

# The Sanford Daily Herald

IN THE HEART OF THE WORLD'S GREATEST VEGETABLE SECTION

VOLUME IV.

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NUMBER 105

## PRESIDENT'S CONDITION IMPROVING TODAY

### GROWERS AND SHIPPERS WILL GATHER AT ORLANDO ON FRIDAY OF THIS WEEK

TO ATTEND MEETING CALLED BY THE VARIOUS SHIPPING INTERESTS

#### SEVERAL HUNDRED

Will Be Present According to Predictions and the Meeting is Most Important One

Citrus fruit and vegetable growers and shippers from all parts of the state of Florida, numbering possibly several hundred, will gather in Orlando Friday to attend the meeting called by the Florida Citrus Exchange in protest of the increased refrigeration rate and new citrus box strapping regulation proposed by the railroads.

This prediction was made Monday afternoon by Traffic Manager E. Dow, of the Exchange, following receipt of numerous letters from various growers and shippers, accepting his invitation to take part in the convention. The meeting is to be held in the Orlando court house, starting at 10:30 o'clock Friday morning. In view of the many important matters to be discussed and the time that will be required to formulate a plan to defend the interests of growers and shippers, the convention in all probability remain in session the entire afternoon.

The first issue which will command the attention of the meeting will be the proposal of the railroads to increase refrigeration rates from 10 to 20 per cent on shipments of all fruits and vegetables out of Florida. Under the supplement to the perishable protective tariff filed by the carriers with the Interstate Commission, this new refrigeration rate is scheduled to become effective on August 10. Protests to this have been filed with the Interstate Commerce Commission of Florida Railroad Commission, the Florida Citrus Exchange and other shippers, but as yet the commission has not ordered the new rate suspended.

Following the disposition of this matter, the citrus shippers will give consideration to the order recently sent out by the Southern Freight Association which requires all citrus boxes be fastened at both ends with straps of either birch, fiber or metal. At present but one strap is used across the middle of a citrus box, the crate being nailed at the ends. The citrus shippers declare that the cost of putting three straps on a box would be prohibitive. Protests by the Florida Citrus Exchange and other shippers to the adoption of the new rule have resulted in the carriers granting the shippers a hearing on the matter in September. Some program, whereby the citrus shippers and growers can put forth their views and claims in opposition to this new order, will be in order for consideration at the Orlando meeting.

"From the many responses that have been received to the notice calling the convention, I am confident that there will be a large and representative gathering of both shippers and growers of fruits and vegetables at Orlando next Friday," Traffic Manager Dow said Monday afternoon. "It is of vital importance that every grower, and shipper, who can possibly do so, attend the Orlando meeting. Unless some united action is taken and some plan of defense adopted, it is not at all impossible that the proposals of the carriers will become effective. In the event the new refrigeration rate should be put in effect on August 10, and the new citrus box strapping regulation adopted by the railroads, it would mean another costly burden on the shoulders of the already over-loaded citrus and vegetable men of this state. Both matters are urgent and require the immediate attention of the shippers and growers of both industries."—Tampa Tribune.

### Simmons President Live Stock Board—Elected at Meeting

Held in Tallahassee Today—Board Has Closed Session.

(By The Associated Press) TALLAHASSEE, July 31.—H. H. Simmons of Jacksonville was elected permanent chairman of the State Sanitary Livestock Board at the first meeting of that body held here today. W. Lewis of Fort Meade was named temporary chairman. After elections the board went into executive session and continued discussions behind closed doors until 1 o'clock.

### UNDERWOOD TO MAKE RACE FOR PRESIDENT

If Alabama Wants Him to Cast Hat in Ring He Will Do It

(By The Associated Press) MONTGOMERY, July 31.—In an address before Mobile delegation of Alabama legislature today, Senator Oscar W. Underwood declared that if the citizenry of Alabama requested it, his hat was in the ring for the presidency. "It is not for me to name Alabama's candidate for president of the United States, but if this great state names me as her standard bearer all fighting spirit I have will be enlisted to carry democracy's call to triumph."

MONTGOMERY, July 31.—Senator Underwood of Alabama told Alabama legislature he would accept the honor of becoming a candidate for the democratic nomination for president if his home state demanded it. He spoke to joint session in response to a resolution endorsing him for the presidency.

### Another Race War In Illinois Yesterday Drunken Negroes

CHICAGO, July 31.—One negro is dead, two county highway policemen are believed dying and two other men are seriously wounded as the result of a fight at Worth, Ill., between 150 negro construction gang workers, citizens and policemen early Sunday morning, according to the Chicago Herald Examiner.

Fifty of the negroes, who occupy a camp just outside of Worth at midnight invaded a dance hall in Worth where a community dance of white persons was in progress. The negroes, armed with knives, razors and revolvers, chose as partners the white women taking wives from the arms of their husbands, says the Herald-Examiner. Resistance on the part of the white was met with oaths and threats of death, says the newspaper. The screams of the women were heard by officials of the village. When they entered the place the negroes began firing. Additional help was summoned and when they arrived a general fight started. The negroes retreated toward their camp and, when they arrived there, were reinforced by 100 other negroes and the police called for further aid. More than two hundred shots were exchanged and there was a hand to hand fight before the negroes were overcome.

In the old days Americans didn't know Europe well enough to appreciate her, and now they know her too well.

### PRES. HARDING FELL ASLEEP SHORTLY AFTER MIDNIGHT AND CONDITION REPORTED MUCH BETTER

Had Obtained More Than Six Hours of Sleep and Danger of Pneumonia Seems to Have Passed—Physicians Encouraged

(By The Associated Press) SAN FRANCISCO, July 31.—President Harding appeared today to have won the first preliminary skirmish in his fight against broncho-pneumonia and attending complications. Official bulletin issued by five physicians attending him said there had been no extension during the night and earlier part of the day of pneumonic areas and heart action was definitely improved. It added also that he had benefited by fairly comfortable night with considerable restful sleep. Definite indications of improvement in condition of President Harding were contained in official bulletin issued at ten o'clock by attending physicians. "The president had fairly comfortable night with considerable restful sleep. Temperature at nine o'clock one hundred, pulse 120, respiration 40 regular. There had been no expansion of pneumonic areas and heart action definitely improved. Nourishment and fluids being taken regularly. Elimination satisfactory. He expressed himself as feeling better and less exhausted."

PRESIDENTIAL HEADQUARTERS, San Francisco, July 31.—President Harding, who fell asleep shortly after midnight had a night which was regarded by watchers as encouraging. He had obtained more than six hours sleep and at six-fifteen o'clock was still asleep.

SAN FRANCISCO, July 31.—President Harding was so refreshed by sleep which lasted more than six hours last night that he said this morning he felt able to look at the news of the day and sent out for the morning papers all of which were devoted largely to accounts of his illness. It was said that an informal statement as to the president's condition would be given out within an hour or two.

SAN FRANCISCO, July 31.—From midnight on the quiet of the presidential suite was broken only by frequent visits of Lieut. Commander Boone, the physician who had direct charge of the patient throughout the night to the sick room. Each visit was same quiet opening of door, brief stay inside and equally quiet closing of door. No comment was forthcoming after any of these visits, but as the night wore on an air of greater cheerfulness than had been evident last night was worn by the physician.

SAN FRANCISCO, July 31.—The president passed the best night comparatively since he has been ill, General Sawyer, his personal physician said in a statement at eight o'clock this morning. "The president had the best night comparatively that he had since illness began," said Sawyer. "That augers well. Conditions seem to warrant statement that apparently he had gotten into clear sailing." Sawyer confined his announcement to his brief statement coming out from consultation with other attending physicians to meet newspaper men. Word from the president's sick room through another source supported the belief that sleep during the night that he was getting a rather good nights sleep. He took some nourishment this morning, read newspapers it was learned.

Presidential Headquarters, Palace Hotel, San Francisco, Calif., July 31.—President Harding's condition became grave last night and an announcement was made to that effect after a consultation by physicians in attendance upon the Chief Executive.

Another consultation of physicians in the case of President Harding was held last night, the third since yesterday morning. All of the physicians who had participated in the previous consultations with the exception of Dr. Ray Lyman Wilbur met in last night's conference. It was said to be unlikely and statement would be issued after the doctor's meeting.

The physicians declared in a statement that "definite central patches of broncho-pneumonia had developed in the right lung as indicated clinically by the x-ray."

The development of pneumonia was the one thing which Brigadier General Sawyer, the President's personal physician, had said less than two hours earlier that he feared almost above all else, as a complication. "Definite central patches of broncho-pneumonia in the right lung, as indicated clinically and by the x-ray. Nourishment is being taken regularly and the abdominal symptoms are less noticeable."

"While his condition is grave, he is temperamentally well adapted to make a strong fight against the infection."

"Pulse, temperature and respiration are about the same as shown in the previous report."

"Signed, S. E. Sawyer, M. D. "Edy Lyman Wilbur, M. D. "C. M. Cooper, M. D. "J. T. Boone, M. D."

