a prisoner at the state reformatory here, was taken back to Council Bluffs, Iowa, today to stand trial for the murder of 8 year old Harvey Boyd of Omaha. Lukehart, received at the reformatory two weeks ago to begin a 12 year sentence for an attack on an East Omaha girl, just the same age as the boy slain, confessed to Warden H. J. Baumel that he had killed the lad, the warden said. Then he made a second confession, Baumel declared, in the presence of officials from Council Bluffs, who suggest-

## England Lauds Courtney For Coolness And Daring In Handling Blazing Ship

LONDON, Aug. 4—(INS)—All England was today singing the praises of Capt. Frank T. Courtney for his coolness and daring in safely landing his blazing seaplane in mid-ocean and saving the lives of his three companions and himself.

Despite the fact that he failed in his flight, Courtney is being hailed as having advanced trans-Atlantic flying another step by proving the worth of the all-metal seaplane and wireless under the most hazardous conditions.

It is pointed out that a land plane, of ordinary construction, would either have burned up in the air or dropped plummets-like in the face of the sea under conditions similar to those met by Courtney.

Courtney and his three companions, E. R. Hooper, wealthy Canadian backer of the flight, Fred Pierre, Mechanic and E. U. Gilmore, Radio Operator, are now aboard the liner Minnewaska which

will arrive in New York Monday morning.

Captain Charles of the Minnewaska today sent a radio message to the Central News in which he described the rescue of Courtney. "We diverged 311 miles from our course to effect the rescue," the message stated. "We found the machine riding easily on the gentle swell. The engine room of the plane was completely burned out and the radio batteries were exhausted.

"We were forced to alter our course three times before sighting the plain from a distance of nine miles. As we approached nearer we lowered a boat and picked up the flyers.

"We found it impracticable to attempt to save the plain. Night was falling and the plane's owners consented to abandon the plain.

The rescue was aided by ideal weather conditions and extremely good visibility.

Smith Is Satisfied With Drive To Get Farm Votes; To Finish His Speech Soon

## GOTHAM HAS SIX HEAT DEATHS AND BOSTON HAS FIVE

Little Hope Of Relief Forecast By Weather Bureau; Scores Of Prostrations Are Reported In The Metropolis

NEW YORK, Aug. 4—(INS)—Blistering heat took toll of six lives in the last 24 hours and no hope of immediate relief is seen in the weather bureau's official forecast for today which forced continued warmth this afternoon and tonight. It adds, there is a possibility of showers tomorrow.

The hottest Aug. 3 in 46 years was recorded here with a temperature maximum of 90 degrees. Showers which had been forecast for two days previously, failed to materialize and in addition to the deaths recorded there were 10 heat prostrations in New York.

New England's heat in the heat wave stood at five dead and seven prostrated. Practically all the fatalities were in or near Boston.

A series of violent thunderstorms brought the mercury down from the 95 mark, but the accompanying lightning did much damage in the greater Boston area, bolts striking several buildings. Several persons had narrow escapes from death.

Three children trying to escape from the heat were drowned in New England waters.

## CARDS NOSE OUT BRAVES

BRAVES FIELD, BOSTON, Aug. 4—(INS)—With the mercury hovering around the 95 degree mark and with 8,000 spectators basking in the sun the St. Louis Cardinals took 10 innings in the first game of the double header this afternoon to defeat the Braves by a score of 3 to 2. The Braves got 10 hits and the Cardinals only four but the latter scored in a run in the 10th and won.

In the second game of the double header Peck who has signed to be a part of the campaign, leading members of the committee of 22 of the north central states agricultural conference, of which Peck is chairman, are to be invited to discuss farm relief with the Governor at Albany.

The Governor will wait until after he has conferred with the farm leaders before drafting that part of his acceptance speech in which he will deal exclusively with the agricultural problem. He has rejected the equalization fee as a means of controlling the sale of farm surpluses and assessing the cost on the group alone.

He will make his stand on the equalization fee plain in his speech of acceptance and will say, according to his close friends, that he intends to have the details worked out by a committee of experts in the event of his election.

In his drive to win the farm vote, the Governor is understood to have told Peck he intends to deliver a series of speeches in the middle western states during the latter part of September. After announcing his stand he will support the Democratic ticket, one of the strongest.

Peck is said to have told the Governor that he should make a personal campaign in the farm states.

For years Peck has been a close friend of Lowden and it is understood he will use his influence with the former Illinois executive to win him to the Smith standard.