Secretary Work, one of the consulting physicians, left the President's rooms plainly disturbed by the change in the President's condition. He was joined by Secretary Hoover and with one of the physicians, Dr. Ray Ly-

### SEMINOLE COUNTY IS TEN YEARS OLD—SHOWS PROGRESS

E. A. DOUGLASS TOLD THE ROTARY CLUB SOMETHING ABOUT IT

The Sanford Rotary Club had a wonderful meeting today at the accustomed hour at the Hotel Valdez interspersed with good music and good talks and much fun. President G. W. Knight called the meeting to order promptly on time and asked R. J. Holly to invoke the divine blessing on the assemblage.

H. C. Worthington, better known as "Shorty" since he is over six feet in height, was asked to stand up and show the Sanford Rotarians how tall they grew in Jacksonville.

The ball games were discussed and it was decided to challenge the Kiwanis Club to play again on Friday of this week for the benefit of charity.

Randall Chase had charge of the meeting today as chairman and he started his program by calling on F. C. McMahon for a song and "Mac" who is a former opera singer, gave them the prologue from Pagliacci, accompanied by Mrs. R. R. Deas that was greatly enjoyed by all present.

Mr. McMahon has a fine voice of wonderful power and he has lost none of his vocal talents with which he used to entertain thousands while he was in opera. Randall then called on Hon. E. A. Douglass for a few words on the history of Seminole county and Mr. Douglass began by saying that tomorrow Seminole county would be just ten years old and he thought it a good time to tell of some of her achievements.

Seminole, the smallest but one of the best counties in the state, had ten years ago an assessed value of \$2,476,557. The incomplete assessment roll of today would give approximately \$5,500,000. Sanford's assessment roll for that year was \$2,259,605 and this year is approximately \$5,557,700, or an increase of about 105 per cent in the ten years and this is only the assessed amount to about the same general estate value. The personal taxes and show the same percentage of increase in city and county.

The schools in 1917 showed an attendance of about 2,000, in 1922 they showed 3,200 pupils or ten per cent a year.

The city schools had voted bonds for \$160,000 and other districts for sufficient to bring up the grand total for school purposes to \$248,000 for education. \$250,000 worth of school buildings were built since 1915.

Seminole county has more brick roads per capita than any other county and was the first county in the state to bond for the construction of brick roads, having at this time some \$940,000 in brick roads, some of the bonds having been retired for these issues.

In 1913 there were 35 vacant stores in Sanford and today with 34 new stores having been constructed in the past two years there is not a vacant store or one that can be rented. Five hundred new residences have been constructed, two veneer plants started, two wholesale houses, a cold storage and pre-cooling plant, three hotels, eight fine garages, and one hundred miles of hard surfaced roads in the county and twenty miles of new paved streets in the city either built or being built together with about thirty miles of new sidewalks.

A fine new primary school has been added to the two already constructed and large additions to the high school and the grammar schools in the city and many new schools throughout the county.

Many new business blocks, two new bank buildings, the new four story Puleston-Brumley building and six-story First National Bank building being among the tall ones recently constructed or being constructed. Mr. Douglass wound up his talk by saying that Sanford and Seminole county had been doing things especially in the last two years and everyone should feel proud of the record. "Be a booster" said Mr. Douglass or go to some other clime as there was no place for any pessimists in this county.

Mr. McMahon wound up the pro-

### FLOODS SWEEP VIRGINIA AND MARYLAND YESTERDAY MUCH DAMAGE DONE

Mrs. John Fuller On The Southern Race Commission

Orlando has the distinction of having one of her citizens a member of the Southern Interracial Commission, which is meeting in Asheville, August 1, 2 and 3. Mrs. John T. Fuller having left yesterday on the afternoon train for Asheville where she will attend the session. Mrs. Fuller was called to Asheville by the receipt of an urgent telegram from the commission's chairman Sunday afternoon.—Orlando Sentinel.

### STOCK JUMP ON EXCHANGE FROM REPORTS

That President Was Very Ill in California

(By The Associated Press) NEW YORK, July 31.—Official overnight reports that Harding's condition was grave brought large volume of selling orders into today's stock market and caused a break of one to two points in United States Steel, Studebaker, Baldwin and other speculative leaders. Commission houses said it was much liquidation from steel investors who had become frightened by the turn for the worse in the president's illness.

### BIG MINSTREL TOMORROW NIGHT AT HIGH SCHOOL

Tomorrow night the Orlando chapter, Order of DeMolay, will put on one of the best minstrel acts ever seen in this locality. Jimmie Collins, well known minstrel director of Tampa, has charge of the entire program and from the reports of people that have seen minstrels and vodvils directed by him it certainly must be a good one.

The minstrel is divided into three parts and besides the beautiful tableaux that is included, choruses of the latest music will be heard.

Tickets are 75c for all which is a very low price for such a high class entertainment. Part of the proceeds will go to the Sanford Chapter, Order of DeMolay which is sponsoring this show.

Remember the time, Wednesday night, August 1st at 8:15 o'clock at the High School auditorium. See Lewis Shipp at the Herald office or Ralph Woodruff at Woodruff & Watson's store for the tickets.

### LEVIATHAN PROFITS BIG

WASHINGTON, July 31.—A gross profit of \$779,000 was realized from the maiden voyage of the Leviathan it was announced at the offices of the shipping board. Receipts on the outward voyage from New York to Europe were \$411,000 and those on the return were \$368,000 a total of \$779,000.

The actual "out of pocket" operating expenditure for the round trip totalled \$400,000, the announcement said. This sum did not include capital cost and other overhead.

gram by having all sing the "Hail and Eggs" song and several other good ones and the meeting adjourned with the feeling that everyone present had imbibed something of benefit and had also enjoyed a corking good program.

### CLOUDBURST AND ELECTRICAL STORM PLAYS HAVOC

#### SCORES HOMELESS

Fifteen Feet of Water in Richmond Streets—Much Property Damage

(By The Associated Press) RICHMOND, Va., July 31.—Thousands of dollars of damage was caused by a cloudburst and electrical storm last night during which local weather bureau reported seven and twenty-six hundredths inches of rainfall. Scores of persons were rendered temporarily if not permanently homeless. Stores, residences and manufacturing plants and other places in low lying sections of the city are flooded. Water reached a depth of ten feet in front the union station. At other points fifteen feet were recorded, according to fire department officials, who occupied more than six hours rescuing scores of persons from homes.

BALTIMORE, July 31.—Cloudbursts and a series of terrific thunderstorms, sweeping the counties of western Maryland, caused the Patapsco river to overflow its banks late yesterday, sweeping bridges and buildings before it, driving hundreds of families from their houses and causing damage that will run into millions of dollars. Hundreds of houses are almost covered with water.

One entire town, Marriottville, is reported under water. Property damage is very heavy, but no loss of life has been reported.

Many towns have been cut off from other parts of the state. No word has been received from them since late yesterday afternoon. Many pieces of furniture are floating down the river.

At 8:15 p. m., half of a stone dam, about 10 yards wide, was swept away by the torrent, causing the high waters at the bridge to mount even higher. Barns on the Carroll county side of the branch were swept away.

Farmers, however, since the waters began their rise at 3:30 p. m., had removed cattle to high ground and these did not suffer in the destruction of the barns.

A second cloudburst occurred at Woodhull at nine o'clock last night and Ellicott City, some distance away, has been warned that ten more feet of water soon would reach that place. All lights and telephones are out of commission.

Hundreds of livestock have perished. Many have been seen floating down the river.

According to word from Sykesville and Pikeville on the south branch of the river, these towns are also under water.

Seven miles of track of the Baltimore and Ohio railroad are reported submerged.

As far as is known, no lives were lost. The flood, the most disastrous since the Patapsco overflowed its banks in 1868 and took a toll of 38 lives in the vicinity of Ellicott City and other points between these places and the river's mouth.

In addition to the families that were forced to abandon their homes, others who sought refuge on upper floors, were rescued by neighbors. Town after town was plunged into darkness and cut off from all communication with the outside world as bridges were carried away or inundated by the rapidly rising torrent.

Barns and livestock were swept away in the swiftly moving current. Miss and power plants were flooded and their machinery wrecked.

Whole sections of railroad track were torn up and piled away. The United railway bridge in Ellicott City was flooded and cars were unable to cross.

# 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

Tuesday—Subscription Bridge Party at Woman's Club House, at 8:15 p. m., by Mrs. Ed Lane and committee. Public is invited.

Roy McNabb spent the week-end at Daytona Beach as the guest of his sister.

Mrs. Roy Peoples returned yesterday from Asheville, N. C., where she spent the past month.

Mr. and Mrs. John Leonard spent the week-end in Plant City as the guests of the latter's mother.

Glenn C. Hayman of Savannah, Ga., spent the week-end here with his wife and family.

Prof. F. R. Cooper returned home yesterday from a motor trip to North Carolina.

Mr. and Mrs. George DeCottet spent the week-end most delightfully in DeLand as the guest of friends.

Miss Sarita Lake spent the week-end at Daytona Beach as the guest of friends from Orlando.

Carl Schaal returned home Saturday from Green Cove Springs where he spent the past two weeks on business.

Miss Helen Atkinson of Madison was among the arrivals in the city yesterday and is stopping at the Montezuma.