Kaufman Brats Ogden PHILADELPHIA, Aug. 4—(INS)—Carl Kaufman, of Philadelphia, a huge steel bowl, built some years ago to accommodate crowds attending the university football games.

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## HOOVER, SMITH GIVEN WARNING BY FARM BODY

Agricultural Federation Announces Equalization Fee Must Be Endorsed Before Support Is Given Candidate

Raskob Excise Tax Scheme Turned Down

Group Indicates Readiness To Listen To Better Plan For Assisting The Farmer

WASHINGTON, Aug. 4—Neither Governor Alfred E. Smith nor Herbert Hoover will meet the present official view of the American Farm Bureau Federation—the largest of farm organizations unless they flatly endorse the equalization fee plan of the McNary-Haugen bill, outlined for international news service.

The excise tax scheme to replace the equalization fee—which was suggested as a possible method for this afternoon as a protest against the wholesale arrest of textile strike pickets, the National Civil Liberties Union stepped into the industrial wage dispute picture.

The Farm Bureau Federation, he explained, has always taken the position that it would affect its members' welfare.

Jubilant because George N. Peck of Moline, Ill., who claims to be the spokesman for a million farmers belonging to the cooperative, would have to support his

Governor Smith is quietly laying plans to win the support of other farm leaders.

Within the next 10 days the Governor expects to have several conferences at the executive mansion at Albany with farm leaders.

These meetings are to be arranged by Peck who has signed to be a part of the campaign.

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## STAGE STARS OF ALL NATIONS ARE PLAYING IN PARIS

Good German Company Seen IN French Capital This Season For the 1st Time Since World War Out Break

PARIS, FRANCE, Aug. 3.—Paris stage is nothing if not international. At the present moment there are actors from different nations playing in various French theatres. There are Russian ones, Yiddish, German, English and Spanish.

For the first time since the war, a good German company is visiting the capitol and the fact that they have received a cordial reception seems to point to the gradual disappearance of war differences. At the same time, a French troupe is performing in Berlin.

Louis de Vries Dutch troupe gave a few plays at the Odéon theatre and then Leon Lion's English company came along. The latter has probably drawn the record crowds for all of Paris, especially the younger generation, is learning English these days. The regular English theatre which has now become a permanent institution in Paris, is playing to a good audience every night.

The actors of the Jewish Academic theatre of Moscow played for two weeks in Yiddish and many of those who attended without knowing this language maintained that they enjoyed it exactly as much as if they had. Dialogue was not the essential. It was not what the actors said but what they did that made the performance so engaging.

Lovers of the art of the theatre found much to interest them in the performance of "Princess Turandot" given by the Yachtangov Studio of Moscow. Then there were the Russian ballets and above

all the Spanish ones and lovely Argentina dancing to perfection at the Opera Comique. And last, but certainly not the least, in the international mixture of theatre in Paris, is the Jazz opera, "Jenny mette la veste" at the Theatre des Champs Elysees.

Marie Lecomte, well-known French actress and member of the Comédie Française, is in trouble at the Paris court because she happens to own a dog which is larger than a cat. The rules laid down by the landlord of the apartment house where she lives stipulate that only canines as big as felines may be kept within the walls. The attorney for Mademoiselle Lecomte declares that the seven other smaller dogs in the house can do just as much damage and make even more noise than the big dog which is larger than a cat, but the judge will decide the matter.

"Ouch, a book inside of this worm-shocking!" says the fish and he wreaks vengeance by giving the fisherman an electric shock.

This is not a fish story, according to Professor Hagedorn and Magman who informed the French Academy of Science about their research into the properties of "electric fish."

Anglers need no longer be astonished, if they begin to vibrate as something nibbles at their bait. They have merely caught a torpedo fish.

UMATILLA—Airplane... when painted on Palace Theater building.

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Golden Plume Celery  
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**WHITE HOUSE MILK** tall cans **3 for 25¢**

**WESSON OIL** pint size **25¢**

**SHREDDED WHEAT** 12 oz. pkg. **12¢**

**A & P CLEANSER** 14 oz. can **5 for 25¢**

**EL-CAMPO BRAND TUNA FLAKES** 7 oz. can **2 for 25¢**

**HEINZ-BRAND CREAM OF TOMATO SOUP** 10 oz. can **3 for 25¢**

**IONA BRAND FLOUR** 6 lbs. **31¢** 12 lbs. **59¢** 24 lbs. **\$1.15**

**PACIFIC BRAND SOFT CREPE PAPER** 5 rolls **25¢**

**KUDS-IN-A-FLASH SUPER SUDS** large pkg. **9¢**

**DEL MAIZ BRAND GOLDEN BANTAM CORN** no. 2 can **19¢**

**DELMONTHE BRAND NO. 2½ CAN DRI PAK PRUNES** no. 2½ can **19¢**

**FOR ALL FINE LAUNDERING LUX FLAKES** 3 pks. **27¢**

**IONA BRAND STRINGLESS BEANS** NO. 2 CAN 2 FOR **25¢**

**BEST FOODS HALF PINT SIZE THOUSAND ISLAND DRESSING** **19¢**

**THE GREAT ATLANTIC & PACIFIC CO.**

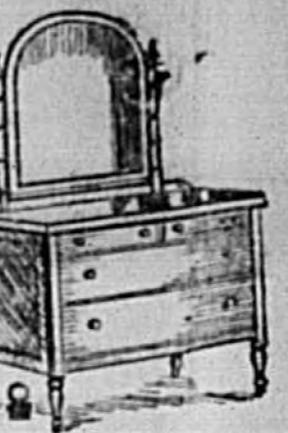
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Included In The

# CLEAN-OUT SMITH BROS. FURNITURE STOCK

Of The Former

## DRESSER



Regular \$25.  
Value \$11.00

\$2 Down-\$1 Week

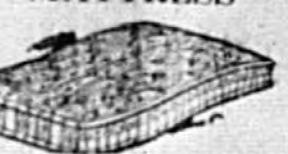
## BENCH



Regular \$7.50.  
Value \$2.95

\$1 Down-\$1 Week

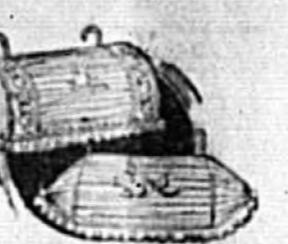
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Regular \$12.  
Value \$6.85

\$1. Down-\$1. Week

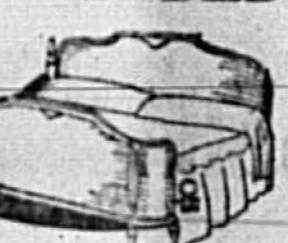
## BED LAMPS



Regular \$1.95.  
Value \$2.25

\$1. Down-\$1. Week

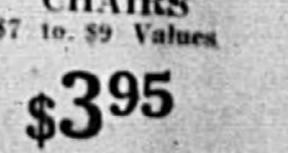
## WOOD BED



Regular \$30.  
Value \$5.75

\$1. Down-\$1. Week

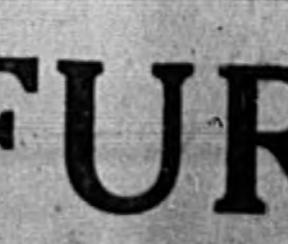
## BEDROOM CHAIRS



Regular \$7. to \$9.  
Value \$3.95

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## NATIONAL SPRINGS



Standard  
And  
3-4 Sizes  
\$1. Down  
\$1.  
A Week  
\$3.95

\$1. Down-\$1. Week

## QUALITY SANFORD

## FURNITURE CO.

Regular  
\$19.  
Value

\$2 Down-\$1 Week

Regular  
\$64.  
Value

\$7 Down-\$1 Week

Regular  
\$21.  
Value

\$3 Down-\$1 Week

Regular  
\$14.  
Value

\$5 Down-\$1 Week

Regular  
\$14.  
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\$6 Down-\$1 Week

Regular  
\$14.  
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\$7 Down-\$1 Week

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\$15 Down-\$1 Week

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\$16 Down-\$1 Week

Regular  
\$14.  
Value

\$17 Down-\$1 Week

Regular  
\$14.  
Value

\$18 Down-\$1 Week

Regular  
\$14.  
Value

\$19 Down-\$1 Week

**The Sanford Herald**

Established 1881  
Editor: W. H. Williams  
Business Manager: J. C. Williams  
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SATURDAY, AUGUST 4.

**A GYPSY SONG**

In the New York World—  
A gypsy sang of a thousand  
nights;

She sang at the palace gate,  
With her little hand in the old  
King's hand,  
The young Queen slumbered  
late.