Mrs. P. M. Elder and Misses Alice Elder and Martha Coney leave Wednesday for Daytona Beach where they will spend the month of August.

Miss Grace Gillon has returned home from Daytona Beach where she spent the past week as the guest of Miss Lena Belle Hagan.

Mr. and Mrs. J. S. Wilson spent the week-end at Daytona Beach as the guest of Mr. and Mrs. J. Scott Buchanan.

Mrs. Bandol and daughter Gertrude, are spending some time in Jacksonville as the guests of relatives.

Mr. and Mrs. John Schirard and family and their guests motored to Daytona Beach yesterday for the day.

Allen Jones, who has been working with his uncle, at Bradenton, is spending a few days here with his mother, Mrs. Allen Jones.

Mr. and Mrs. Charles Evans and children of Palmetto are spending this week here as the guests of relatives.

Mrs. Aldine McMichael and Mrs. Mitchell and family left yesterday for Daytona Beach where they will spend two weeks or so.

Mrs. Tom Adams and daughter Miss Gladys leave Wednesday for Daytona Beach where they will spend the next two weeks.

Mr. and Mrs. Harry B. Lewis are now at Battle Creek, Mich., taking the Heat Cure at the Battle Creek Sanitarium.

Misses Elizabeth Flowers and Demarius Musson, Messrs. Ralph Warren and Warren Eigenmann were a congenial party spending the day yesterday at Coronado Beach.

Mr. and Mrs. Elmo Travers, R. E. Thomas and L. L. Harris of Palmetto arrived in the city Saturday for a short stay and are registered at the Montezuma.

Mr. and Mrs. Robert Wilson, Mrs. Frank Allen and Mr. Blankenship of Orlando and Miss Alberta Aycock spent yesterday most pleasantly at Daytona Beach.

Mrs. Cecil Butt of Orlando, who is spending the summer at Daytona Beach, spent the week-end here as the guest of her sisters, Mrs. Claude Howard and Mrs. A. B. Wallace.

Wm. Leavitt, time keeper of A. C. L. Railway at Lakeland, stopped over in Sanford for the week-end with his parents, Mr. and Mrs. W. F. Leavitt en route to Lakeland from a trip which included Atlanta, Chicago, Buffalo, Niagara Falls and Detroit.

The two things that serve best to reconcile one to existence are sound religion and corn on the cob.

## Manatee Co. Growers Form New Association on Co-operative Plan

Will Adhere To F. O. B. Method of Marketing Vegetables.

BRADENTOWN, July 30—So many growers and shippers of vegetables have expressed themselves as desiring affiliation with an association formed along co-operative lines that will adhere to the f. o. b. method of marketing, that a new association or exchange is about to be formed here for the purpose of performing such service in car lot shipments from the Manatee county districts.

Sanford realized this fact and two or three associations there have combined and formed one large one, controlling some 3,500 cars and it is their purpose and determination to keep a uniform grade and pack and sell everything f. o. b. track Sanford.

They are tired of letting commission houses determine the value of products and to promiscuous consignment policy and come out boldly with the statement that f. o. b. selling is the only safe and sane remedy and that must be rigidly adhered to or Florida growers may as well close shop.

A charter will be applied for, having among its incorporators, W. I. Kirkhoff, of Bradenton, E. B. Hadley of Oneco, J. B. Chaddock of Bradenton and several other well known residents covering different districts of Manatee county.

J. B. Chaddock, who has been identified with the marketing interests of vegetables and fruits all his life and whose home has been Bradenton since 1914 and who has a wide and favorable acquaintance with growers and shippers, will together with others form a purely co-operative association or exchange and with sufficient tonnage, they have the hearty support of the Florida Citrus Exchange.

The selling expense perfected through this purely co-operative method is materially reduced, all selling and office expenses being at a nominal flat rate per package.

High class grades and association packs and brands will be established, uniform and dependable, the present intention being that a thoroughly experienced and efficient field manager will have full charge of all field arrangements, his capabilities in this line being unquestioned.

Mr. Chaddock will have sole charge and supervision of sales and as this association grows there will be managers for other departments as required, such as material and advance manager, etc.

This organization will start off with a minimum tonnage of 200 to 230 cars promised and with a friendly co-operation is sure of a steady growth.

Suitable house and packing arrangements will be secured before the shipping season opens.

Should it not be possible to sell each and every car track shipping point or before it reaches diversion point then other agencies will be brought into action with a normal flat rate applying. It is a co-operative movement in the right direction and one hard to beat from the viewpoint of the incorporators, who have studied the proposition from many angles.

Through the f. o. b. method of marketing closely adhered to very little delay will be occasioned in settlement with the growers, a factor which will be greatly appreciated.

The organizers do not enter this field as strangers or with untried or experimental methods to apply. Cash buyers should be encouraged and with proper inducements they will come here as they do to Wauchula, Fort Myers and other points and the management are assured of co-operation from all sources.

The signature of growers and shippers is all that is required. Sales office will be maintained in Bradenton or Palmetto as seems best but the organization will conduct operations on both sides of the river as well as in other parts of the county.—Bradenton Journal.

## 666 quickly relieves Constipation, Bloating, Headaches, Colds and LaGrippe.

5-1-o-a-w-20c

Now is your last opportunity to save money at the July Clearance Sale.—Sanford Dry Goods Co. 104-11c

## NO MEETING AMERICAN LEGION

There will be no meeting of the Campbell-Lossing Camp American Legion this week and at the present time the date of the meeting is not known. Notice will be given in the Herald and by card as soon as the date is decided upon.

G. W. Lawton, Bracelet Watch Export, 215 South Orange, Orlando, Fla. 4-24-11c

The bachelor has some advantages but he has nobody to abuse when he has a summer cold.

## FLORIDA FACTS

Florida holds out a peculiar welcome to the birds, there being large numbers of sanctuaries in the southern part of the state. In Pinellas county alone has thirteen sanctuaries: St. Petersburg, Pass-a-Grille, Gulfport, Largo, Clearwater, Apollo, Dunedin, Ocala, Oldsmar, Safety Harbor, Wall Springs, Tarpon Springs and Treasure Island.

Clay county, with 4,494 acres in actual cultivation, produced various crops last year valued at more than half a million dollars.

Duval county, the seat of the state's metropolis, grew fruits and nuts, valued at \$169,383. The pecan crop was worth \$77,374, and figs \$37,149.

Counties reporting for 1922 showed approximately the following values for crops produced in Florida:

Fruit crops	\$27,804,478
Field crops	20,231,412
Truck crops	17,378,323
Milk	6,490,493
Eggs	4,379,753
Poultry	3,045,000
Livestock on hand, all kinds	59,000,000
Alachua county has an area in acreage of approximately 607,680 acres, equal to 1,262 square miles. In 1915-16, 105,862 acres of this area were cultivated. This had grown to 125,667 acres in cultivation in 1921-22, on which crops were produced to the value of \$1,747,414. Cattle raisers in Alachua had on hand livestock valued at nearly \$6,000,000 at the close of the 1922 crop year.	

## LOW TIDES ON BEACH, 1923

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

Date	June	July	Aug.	Sept.	Oct.
1	4:05	4:31	5:33	6:28	6:41
2	4:55	5:20	6:14	7:20	7:38
3	5:47	6:02	7:11	8:17	8:37
4	6:43	7:01	8:06	9:24	9:36
5	7:24	7:56	9:00	10:11	10:32
6	8:17	8:51	9:57	11:08	11:26
7	9:07	9:44	10:52	11:41	11:51
8	9:57	10:38	11:44	12:47	12:46
9	10:44	11:30	11:50	1:08	1:38
10	11:30	11:50	12:42	1:51	2:28
11	12:10	12:24	1:31	2:47	3:18
12	1:00	1:10	2:13	3:35	4:09
13	1:40	1:55	3:04	4:24	5:00
14	2:20	2:38	3:51	5:18	5:57
15	2:55	3:15	4:40	6:14	6:59
16	3:34	4:00	5:32	7:18	8:02
17	4:21	4:54	6:30	8:22	9:03
18	5:08	5:48	7:34	9:25	10:00
19	6:02	6:47	8:40	10:25	10:56
20	7:03	7:51	9:43	11:21	11:45
21	7:34	8:27	10:54	11:57	12:07
22	8:32	9:29	11:43	12:31	12:53
23	9:30	11:01	11:53	1:18	1:37
24	10:28	11:50	12:47	2:01	2:19
25	11:26	12:07	1:37	2:42	2:56
26	12:24	1:02	2:22	3:21	3:20
27	1:18	1:53	3:04	3:55	4:00
28	2:10	2:41	3:44	4:32	4:43
29	2:50	3:26	4:20	5:10	5:22
30	3:46	4:08	5:09	6:52	6:09
31	4:49	5:52			6:56

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

## LONGWOOD

Mr. and Mrs. Reid were visitors in Orlando Saturday.

Harry Phipps of Tamapa was the guest of his brother J. E. Phipps last week.

Mrs. F. J. Nelmyer is spending a few weeks at Coronado Beach.

Mrs. George Stuart and George Stuart motored to the beach on Wednesday.