But when the gold of the morning  
sun  
Lay pale on her golden bed,  
The old King slept and the young  
Queen waked  
And she stirred in her slue and  
said:

"Gypsy, strumming a spent  
guitar,  
Warren and brown and small,  
Your lips are smirched with  
a thousand songs  
And I have no song at all.

Your heart is light with a thou-  
sand loves  
And all of your loves are true,  
You sing so shrill that you will  
not hear,

But I have a word for you.

Too long have I lain in a loveless  
bed,  
But I have waked and prayed.  
Too soft I have mothered an un-  
born dream,  
But never a dream betrayed.

In the healing sleep of the brood-  
ing dark,  
While the King breathes deep  
and slow,  
My heart has thrilled to a silent  
song

That only the silent know:

Love is no quarry to stalk and  
chase  
And Harry and love and sight,  
But a silent god with a shining  
face—

That waits in the patient night:

Will you never baster your thou-  
sand dreams  
For my dream that you dream  
not of?  
And cease to seek for a thousand  
loves

When there is no love but  
love?"

The young Queen sighed and slept  
again  
And smiled at the sleeping King.  
The gypsy sang to the morning  
star,

Thumbing a broken string—  
By Louise Dutton.

The city attorney of St. Cloud  
has resigned. What a fine ex-  
ample he sets for some others.

Fred Stone, the actor, fell in an  
airplane crash yesterday and  
despite his name, suffered several  
broken bones.

Young Strubling has claimed the  
heavyweight championship relin-  
quished by Gene Tunney. Now  
our office boy wants to tell the next  
one.

Troops may be used to clean  
out gambling and other notorious  
law violations in New Orleans.  
Sounds like somebody is getting  
jealous of Chicago.

Headline says "Coolidge Blames  
Congress for Big Postoffice Loss."  
If Congress is interested in play-  
ing tag it could come back now  
and blame Mr. Coolidge.

Tom Heeney has been given a  
knockout punch by Dan Cupid  
but we hope the boys will be  
kind enough to refrain from say-  
ing he has signed up for his  
biggest fight.

Headline in the Palm Beach  
Times says "Chicago Police Chief  
Will Wage War On All Criminals."  
A little less talk and a little more  
action would seem to be a good  
course for him to follow.

What we don't like about this  
latest attempt to span the Atlantic  
is that we haven't yet been able  
to figure out how to pronounce  
the name of Idiakowa. Our  
mouth just won't pucker that way.

"Rooster Ordnance Will Be En-  
forced," announces the Bradenton  
Herald. Does that mean some of  
the birds are getting wild down  
there?—Bradenton Herald. Don't  
know the reason exactly but cur-  
tow rings for the rooster with the  
loud crow at 8 P. M.—Bradenton  
Herald.

**Echoes Of Kentucky Politics**

The recent death of William L. Taylor recalls his connection with one of the most tragic incidents in the political history of Kentucky. In, or once the Rep. L. L. Taylor, nominated for governor and one of the most prominent public figures of that state, died a pathetic figure. He had been living in self-exile in Indianapolis since he fled from his home state following the assassination of William Gobell, Democratic claimant for the governorship and Taylor's most hated political rival.

The shooting of Gobell occurred January 30, 1903 as he was walking to the capitol in Frankfort. He died February 3, four days after he had taken the oath of office. The assassination had followed a heated controversy between Gobell and Taylor. The latter had been declared elected and armed with a certificate from the secretary of state he had proceeded to take office. Gobell contested the election and the following January was declared elected by the state assembly. Taylor refused to abide by the decision and two state governments were set up, Taylor heading one and Gobell the other.

It was while the two were thus occupying the same office that Gobell was shot down. The lieutenant-governor under Gobell took office after Gobell's death, and Taylor took his fight to override the assembly decision to the federal courts and ultimately the case went to the United States Supreme Court where Taylor lost. He fled from Kentucky the day the high tribunal handed down its decision.

Three persons were indicted in connection with the alleged conspiracy to kill Gobell, Henry Youtsey, Caleb Powers and Taylor. Youtsey confessed he shot the governor and was given life imprisonment; Powers was tried four times but each time the case was set aside. Efforts to bring Taylor back to Kentucky to face trial were fruitless because the governor of Indiana denied extradition papers, claiming that Taylor could not get a fair trial. Taylor finally received a pardon from Governor Wilson in 1909.

When Taylor left Kentucky he was not only shorn of political power but was penniless. An extravagant campaign and the long legal battle which he had waged to retain office had consumed all his wealth. Arriving in Indianapolis he began the practise of law, became fairly successful, but shunned public life until his death. His unhappy experience in Kentucky had broken his spirit, destroyed his ambition and left him sorrowful and morose.

Most bitter among these remarks is that of the Republican New York Herald-Tribune, which, deserting its party for the moment, says:

"The treaty will probably be signed but we hope that the Senate will refuse to ratify it."

"We greatly admire the record of the Coolidge administration and we strongly approve its many sound and beneficent accomplishments, but the Kellogg treaty . . . is certainly not one of them . . ."

"The conception of renouncing war by governmental fiat is inherently absurd . . ."

"The treaty negotiations, thanks to Secretary Kellogg's inaction, were used as a pretext by the pacifist lobby in Washington, last winter, to prevent action on the Cruiser bill . . ."

"It is a fair guess that after this treaty is ratified the United States—which scrapped its ships and has constantly tried to reduce armaments—will be told by Great Britain—the nation having the world's greatest navy, and refusing to reduce at Geneva last summer—that because of this treaty we should make ourselves naval impotent . . ."

"This treaty leaves us holding the bag in future European squabbles; and that is the one and only reason why Europe wants it."

**THE CLEARER VISION**  
CLARKEWATER SUN

It isn't hard to feel a little bit envious of Marcella Calkins, the Wisconsin girl who is enjoying the gift of sight now for the first time in her 20 years of life.

The girl had been blind since birth. The other day Milwaukee doctors performed a delicate operation on her eyes; now she can see, and in a short time her sight will be wholly normal.

There must be a great thrill in seeing things for the first time. After living in darkness for 20 years, one must find the newly-visualized world a marvellous, gaily-colored place indeed. The common objects—houses, trees, clouds, lawns—must have a touch of intimacy about them. Marcella Calkins, who for so long was an object of pity, is more fortunate now than most of us.

For we who always have had good eyes do not customarily see very much after all. We take in the outer aspect of things—we know that John Jones is dark-haired and slender, for instance, and that Tom Brown is blond and stout; but that is about the extent of it. We take all familiar sights for granted and are profoundly incurious.

Yet, for all that, every object that meets our eyes is something of a marvel. The house in which you live, to whose sight you are so well used—it is a bit miraculous. In order that house could be built savages had to emerge from caves, invent tools and weapons, learn to shape trees into planks and mud into mortar, suppress the instincts of savagery so that they could have time for home building. The newspaper in which you read this represents something for which a great many men have died on the scaffold. The street car that takes you downtown is a daily testimonial to the fact that man's mind has progressed from beastlike darkness to comparative light.

All of the things a man's eyes rest upon from morning to night are, in their own way, symbols. There is nothing in the universe cut-and-dried. The mere fact that you can see at all is a profounder miracle than the star of the east in old Judea. The communist summer sunrise is an omen of incalculable significance.

Marcella Calkins is to be envied. Seeing for the first time, she is better fitted to realize that human life is surrounded by glowing mysteries. She may escape our matter-of-factness. Seeing too much and too easily, we have grown purblind. We seldom recognize our own divinity.

**TAKE AWAY THOSE SIGNS**  
DAYTONA BEACH NEWS-JOURNAL

Action of the Realty Board last week again draws our attention to the fact that the "For Sale" signs characteristic of investment property, and even tacked onto the homes of permanent residents, are bad psychology for Daytona Beach. How truly bad it is came frankly to our notice recently when a stranger came to Daytona Beach intending to invest. The first thing he noticed was a "For Sale" sign, then another, and another. Everywhere he looked were such signs. No one wanted to keep anything that he had. The effect was the same as it is on the stock market,

**BRACE UP YOUR BUSINESS WITH  
ADVERTISING**  
MARSHALL GAZETTE, LUTHERSBURG, TENN.

The abnormal and greatly stimulated business activity which has characterized the recent sound and healthy. It should be noted to the commercial activity of a man who has been stimulated by too much alcohol. His feet are very hot after the effects have worn off.

Readjustment compels the live retail merchant to greater effort in creating new business in his and a dejected "take-me-or-leave-me-I'm-still-for-sale" sign attracts no one. Its psychology is poor. Throw it away and beautify your property.

It is very little good to wait and blame it on "conditions." The big mail-order houses are sending out millions of "flyers" once a week with advertising prices to certain goods. They are making every effort through persistent follow-up advertising, to stimulate sales as quickly as possible and thus prevent a greater loss.