Mrs. Fred Reid entertained the West End Club Wednesday afternoon.

Miss Olive Dinkel was the guest of Miss Mildred Huston of Sanford last week.

J. E. Phipps has added a screen porch to his home on Crank Hill.

South Longwood still continues to grow. Mr. Smith of Orlando is erecting a cement house.

## LOCALS

Another week in which to build Sanford.

The beaches took their regular quota of Sanford visitors yesterday.

That new bridge contemplated at New Smyrna and Coronado will make the latter beach a Sanford resort.

P. M. Elder and Charles Evans are spending today at Leesburg on business.

Walter Morgan spent the week-end with home folks and went out in the sticks today.

Churchwell's have a big supply of seed bed cloth with prices and quality right. See their advertisement in this issue.

Look for the advertisement of the opening of the new Milane Theater in this issue and the big production that will be given for opening night.

Mr. and Mrs. Conrad Bryan of Kissimmee were the guests of Mr. and Mrs. R. J. Holly yesterday afternoon. Mr. Bryan is a prominent business man and banker of Kissimmee.

Engineer Baiden is home again after being in the Weyeross hospital for several months. His many Sanford friends are glad to see him back on the job again.

Notice of Teachers Examination and a meeting of the Fernald-Laughton Hospital Association appear in this issue. Read them if you are interested in either.

Mr. and Mrs. Endor Curlett, of Geneva, Fla., who have been enjoying a visit here as the guests of Mrs. Curlett's sister and brother-in-law, Mr. and Mrs. Charles Brumley in Nelmar Terrace, expect to return to their home early next week.—St. Augustine Record.

The Dixie Motor company has an ad in today's Herald announcing the fact that they will conduct their business on a spot cash basis in future. This company will soon put on a sale of standard tires of every size at greatly reduced prices for cash. Read their ad today and wait for their tire announcement.

Mr. and Mrs. P. J. Feitner, of East Orange, N. J., have been recent visitors here, guests of Mr. and Mrs. E. K. Barrett at their home on Valencia street. Although Mr. and Mrs. Feitner have a beautiful home in the north, they are spending this summer in Florida, on their commodious house boat in the St. Johns river, near Sanford.—St. Augustine Record.

Mr. and Mrs. Melvin and E. B. Brown were in the city today en route from points in south Florida to Jacksonville. Mr. Brown is the former sales manager of the Virginia-Carolina Chemical Co., and Mr. Melvin is taking his place and they are making the territory introducing Mr. Melvin to the trade.

R. A. Newman has returned from Hendersonville, where he was called by the illness of Mrs. Newman who is spending the summer there. He left the folks in good health and they are enjoying the mountains very much. Mr. Newman will go to Hendersonville some time in August and they will all drive back in the car.

There will be a board meeting of the Woman's Club at the Club House Tuesday morning at 10:00 o'clock.

ATTENTION, O. E. S.!

A meeting of Seminole Chapter No. 2, O. E. S., is hereby called for Wednesday, August 1st, at 4 o'clock p. m. to make arrangements to attend the O. E. S. picnic at Eustis.

MRS. JOHN GILLON,  
104-11c Worthy Matron.

We still have big money saving values at the Sanford Dry Goods Company's July Clearance Sale. Did you get what you wanted? If not, do so Tuesday, the last day of the sale, 104-11c

The Herald for first class job work.

is antiseptic and helps the healing process.

MENTHOLINUM

First Street SELLS IT FOR LESS Welaka Block

## THE WEATHER

For Florida: Partly cloudy tonight and Tuesday; probably local thundershowers.

## CLAY AWAY THE YEARS

Apply Bonicilla Beautifier cosmetic clay to your face, and rest while it dries, then remove and see and feel the wonderful difference in the color and texture of the skin.

Guaranteed to do these definite things for the face or money refunded. Clear the complexion and give it color. Lift out the lines. Remove blackheads and pimples. Close enlarged pores. Rebuild facial tissues and muscles. Make the skin soft and smooth.

You can obtain regular sizes from your favorite toilet counter. If not, send this ad, with 10 cents to Bonicilla Laboratories, Indianapolis, Indiana, for a trial tube.

NOTICE

The annual meeting of the Fernald-Laughton Memorial Hospital Association will be held at the court house at eight o'clock Thursday evening, August 9th, 1923. All members are urged to be present.

T. W. LAWTON,  
SHELLE MAINES President  
Secretary.  
17-30; 8-4-21; wkly. 103-11

THE JUNIOR DEPARTMENT OF THE Baptist Sunday school will hold its annual picnic at Palm Springs tomorrow (Tuesday) afternoon. The members are asked to meet at the church at 1:30 o'clock.

NON-ACID FERTILIZER CO. CONVENTION.

B. J. Starling, local manager and salesman for the Non-Acid Fertilizer Co., left this morning for Lakeland, to attend the three days "Get Together" meeting of the Non-Acid Fertilizer men. Good and profitable results always follow these meetings for the buyers and salesmen.

WE SELL  
Genuine  
Texas Oils

They cost no more than others  
F. P. RINES  
105 Palmetto Ave.—Phone 481-3

SUBSCRIPTION BRIDGE PARTY

Subscription Bridge party at the Woman's Club Tuesday night, at 8:15. Reservation phone Mrs. Ed. Lane, (2220) or Mrs. Ed Lane (432) for mission 50c. 103-81p

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." Coughs resulting from Bronchitis, Asthma, Hay Fever, Croup and Whooping Cough are quickly relieved with Foley's Honey and Tar. The largest selling cough medicine in the world. Sold everywhere.—Adv.

IT'S WRONG

It's all wrong, Mrs. Housewife, it's all wrong—this idea of sacrificing fifty-two or a hundred and four days out of the year in front of a hot oven, that blasts the enjoyment of every week. We'll do your baking for you—and please pardon us madam, we don't mean anything personal—but we'll do it better, too.

ROUTH BAKERY

SANFORDMAID BREAD

A CHEERFUL WELCOME AWAITS YOU

HOTEL TA-AMIAMI

MIAMI, FLA.

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

## The Princess TONIGHT

Priscilla Dean and James Kirkwood

(in the greatest romantic spectacular drama of all time!)

## "UNDER TWO FLAGS"

It is rarely that the screen offers so complete a chronicle of romantic adventure as has been presented in this stupendous version of Quida's immortal novel. Retaining all the exotic coloring, the fast tempo, the passionate thrill of the story, this photoplay is offered as one of the film treats of the year.

Also round six of "The Leather Pushers"

The Herald for first class job work

KING'S NO TREATMENT

the new scientific prescription which brings IMMEDIATE and PERSISTENT RELIEF to those tormented by

INDIGESTION

Excess acids, Gas Pressure around the heart, stomach, heartburn, intestinal indigestion, acid stomach, Colic, Nervousness, Constipation, Diarrhea and Hemorrhoids.

Our Guarantee

If you are not 100% satisfied with taking six boxes (one half bottle) return it and your money will be cheerfully refunded.

Sold by UNION PHARMACY Sanford, Florida

We have a Big Supply of Seed Bed Cloth With Prices and Quality ...Right...

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

H. J. HOLLY, Editor; H. J. LILLARD, Secretary-Treasurer; E. A. HALL, General Manager; R. S. HOLLY, Advertising Manager.

Subscription Price in Advance: One Year \$6.00; Six Months \$3.00.

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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 advertisements.

Foreign Advertising Representative: THE AMERICAN PRESS ASSOCIATION

OUR COUNTY IS TEN YEARS OLD

Ten years ago or just about that time the County of Seminole came into being. It was really divided in the legislature of 1913 and was passed in April of that year but the administration of county affairs went into effect in August of the same year.

But the county of Seminole came into being just ten years ago and it has been ten years of progress and prosperity with the usual lean years and the fat years but the tight little county of Seminole has gone ahead and made a wonderful record being one of the most progressive counties in the state of Florida.

Small in size but big in doing things, Seminole county and her officials can well feel proud of her record and today on her tenth birthday take stock and say that Seminole is all right and Seminole will be all right in years to come.

And the nation is sorrowing for him regardless of party affiliations.

It is probably all right to get away from Florida in the summer but you will never find any better weather than we are having at this particular time right here in Sanford.

Lake Okechobee is getting rampant again and threatens to overflow the banks and aside from ruining the countryside will spoil a bunch of good stills in the Everglades.

Sanford is planning to buy the electric light and gas plants of the Southern Utilities Company and greatly reduced rates. The chamber of commerce is back of movement.—Daytona Journal.

Gunboats are still firing on Chinese Yachtymen in the Amoy district and Chinese brigands are capturing Baxter street Jews and holding them for ransom and the moving pictures. Everyone seems to be satisfied with the results so far.

And now after having the whole country stirred up about her divorce, Irene Castle comes home and says it is all a mistake—that she is not divorced and loves her husband. There is just this about it, Irene. Either get a divorce or quit talking about it.

The State Railroad Commission states that it does not and cannot collect damages to cattle by the railroad trains. In other words it states that while damages can be collected that the commission is not in the collecting business. However it seems to be no difficult matter to make a full blooded Jersey out of a piny woods cow after they are crossed with a railroad engine so there should be no argument over the question.

Karl Lehmann is in demand as a speaker and he is always on the go when he talks. A few Sundays ago he preached at Oakland on "From Sinai to Canaan." Last week his subject before the Marion County Chamber of Commerce was, "From Main Street to Broadway."—Orlando Sentinel.

FLORIDA IN TEN YEARS.

Looking back ten years no one can fail to be impressed with the great progress made in Florida within that space of time. And, basing our hopes for the future entirely on the realizations of the past, we feel assured of a much greater Florida ten years hence.

The Times-Union says: "News from all parts of the state shows that a building progress unprecedented in all our annals is sweeping the state. It would be folly to say that this was based on a known demand of the various communities for homes and for general business. The progress in construction here is not only without a precedent in the state but it is so far ahead of what is being experienced throughout the country that one Florida city with fewer than twenty-five thousand population was recently mentioned as occupying fifth or sixth place in building among the cities of the Union.

"Road building is in progress more rapidly than ever before. Florida is being advertised more extensively than ever before. Misapprehension as to health conditions are being removed and people all over the country are beginning to realize the fact that Florida has a delightful summer climate. Industries are being established in various parts of the state and capital as well as immigration is coming in rapidly.

"We would not make the prediction that Florida will be twice as popular and twice as wealthy in 1933 as it is now but would not be at all surprised if such were found to be the case, and would be very much surprised if this state should lack much of doubling in both these respects in the next ten years. There is no room to doubt the fact that during the next ten years Florida will lead all the states in gain."

NEW SMYRNA-CORONADO BRIDGE

The voters of the New Smyrna district are now considering the question of buying the old bridge across the river from New Smyrna to Coronado or building another bridge to the south which would lead to the beach from the heart of New Smyrna. It seems that bonds to the amount of \$100,000 are to be voted in either event and if this is true there is no question about whether it would be good policy to buy the old or build the new.

In the second place if the old bridge

JUST KIDS—A Matter of Choice



INTERNATIONAL CARTOON CO.

is purchased at a fair price it will require almost the entire sum from the bonds to put it in first class condition and then the old bridge only leads you to one part of Coronado Beach. If this much money is to be spent on the old bridge the people will only have an old bridge made over and something that will have to be kept in constant repair like an old automobile.

The new bridge will be up-to-date and should not require any repairs for several years to come. It will open up both sides of Coronado Beach and with the wide boulevard that we understand certain property owners will make on the Coronado side it will mean a wide street from the river to the beach, a much safer roadway and a much safer and better bridge in every way.

And then last but not least Coronado and New Smyrna need two bridges and if the new one is built they will have two bridges for the old one will be kept going and there will be so much travel on both bridges that they will be paying institutions. We would also favor a toll on both bridges until such time as they are paid for if the county takes them over and then double them for the bridges.

Seminole county does not believe in toll bridges but where the expense is large it is another matter and a small toll will not break anyone especially if they can pay the toll with the thought that they are helping the county pay it and eventually the bridge will be made free.

We believe the people of New Smyrna and Coronado are making a step forward in their history in building a new bridge that will make that section grow as never before. Sanford folks love Coronado Beach and more of them will go there when the new road from the Osteen bridge to New Smyrna is finished and the new bridge from New Smyrna to Coronado is built. Seminole promised New Smyrna that they would build the bridge at Osteen crossing and it is built. Now we expect New Smyrna and Coronado people to do their part and their part will be making a good hard surfaced durable road from Osteen to New Smyrna and a new road and bridge from that point to Coronado.

Otherwise we will be forced to forget about Coronado and go to the new beach at Melbourne.

ACCENTUATING CERTAIN CROPS

The Journal would not have it appear that all agricultural and horticultural products are not important, and that it is practicable to eliminate any of them from the Interstate Fair and Satsuma Festival, but would like to impress upon the people the desirability of accentuating the Satsuma Festival, for it has been the history of all successful sections that they became famous for one particular product.

Take Sanford, for example. It is known as the celery-producing center, and celery it was that gave to Sanford advertising throughout the nation. Lettuce, cabbage, cucumbers and other trucking crops are grown as extensively in the vicinity of Sanford, and the lettuce crop is quite as remunerative, but Sanford has specialized and called attention to its celery, and with very fine results.

Other cities and sections have capitalized on their favorite thing. Hastings is known as the potato section, Quincy as the tobacco section, Plant City for strawberries. Let Pensacola not make the mistake of trying to carry too heavy a load. By all means have the other products on exhibition, for the farmers and growers want to know about them, but for advertising purposes and securing new settlers, far better results may be obtained by

ORDINANCE NO. 54

AN ORDINANCE PROVIDING FOR THE VACATING AND CLOSING OF A PORTION OF PALMETTO AVENUE, A PUBLIC STREET IN THE CITY OF SANFORD, FLORIDA.

WHEREAS, a survey of that portion of Palmetto Avenue from the corner of Palmetto Avenue and Second Street, north to the waters of Lake Monroe discloses that the various property owners, as well as the City of Sanford, owning property on the East Side of Palmetto Avenue from the corner of Palmetto Avenue and Second Street north to the waters of Lake Monroe, have built and constructed permanent brick structures and buildings, which said buildings and structures extend into and are constructed in part on said portion of Palmetto Avenue as said Palmetto Avenue is located and shown on and by E. R. Trafford's Map of Sanford, Florida, the only official plat at this time in existence, showing the various streets, avenues and alleys of Sanford, Florida, and

WHEREAS, the City of Sanford, Florida, from time to time has furnished and established grades for the construction of permanent sidewalks on that portion of the East side of Palmetto Avenue from the corner of Palmetto Avenue and Second Street, extending north to the waters of Lake Monroe, and

WHEREAS, in so furnishing and establishing grades at various times for the construction of said sidewalks, the East line of the grades for sidewalks so established, has been designated by the City of Sanford, Florida, as the west line of all property abutting and fronting thereon, and

WHEREAS, the property owners owning property on the East side of Palmetto Avenue from the corner of Palmetto Avenue and Second Street, extending north to the waters of Lake Monroe, through no fault on their part, have caused to be erected and constructed partly in and upon Palmetto Avenue, as said Palmetto Avenue is shown and located according to E. R. Trafford's map of Sanford, Florida, various permanent buildings and structures on the East side of Palmetto Avenue between the points aforesaid, and

WHEREAS, it appears to the City Commission of the City of Sanford, Florida, that it will here to the best interests and benefit of the people of the City of Sanford, Florida, to vacate, abandon and permanently close as a public street, that part of Palmetto Avenue hereinafter described, THEREFORE, BE IT ENACTED BY THE PEOPLE OF THE CITY OF SANFORD, FLORIDA:

Section 1.—That the portion of the East side of Palmetto Avenue in the City of Sanford, Florida, as shown by E. R. Trafford's map of Sanford, Florida, as per plat thereof duly of record in the public records of Semi-

nole County, Florida, described as follows, to-wit: Beginning at the Southwest corner of Block One, Tier One; run west two feet; thence north to Lake Monroe; thence East two feet; thence South to beginning, and also

Beginning at the Southwest corner of Block Two, Tier one, run west two feet; thence North 222.4 feet to the South line of Commercial street; thence East two feet; thence South 222.4 feet to beginning, and also

Beginning at the Northwest corner of Block Three, Tier One; run South 186 feet; thence West two feet; thence North 186 feet; thence East two feet to beginning.

and the same is hereby permanently vacated and closed as a public street or highway.

Section 2.—That this ordinance shall be and become effective immediately upon its passage and adoption. Adopted this 23rd day of July, A. D. 1923.

FORREST LAKE, S. O. CHASE, C. J. MARSHALL, As the City Commission of the City of Sanford, Florida.

Attest: L. R. PHILIPS (SEAL) City Clerk, City of Sanford, Florida.

Moved and seconded that the requirements of a second reading of the above and foregoing ordinance, at another regular meeting of the City Commission not less than one week from date, shall be dispensed with by the unanimous vote of the City Commission of the City of Sanford, Florida.

FORREST LAKE, S. O. CHASE, C. J. MARSHALL, City Commission.

Attest: L. R. PHILIPS (SEAL) 105-ltc City Clerk.

A late invention is that of a machine to make dinner plates and cups saucers from a kind of dough similar to that of ice cream cones. The inventor says "My invention will do away with the much dreaded after dinner dish washing, as you simply eat your plate, cup and saucer for dessert and there is nothing left but your knife and fork."

—HEAR— DR. MARTINSON of the Florida Sanitarium, Orlando, at the

BIG TENT TONIGHT

Remnant Sale Starts August 1

We have a big lot of Remnants left from our July Clearance Sale and we want to close them out quickly, so we have priced them very low. July Clearance Sale prices will prevail during our Remnant Sale, and you have another opportunity to buy reasonable merchandise at Clearance Sale prices.

Sanford Dry Goods Company

Corner Second Street and Sanford Avenue

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

TRY A HERALD WANT AD FOR RESULTS!

SUBSCRIBE FOR THE HERALD TODAY!

Sanford Mortgage Loan Co.