What advertising is doing in readjustment for the big, successful merchandisers of the country it will do for any live merchant if he will but use it persistently.

The force that will carry any merchant to his goal is called up inside of him—in his energy, his pluck, his grit, his personality, his determination to go after the business of his community and get it.

This can be accomplished only by

**Lucky Strike**  
"IT'S TOASTED"  
**CIGARETTES**

"Hoot, Mon, Luckies dinna hurt my wind or throat."

Harry Lauder

Sir Harry Lauder, International Comedian

**There's one sure way to rid tobacco of impurities. That's by toasting. That's why Lucky Strike is toasted. All the bite and harshness is removed. Surely that is the reason 20,679 doctors state that Lucky Strike is free from all throat irritants.**

**"It's toasted"**  
*That's your pleasure—your protection!*

© 1928 The American Tobacco Co., Manufacturers

# And Personal Activities

MISS GEORGIA MOBLEY, Society Editor  
148. Residence Telephone 268J

## Lovely Courtesy Given For Mrs. Karl Ambrose At Home Of Miss Symes

Mrs. Karl Ambrose, a recent bride, was the guest of honor at a lovely bridge party Friday afternoon, given by a number of her friends at the home of Miss Kathlyn Symes on Crystal Lake. Quantities of bright-hued aluminas were artistically arranged in vases about the rooms where tables were placed, and scores were kept on tallies ornamented with a futuristic design.

After an interesting game of bridge had been played scores were totaled and it was found that Miss Rebecca Stevens held top score, for which she was awarded a pair of silk hose. Mrs. Glenn Wimbish also received silk hose for making second high score, and Miss Maud Lake won the cup prize, a box of embroidered lace handkerchiefs. Mrs. Ambrose was presented with a piece of silk lingerie as a memento of the occasion.

When the prizes had been awarded the guests were served a delicious salad course at the tables which were centered with crystal bud vases holding pink radiance rose-buds. Those enjoying this delightful party were: Mrs. Karl Ambrose, Miss Kathryn Symes, Miss Lorraine Hagan, Miss Carla Barber, Miss Margaret Peters, Miss Claire Zachry, Miss Cleo Thow, Miss R. E. Griffin, Miss Mildred Holly, Miss Maud Lake, the Misses Virginia and Geraldine Leslie of Haines City, Miss Ruth Henry, Miss Georgia Mobley, Miss Kittle DuBois, Miss Marcia Patterson, Miss Margaret Zachary, Miss Camilla Puleston, Miss Rebeca Stevens, Miss Helen Marquette, Miss Elizabeth Turnbull, Miss Emma Spencer, Mrs. Glenn Wimbish, Mrs. Lee Peck, Mrs. Karl Jones, Mrs. Byron Stevens, Mrs. George Cowan, and Mrs. John Brumley.

## Sunday School Board Elects New Officers

The Sunday School Council of the Christian Church met at the home of Mr. and Mrs. Frank Marlow on Thursday evening. The meeting was held for the purpose of installing new officers for the following year. The following were elected: R. A. Wilson superintendent; Mr. Barnes, secretary; Lewis Marshall, assistant secretary.

After the business involving the hostess aided by Miss Helen Watson served delicious refreshments. Those present were: Mr. and Mrs. R. A. Wilson, Mrs. Gladie, Mr. W. Barnes, C. Martin, Mr. and Mrs. Hughes, Mr. and Mrs. Martha, Helen Watson, Raymond Fox and Jack Wilson.

## SUMMER FROCKS OF 'PRINT' GOODS BECOME POPULAR

All Kinds Of Fabrics Come In Prints, Thus Offering Milady Popular Styles For Morning, Afternoon, Night

PARIS, August 12.—(INS)—"Print it" is the summer slogan for summer frocks judging from what one sees on the promenades and boulevards. There are prints for morning, noon and night. Small discreet ones for the beginning of the day, pin-point dots and patterns, as well as half-like stripes and mischievous flowers.

Every possible fabric, printed patterns. There are prints, woolens, satins, linens and cottons for practical morning wear. Chiffon, lace, organdy, silk, printed in the patterns with white lace trimmings and ruffles as well as the hem.

Legions of summer silks and crepes come in prints for afternoon wear, with the figures somewhat larger and bolder, with warm colors and varied patterns. One in flowered crepe de Chine comes in brown, orange, black and white and made on flowing lines with the exception of the hipline which is neatly fitted with a double row.

BARTON \$100,000 new elementary school building will be constructed this fall.

McLaulins ENGRAVING Diamond Mounting Jewelers—Automobile Watch Repairing

## Personals

M. T. Fort of Payne, Ga., but formerly of Sanford, is spending several days here visiting friends.

Miss Elsie Watson left Thursday to spend two weeks with her mother at their country home in Astor.

Mr. and Mrs. C. L. Irving have gone to Daytona Beach where they are spending a few days with friends.

Miss Laura Laing left Thursday for Orlando where she will spend a short time with her sister, Mrs. F. Green.

Mr. Paul Biggers returned home Thursday from Palm Beach where he has spent the past month visiting relatives.

Miss Betty Dunbar of Lake City spent Saturday in Sanford as the guest of Mrs. Leland Hagan at her home on Park Avenue.

Rev. E. H. Barnett, field secretary for the Methodist Orphans, will preach here at the First Methodist Church Sunday morning.

Mr. and Mrs. Broodus B. Mills announce the birth of a son at the Halifax Hospital in Daytona Beach. The baby has been named Broodus B. Mills Jr.

Jesse Jarrell, Charles Cogburn and guest, Ernest Trotter and Carleton Parker of Atlanta, Ga., are spending several days at Daytona Beach.

Mrs. Sayde Baumel and son, Raymond, spent Thursday at Daytona Beach and were accompanied home by Mrs. Baumel's cousin, Mrs. Morris Isaacs.

The many friends of Miss Dorothy Hayes will regret to learn that she is ill with malady at the home of her parents, Mr. and Mrs. W. M. Hayes.

Mrs. W. H. Ballard left Thursday for her home in Geneva after spending a few days here as the guest of her brother, C. W. Laing and Miss Laura Laing.

Mrs. Mary Francis Andrews, Miss Marjorie DuBois and Miss Betty McKinley left Friday for Daytona Beach where they will spend the weekend with Mrs. E. D. Prentiss.

Mrs. Kromes and son Phillip leave Sunday for New York where they will spend several weeks. While in New York Mrs. Kromes will do the Fall shopping for Kroene's Apparel Shop.

Mr. and Mrs. E. J. Cameron have gone to Daytona Beach where they will spend the week. They were accompanied by Mrs. Cameron's brother, John Kennerly, of St. Augustine, who is visiting them.

Dr. Ben Caswell returned home Saturday from Waynesville, N. C., where he and Mrs. Caswell spent several weeks. Mrs. Caswell and small daughter are now in Atlanta, Ga., spending the month of August with her mother.

Mr. and Mrs. Robert A. Cobb and small son left Saturday in their car for New York, planning to spend some time in the Shenandoah valley on their way north. Mr. Cobb will attend a Unitarian Convention in Philadelphia. Pa., before returning home.

Mrs. Dennis King who has been visiting here as the guest of her relatives, Miss Leslie and Miss Bessie, left Saturday for her home in Pinellas Park. She was accompanied by the Misses Edwards who will spend a month there visiting relatives.

**-FREE-  
Inspection  
And Service  
On Your Battery**

AUTOMOTIVE ELEC.  
COMPANY

First and Oak

Phone 725

666

Cough Chills and Fever, Inflammation, Headaches and Dolorous Fever Due to Malaria, It kills the worms

## At The Churches

### FIRST BAPTIST CHURCH

Sunday school 9:30 A. M. Morning worship and sermon 10:30. Sermon subject, "This is That."

Young People's Union 6:45 Evening service 8 o'clock. Sermon subject, "The 'New Brand of Immortality.'

Church Family hour and prayer meeting, Wednesday evening 8 o'clock.

The First Baptist Church warmly welcomes those who have no church home, and those whose churches there are no services tomorrow.

### FIRST CHURCH OF CHRIST, SCIENTIST.

Christian Science services are held every Sunday morning at the Woman's Club, 213 So. Oak Avenue at 11 o'clock; Sunday School at 9:30 o'clock. Subject for tomorrow, "Spirit."

Wednesday evening services which include lessons of the Christian Science healing are also held in the Woman's Club at 7 o'clock.

This church maintains a free Reading Room, M. T. First National Bank Building, where the Bible and all accepted Christian science literature may be read, borrowed or purchased. Open Wednesday and Saturday from 3 to 3 P. M.

All are welcome to attend the services and make use of the Reading Room.

### FIRST PRESBYTERIAN CHURCH

The Pastor, Dr. Browne, has returned from his vacation and will preach at each of the worship services Sunday. Evening worship service at 8 o'clock will be resumed.