CAPITALIZED AT \$250,000.00

Are you in need of immediate cash to meet some pressing obligation? If so we will lend you the money at 8 per cent., and allow you to repay it on easy terms over a period of fifty (50) weeks. We will also assist you in the building of a home and allow you to repay on monthly payments over a period of nearly nine (9) years.

We are a HOME INSTITUTION, owned and officered by local people. It is our desire to be of service in the building up of our community. Call on us if we can assist you in anyway.

Sanford Mortgage Loan Co.

115 PARK AVE. PHONE 396 SANFORD, FLORIDA

WALTER HEIRS IS HARD UP HERO

Robust Star a \$20 a Week Clerk in "Mr. Billings Spends His Dime"

It is pretty tough to be a hero on \$20 a week. Yes sir, on \$20 a week one must count pennies to cover expenses, and being a hero on that amount is decidedly disheartening.

One can readily see, therefore, that Walter Heirs has his hands full in his first Paramount starring vehicle, "Mr. Billings Spends His Dime," which comes to the Princess Theatre, Friday and Saturday of this week, for him to fall the role of hero. The affable Walter manages to make both ends meet until he ventures into a lot of romance, revolution and mystery. With this assortment comes a roll of money, \$5,000, which literally falls upon him from a clear sky. Naturally, when a \$20 a week hero is suddenly enriched, he becomes even more of a hero than before. Me. Heirs does, and the results are highly amazing, tensely dramatic and sweetly romantic. Jacqueline Logan is featured as leading woman.

ONE THOUSAND CHAPTERS OF ORDER OF DEMOLAY IN THE UNITED STATES

With the granting of letters temporary to the Parkland Chapter at Louisville, Kentucky, the Order of DeMolay marked its one thousandth chapter in the United States, according to an announcement by Frank S. Land, Grand Scribe and founder of the movement.

No fraternal organization has grown with the same rapidity as DeMolay, which, within a period of four years has grown from a boys' club of nine members to a membership of well over one hundred thousand of the country's finest youth.

DeMolay, Mr. Land said, is a secret organization for boys between the ages of sixteen and twenty-one and is built on a ritual anyone would subscribe to. It stresses food, sonship, good citizenship and teaches constructively about schols, churches and like subjects.

No other organization, according to Mr. Land, stresses citizenship so strongly. It teaches a boy implicit faith in his parents and guides him into better citizenship through good morals and manners.

For quick results try a want ad.

Florida Schools Will Be Filled to Overflowing

250,000 Pupils Will Answer Roll Call When Schools Open

(By The Associated Press) TALLAHASSEE, July 31.—Florida school authorities are making arrangements to take care of the largest enrollment this year in the history of the state's educational institutions. It is estimated that approximately 250,000 pupils will answer the roll call when the doors of the schools are thrown open a few weeks hence.

The estimate for this year's attendance is based on figures covering enrollments of previous years. In 1921 there were 227,408 pupils in all state schools. They were taught by 7,311 teachers. The enrollment had increased to 237,770 pupils in 1922, but the number of teachers decreased last year owing to the consolidation of several schools.

Two elements have brought about the rapid growth in school attendance, it is said. The steadily increasing population has brought in thousands, and the state's compulsory education law, requiring parents to send their children to school until they are fourteen years old.

Modern Spraying Machinery Displayed at Farmer's Meeting

Manufacturers Will Display Latest and Best Equipment.

GAINESVILLE, Fla., July 31.—Modern spraying machinery and orchard equipment will be displayed for the benefit of farmers who attend Farmers' and Fruit Growers' Week at the University of Florida next week, from August 6 to 11. Five of the largest manufacturers and distributors of such machinery and equipment in the state will set up exhibits during the short course.

The purpose of the display will not be to make sales but to demonstrate the better methods and means of spraying and dusting for control of diseases and insects as well as the best cultural methods. A tent will be thrown up on the campus and considerable time will be spent in practical demonstrations, using the machinery and equipment on display.

The Daily Herald, 15c per week.

FLORIDA FACTS

Alachua county had 307,551 acres in farms in 1922 out of a total approximate area of 807,680.

The county had 168 manufacturing establishments last year, with an invested capital of \$2,371,500, in which 1,144 wage earners were employed. The total wages of these workers amounted to \$726,044. Only 53 of these were women over 16 years of age. The total wages of the women workers reached \$22,424.

Florida is noted for its bird sanctuaries and its federal bird reservations. In addition to the several municipal, county and privately donated sanctuaries, there are eleven federal bird reservations, as follows: Dry Tortugas, Pine Island, Key West, Pelican Island, Island Bay, Mosquito Inlet, Passage Key, Matlacha Pass, Palma Sola Key, Indian Bird Key, Caloosahatchee, and an Audubon Reservation at Orange Lake.

LAKE COUNTY'S MILLAGE IS 30

TAVARES, Fla., July 31.—The millage for Lake county for 1923 has been fixed by the commissioners at 30, divided as follows: General 4, school 10, road and bridge 8, fine and forfeitures 3/4, agriculture 1/2, public utility 1/4, old bond fund 4, new court house 1/4. In 1920, with \$6,100,000 taxable property the millage was 41. In 1923, with 11,500,000, the millage is 30. Thus the taxpayers are saving \$250,000 this year and getting more for their money—more roads, a better school, and a new \$250,000 court house, with a greater population and more development the tax burden will become lighter year by year so long as we have our affairs administered by such capable men as are and have been on the commission.

There is one thing about being poor. The attending physician doesn't think an operation essential.

Old Tampa Residents Will Have Big Picnic and Some Celebration

Only Those Who Have Lived in Tampa 40 Years Can Belong

TAMPA, July 31.—Residents who have lived in the Tampa vicinity for forty years or more are looking forward to consummation of plans under way for a reunion of the old timers of Hillsborough county. None but persons who have resided in the county for forty years will participate in the barbecue-picnic which is sponsored by "Uncle Gad" of the Tampa Times, who announces that a "dark secret" will be revealed to the old-timers when they gather at the country home of H. P. Kennedy, "Gidden's Shoals" near here.

A definite date for the frolic has not been set, but the invitation list is about completed, and the time of the affair may be expected to be made known at any time. The latter part of August has been mentioned as the probable time.

The why and wherefore of the party has been announced by "Uncle Gad" as an effort to bring together each and every old resident of the county in order that their acquaintance may be renewed, their memories refreshed, and a decisive step be taken toward perpetuating in Hillsborough county a custom that will insure the old residents of today, and those who reach the forty-year resident period next year, or in years to come, a closer bond of fellowship.

"Uncle Gad's" search for the county's earlier residents has brought to light many persons whose memories run back to the epochal days of the long ago. Mrs. Cornelia A. Mobley, born in 1835, is among the oldest of these. She is the sole survivor of an Indian massacre in which her father and mother were murdered, along with two of their children, and she herself, was left for dead on the ground.

Mrs. Mobley, who was a Miss Tipin, of Tattnall county, Georgia, came to Florida with her parents in 1837, when she was only two years old. At that time the Seminole Indians were on the warpath. Small bands of them were waging war in various parts of the state against the whites, whose presence they resented. It was after the pioneer father of Mrs. Mobley had located in Alachua county that the great tragedy to the family came. The father, mother and children had been visiting a neighbor, and were returning home, when a band of Seminoles sprang from the bushes, swarmed about the moving ox cart, and with their tomahawks struck their victims, and scurried away in fear of a party of white men who then on their trail and who came upon the bodies of the mother, father and three children huddled together.

Those left to care for the victims thus found the baby of the family (now Mrs. Mobley) still breathing, although seriously wounded and unconscious. She was nursed back to health, but still carries a crippled hand, the mark of her thrilling ordeal.

T. O. CHARLES DIES IN LAKE LAND

The following from the Lakeland Star-Telegram will be of interest to the many Sanford friends of the deceased:

"Despite the busy hour of 4 o'clock Saturday afternoon, many former business acquaintances and personal friends attended the funeral services of the late T. O. Charles at the First Methodist church, Rev. Dr. Gross, the pastor, officiating. The immediate family consisting of the bereaved widow who was visiting relatives in Columbia, South Carolina, at the time of Mr. Charles' sudden death Thursday morning, the only daughter, Mrs. Carl Hand, of Sanford, and Herbert Coleman, of Columbia, brother of Mrs. Charles, arrived in Lakeland Friday evening to take charge of the arrangements. Nearly a dozen members of the Lakeland Realtors' Association of which the deceased was a member, attended in a body. Many beautiful floral tributes bore testimony to the sympathy of friends and the sorrow of the bereaved ones. Dr. Gross stressed the uncertainty of human life as so forcefully demonstrated by the sudden taking off of the deceased.

The interment was made in Rose-lawn cemetery, the following acting as pall bearers: J. A. Haldeman, W. W. Smith, Wm. Steitz, James Langford, J. W. Tucker and Paul Henderson. The morticians were the Gentry-Sherrill-Hileman Company.

General sympathy has been expressed by citizens everywhere over the sudden death of Mr. Charles who had been a resident of Lakeland just a little more than two years."

Hundreds of Individuals

small Merchants and Farmers never know the convenience and safety of writing their check in payment of bills—because they think their income too small for a bank account.

This is a mistake, this bank invites your Checking Account regardless of its size.

As your income GROWS, so too will your bank account.

First National Bank

A COMMUNITY BUILDER

F. P. FORSTER, President

R. F. WHITNER, Cashier

HAVE YOU GUESSED

How many words on the front page of the Herald next Saturday?

WE GIVE ONE GUESS

With each purchase of 10c or over.

Three Prizes for the Best Guesses

Sale Continues

TO SATURDAY, AUG. 4

Lloyd Shoe Store SANFORD, FLA.

SEE THE WINDOW

MILANE THEATRE

Daring Magnificence and Exotic Splendor Unparalleled in History of Screen

The startling story of the Gilded Society life of counts and courtesans by the Author of "The Four Horsemen of the Apocalypse"

WHAT THE CRITICS SAY:

"Without doubt one of the most lavish films ever offered to the public. From beginning to end it is embellished with a wealth of beauty."—New York Telegram.

"For real entertainment, it would be hard to beat. Thrills, romance, melo-drama, movingly beautiful scenes."—New York Post.

"It is an eye-full. Looks as if it cost a fortune to make."—New York World.

NOTE:—Scenes actually photographed in Paris, Nice and the Riviera. Cast includes famous stage beauties. Settings by Joseph Urban.

18NYZN 33 M9 Boston, Mass., 2:55 P., June 26, 1923.

James R. Grainger, Goldwyn Cosmopolitan Distributing Corp., 469 Fifth Ave. N. Y. Saw opening performance of "Enemies of Women" at my State Theatre here yesterday. I was delighted with this picture. It is a wonderful audience picture. Congratulations on this great production. MARCUS LEOW.

4:51 P.

19NYZN 48.4 Ex Boston, Mass., 2:56 P., June 26, 1923.

James R. Grainger, Goldwyn-Cosmopolitan Distributing Corp., 469 Fifth Ave. N. Y. "Enemies of Women" opened to great business. This in spite of extreme heat and strongest opposition. Our patrons delighted with it and it is causing much talk. Boston papers devoting big space to wonderful reviews. Congratulations on this big attraction.

J. H. BRENNAN,

5:28 P. Manager Loews' State Theatre.

Will Open THURSDAY August 2nd, at 7:30 P. M. IN A NATION-WIDE SUCCESS

Blasco Ibañez's ENEMIES of WOMEN with Lionel Barrymore and Alma Rubens Distributed by Goldwyn-Cosmopolitan and

THURSDAY AND FRIDAY

From all indications "Enemies of Women" in London will equal its great American runs. In New York it is now in its tenth week. It ran seven weeks in Chicago, breaking all records; six weeks in San Francisco; ten in Los Angeles, and did tremendous business in Detroit, Milwaukee and Washington.

SOME OF THE COMMENTS

London Referee: "For weeks yet uncounted 'Enemies of Women' should draw London and many from the provinces to the Empire Theatre. This super-picture is beyond newspaper criticism. The settings are most beautiful."

London Sunday Pictorial: "'Enemies of Women' should come near breaking the West End record established by 'The Four Horsemen.' The performance would be difficult to parallel in its power and artistry."

London Sunday Illustrated: "There is no doubt about the popular success of 'Enemies of Women.' Lionel Barrymore is magnificent. Alma Rubens is beautiful, and the whole film is a gorgeous spectacle."

Prince Serge Obolenski (a sufferer from the overthrow of the Czar's government): "It is a marvelous picture. Of course, it made a special appeal to me. In the film one never loses the thread of the beautiful love story."

Lord Loughborough: "It is one of the finest pictures I have ever seen. It is better than 'The Four Horsemen.' I felt that I was back in Monte Carlo as I gazed on the scene inside the Casino. I seemed to know two of the croupiers."

Sir Matthew Wilson: "It was the finest fencing scene ever filmed. It gave me a real thrill. It is a great picture."

Lady Islington: "It is a perfectly wonderful and beautiful story. The producers have done a most admirable work. I hope to see this picture again and again. Lionel Barrymore and Alma Rubens, in fact the whole cast, are splendid."

Saturday, August 4th-- "BACKBONE"

A Canadian Northwest Photoplay—Another Goldwyn-Cosmopolitan Feature

2 REELS OF COMEDY—MUTT & JEFF AND SUNSHINE

PRICES: 10c and 35c

SAVE

SPEND

SAVE

# Careful Consideration

of individual requirements enables the Seminole County Bank to supply a service of exceptional value. Its policy is to extend every accommodation consistent with sound banking practices and the financial standing of the bank's directorate together with the experience of our officers, make a banking connection here truly satisfactory.

# ...SEMINOLE COUNTY BANK...

WE PAY 4% INTEREST ON SAVINGS ACCOUNTS

STRENGTH

SERVICE

PROGRESS

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**  
Orlando 5, Tampa 3.  
Bradentown 0, St. Pete 1.  
Daytona 1, Lakeland 7.

**National League**  
New York 4-17, Pittsburgh 5-2.  
Philadelphia 5-4, Cincinnati 7-5.  
Boston 6, Chicago 5.  
Brooklyn 0, St. Louis 5.

**American League**  
St. Louis 5-4, Philadelphia 2-2.  
Cleveland 5-2, Boston 4-0.  
Detroit 0, Washington 1, second game, first postponed, rain.  
Chicago 3, New York 5.

#### HOW THEY STAND

Florida State League			
	Won	Lost	Pct.
Orlando	21	10	.706
Bradentown	17	19	.472
Lakeland	15	20	.429
St. Petersburg	14	22	.389
Daytona	10	25	.286
Tampa	10	25	.286

National League			
	Won	Lost	Pct.
New York	61	34	.646
Cincinnati	59	36	.621
Pittsburgh	58	36	.617
Chicago	50	46	.521
Brooklyn	48	45	.516
St. Louis	48	49	.495
Philadelphia	29	65	.309
Boston	26	69	.274

American League			
	Won	Lost	Pct.
New York	65	30	.684
Cleveland	52	45	.536
St. Louis	49	44	.527
Chicago	45	47	.489
Detroit	43	46	.483
Philadelphia	42	51	.452
Washington	41	51	.446
Boston	34	57	.374

### LAKELAND BEAT DAYTONA, 7 TO 1

LAKELAND, July 31.—Hankins held Daytona to three scattered hits yesterday and Lakeland won, 7 to 1. The score: Orlando 000 010 000—1; Lakeland 020 013 10x—7.

### BULLDOGS ROMP ON SMOKERS, 5-3

TAMPA, July 31.—Green's running backward catch of Quinn's liner broke up a Smoker rally in the ninth here yesterday and enabled the Orlando Bulldogs to defeat Tampa by a 5 to 3 score. The score: Orlando 300 010 001—5; Tampa 020 000 001—3.

### THE SAINTS PULL BRADENTOWNERS DOWN A NOTCH

ST. PETERSBURG, July 31.—The Saints defeated Bradentown here yesterday 1 to 0 in the first game of the series. The score: Bradentown 000 000 000—0; St. Petersburg 000 000 01x—1.

### UNIVERSITY OF HAVANA LOSERS TO FT. LAUDERDALE

MIAMI, July 31.—At Fort Lauderdale University of Havana (Cuba) 7, 11 innings.

### Walter Johnson Bests Daus in Hurling Battle

WASHINGTON, July 31.—Walter Johnson had the better of Daus in a pitcher's battle here yesterday, Washington defeating Detroit 1 to 0. Score: Detroit 000 000 000—0 0 1; Washington 100 000 00x—1 5 1. Daus and Bassler; Johnson and Ruel.

NEW YORK, July 31.—New York Yankees defeated Chicago yesterday 5 to 3. Score: Chicago 100 000 101—3 66 2; New York 210 001 01x—5 9 1. Leverette and Schalk; Jones and Hoffmann.

PHILADELPHIA, July 31.—St. Louis took both ends of a double-header from the Phillies yesterday, winning the first 5 to 2 and the second 4 to 2. The scores: St. Louis 022 001 001—5 12 1; Philadelphia 002 000 000—2 6 1.

Second game: St. Louis 020 000 020—4 5 1; Philadelphia 000 000 020—2 9 2. Vanguilder, Kolp, Danforth and Collins; Hasty, Naylor, Ogden and Perkins.

BOSTON, July 31.—Cleveland observed Shriner's Day by defeating Boston twice yesterday afternoon, 5 to 1 and 2 to 0. The scores: Cleveland 131 000 000—5 12 2; Boston 001 000 003—4 12 1. Uhle and O'Neill; Quinn, Murray and Piebren.

### Famous Musician Plays While Jackie is Being Filmed

There is nothing small about Jackie Coogan—excepting in stature. Now he has coralled one of the world's finest violinists to play for him while he enacts scenes for his pictures. The musician is none other than Duci De Kerekjarto, who has appeared before many kings and queens in his meteoric career. Of course, Duci cannot remain with Jackie long, because he has contracts himself, calling for footlight engagements. However, whenever this talented artist finds time, he drives to Jackie's studio, taking his violin along. As Jackie and the other players start emoting on the set the violinist softly pulls his bow over the strings.