Services for the day are as follows:

9:45 A. M. Sunday School;

11:00 A. M. Worship Service;

7:00 P. M. Christian Endeavor;

8:00 P. M. Worship Service.

It is probable that the canyon tributary to Big Santa Anita Canyon will be visited by him on the east side of Mount Wilson.

Heaney claims that the glacier

which occupied the floor of the

canyon probably extended

as far as the head of the

canyon, possibly even to the

head of the San Gabriel River.

Considerable quantities of

material, the detritus deposited by gliders, may still be

seen in this locality.

As a result of his original survey, Miller located the largest

glacier as having occupied the

the North Fork of the San Gabriel River.

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# Sunshine soil and water

*Florida possesses all three in an abundance and with a diversity and a combination of natural advantages that is unmatched on any other spot on earth*

**F**LORIDA'S extraordinary natural advantages to a considerable extent are generally known. Yet their real tangible value to the economic welfare of the State is too seldom realized and are only just beginning to be utilized.

Florida's unfailing, life giving sunshine, aside from its health advantages, provides a year-round growing season. The State's fertile soil grows an unequalled variety of plant life and covers a wealth of rare minerals. Its plentiful waters add life to its soil and abound with an endless variety of fish and sea food.

Florida deposits of phosphate, one of the most essential minerals for plant and animal life, are the most extensive in the world. Florida is second among the States in the production of naval stores and is one of the nation's greatest lumber producers.

No other state equals Florida in the production of grapefruit and celery. Sixty-one per cent of the country's peppers, 57% of its eggplant, 24% of its tomatoes, 21% of its watermelons, and a large percentage of many other fruits and vegetables come from Florida. During its 10-month shipping season each year Florida sends out nearly one hundred thousand carloads of fruits and vegetables, or

an average of eight solid train loads per day. The Sunshine State ships one-tenth of all the fresh fruits and vegetables marketed in the United States.

Yet, the land now under cultivation in Florida amounts to only one-half of one per cent of the crop land of the entire country. The growth of the State's agricultural importance is evidenced by the fact that since 1922 the average value of Florida farm land has increased from \$64.00 to \$100.00. No other state shows an increase that is even half as great.

Today the progress in farm development in Florida is greater than ever before. A rapidly growing highway system is opening up new territory and making it more accessible to markets. More land is coming under cultivation and more and more people are realizing the unequalled advantages Florida offers from an agricultural standpoint. More intensive and more efficient marketing methods are increasing the value of Florida crops.

Year in and year out--when the Northern demand is greatest--when prices are highest--each new harvest from its sunshine and soil and water brings increasing wealth and prosperity to the Sunshine State--wealth and prosperity that will grow with increasing momentum as the years go by.

One of a series of advertisements on THE FUTURE OF FLORIDA now being published by THIS NEWSPAPER in cooperation with 25 other Florida dailies and the Believers in Jacksonville, Inc.

**HERALD**  
Herald Classified  
Get  
RESULTS

# CLASSIFIED ADS SOLVE ALL WANTS

DAILY HERALD  
**CLASSIFIED**

**AD RATES**  
Cash in Advance  
ads, will be received  
and published  
till the publication  
date.

reduced rates for  
certain classes of the  
advertisements.  
over 1000 words  
the San-  
dard will be reasonable  
and reasonable  
insertion, without  
any subsequent  
overcharge. Restricted  
advertisements  
will be reasonable  
and reasonable  
insertion, without  
any subsequent  
overcharge. The effect  
should be immediate in case of  
advertisements.

**ADVERTISING**  
Local representative  
of families with rates  
of classification will  
complete information  
in which they will assist  
advertising your want ad  
it more effective.

**ANNOUNCEMENTS**  
ads will be received  
by Commission of the  
Board of Education, Florida  
until 2:00 P.M., August 28th, 1928  
acting's roof over the  
Reservoir. Plans and  
can be obtained at  
the City Manager,  
served to reject any or  
other.

**George H. Cairns**  
City Manager  
Sanford, Florida

**ADVERTISING**  
Advertising will be  
done by the people who  
are most interested in  
the wants of the public.  
Your message will produce  
the result that is surprising.  
Call 148.

**Graham Dow**  
Ginger  
Oil, Prompt Delivery.

**JOHN C. ELLIOTT**  
Hardware Co.  
Phone 137.

**JOHN C. ELLIOTT**  
Hardware Co.  
Phone 137.