After the scene being filmed is completed, the entire Coogan staff, including carpenters, electricians and extras, draw up in a huge circle while De Kerekjarto renders a little concert consisting of several of his favorite compositions. Incidentally, Jackie is a violinist himself in his latest production, "Daddy," a First National picture produced by Sol Lesser, which is coming to the Princess Theatre Wednesday and Thursday. Mr. and Mrs. Jack Coogan wrote the story, and before they felt that he was competent to appear on screen and in the role, he was compelled to take many lessons in handling the instrument and bow. The Herald for first class job work.

### Reds in Second Place—Win Two From the Phillies

CINCINNATI, July 31.—Cincinnati went into second place in the National League race yesterday by winning both games from the Phillies, while New York was breaking even with Pittsburgh. The scores were 7 to 5 and 5 to 4. The scores: Philadelphia 102 100 001—5 12 2; Cincinnati 104 100 10x—7 10 1. Winters, Betts and Wilson; O'Brien, Donohue and Wingo.

Second game: Philadelphia 200 000 200—4 7 1; Cincinnati 201 100 01x—5 10 0. Weinert and Wilson; Harris and Hargrave.

PITTSBURGH, July 31.—Pittsburgh and New York divided a double-header yesterday, Pittsburgh winning the first game 5 to 4 and New York the second 17 to 2. The scores: Pittsburgh 002 001 100—4 11 1; New York 000 000 005—5 11 1.

Second game: New York 307 031 003—17 20 1; Pittsburgh 200 000 000—2 6 1. Neff, Jonnard and Gowdy; Morrison, Kunz, Stone, Stender, Bagly and Gouch.

ST. LOUIS, July 31.—A homer by T. Griffith in the ninth inning, also scoring Olson and Johnson, gave Brooklyn a 6 to 5 victory over St. Louis in the first game of the series yesterday. The score: Brooklyn 000 001 005—6 13 1; St. Louis 011 000 111—5 11 0. Vance, Decatur and O'Berry; Pfeffer, Stuart and McGardy.

CHICAGO, July 31.—Boston defeated Chicago 6 to 5 yesterday. Score: Chicago 410 000 010—6 12 2; Boston 000 000 401—5 8 2. Marquard, McNamara, F. Miller and E. Smith; O'Neill, Osborne, Fussell and O'Farrell.

### TRAIN SCHEDULE

CORRECTED MAY 1, 1923

South Bound			
No.	Arrive	Departs	
No. 83	2:35 a.m.	2:40 a.m.	
No. 27	8:40 a.m.	8:45 a.m.	
No. 89	2:25 p.m.	2:45 p.m.	
No. 85	6:55 p.m.	7:10 p.m.	
Northbound			
No.	Arrive	Departs	
No. 82	1:48 a.m.	2:03 a.m.	
No. 84	11:45 a.m.	12:05 p.m.	
No. 80	3:42 p.m.	3:52 p.m.	
No. 28	10:00 p.m.		
Trilby Branch			
xNo.	Arrive	Departs	
xNo. 100	7:30 a.m.	7:30 a.m.	
xNo. 24	3:25 p.m.	3:25 p.m.	
Leesburg Branch			
xNo.	Arrive	Departs	
xNo. 157	3:55 p.m.	3:55 p.m.	
No. 21	2:45 p.m.		
xNo. 158	6:30 a.m.	6:30 a.m.	
No. 22	7:10 p.m.		
Oviedo Branch			
xNo.	Arrive	Departs	
xNo. 126	7:45 p.m.	7:45 p.m.	
xNo. 127	3:40 p.m.	3:40 p.m.	

Daily Herald on sale at Joe's Smoke House, Mobley's Drug Store and Hunt's Pharmacy.

### PRINCESS NEWS

"Under Two Flags" again tonight.

All those who did not see this fine picture last night should make a special effort to see it tonight.

Priscilla Dean and James Kirkwood have the leading roles and they are at their best.

And the honor guests tonight will be Ernest Gormerly and wife and will see this fine picture without cost to them. This is your ticket.

And then Wednesday and Thursday—Jackie Coogan in "Daddy".

The Million Dollar Kid and a Billion Dollar Smile.

Long Live Jackie Coogan—The Eternal Kid.

No matter how old we grow Jackie will lure us back again to childhood's glorious hour.

More adorable than ever Jackie romps through this play of sun-lane and shadows.

Jackie makes smiles to catch the tears.

Not all laughter, not all tears—but the mingling of both in sympathy of childhood.

He'll bring a laugh to choke back a tear—a smile to make weary hearts glow again.

### LOW TIDES ON BEACH, 1923

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

Date	June	July	Aug.	Sept.	Oct
1	4:05	4:31	5:33	6:28	6:41
2	4:55	5:20	6:14	7:20	7:38
3	5:47	6:02	7:11	8:17	8:37
4	6:43	7:01	8:06	9:24	9:36
5	7:24	7:50	9:00	10:11	10:32
6	8:17	8:51	9:57	11:08	11:26
7	9:07	9:44	10:52	11:41	11:51
8	9:57	10:38	11:44	12:17	12:46
9	10:44	11:30	11:50	1:08	1:38
10	11:30	11:50	12:42	1:51	2:28
11	12:16	12:24	1:31	2:47	3:18
12	1:00	1:10	2:13	3:35	4:09
13	1:40	1:55	3:04	4:24	5:00
14	2:20	2:38	3:51	5:18	5:57
15	2:55	3:15	4:40	6:14	6:59
16	3:34	4:00	5:02	7:18	8:02
17	4:21	4:54	6:30	8:22	9:03
18	5:08	5:48	7:34	9:25	10:00
19	6:02	6:47	8:40	10:25	10:56
20	7:02	7:51	9:43	11:21	11:45
21	7:34	8:57	10:54	11:57	12:07
22	8:32	9:59	11:43	12:31	12:53
23	9:30	11:01	11:53	1:18	1:37
24	10:28	11:50	12:47	2:01	2:19
25	11:26	12:07	1:37	2:42	2:50
26	12:24	1:02	2:22	3:21	3:29
27	1:18	1:53	3:04	3:55	4:06
28	2:10	2:41	3:44	4:32	4:43
29	2:59	3:26	4:20	5:10	5:22
30	3:48	4:08	5:00	5:52	6:00
31	4:40	5:02			

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



THE COSMOPOLITAN CORPORATION PRESENTS

# "ENEMIES of WOMEN"

By VICENTE BLASCO IBAÑEZ

with LIONEL BARRYMORE and ALMA RUBENS

Directed by ALAN CROSLAND Scenario by JOHN LYNCH Settings by JOSEPH URBAN

A Cosmopolitan Production

Milane Theatre, Thursday and Friday, Aug. 2 and 3

Distributed by Goldwyn-Cosmopolitan

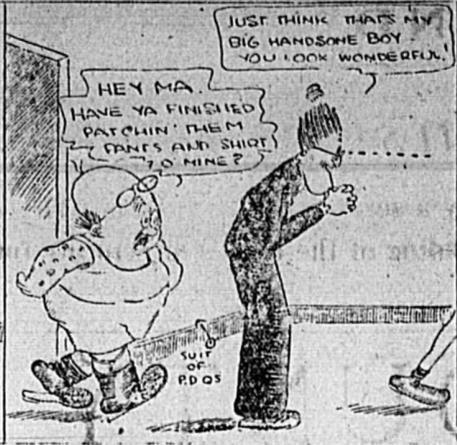
## Notice to the Public

On and after August 1, 1923, our business will be conducted on a spot cash basis. This radical move is made necessary by the fact too many people abuse the credit privilege. Our prices will be as low as possible, and you will not have to pay the bills of the other fellow.

# Dixie Motor Company

111-113 PARK AVENUE

Raising the Family-



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

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

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

**B. W. HERNDON**  
INSURANCE AGENCY  
FIRE—AUTO—BONDS  
S. O. Shinholser  
Contractor and Builder  
SANFORD — FLORIDA

**A. P. Connelly & Sons**  
Established 1908  
Real Estate, Loans and Insurance  
Phone 48 104-8 Magnolia Ave.

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Cut Flowers—Floral Designs  
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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 Sombats 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  
812 East First Street Sanford, Fla.

**W. J. THIGPEN**  
Real Estate  
FIRE, LIFE AND INSURANCE

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

**FOR SALE**  
FARMERS—You can get seed bed frames and irrigation plugs at the Sanford Novelty Works. 100-1fc  
FOR SALE—Doser and Gays' paints and varnishes at Sanford Novelty Works, Sanford agents. 183-1fc  
FOR SALE—Rhode Island eggs for setting, 15 eggs for \$1.00. Mrs. Ellsworth, Beardall Avenue, Sanford. 83-1fp  
FOR SALE—5 Pointer pups, No. 1 stock. See Vick Hawkins, 116 Sanford Ave. 63-1fc

**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

**FOR SALE OR RENT—House, after August 1st.—See W. F. ...**  
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**  
FOR RENT—3 unfurnished rooms, 314 Elm Ave. 101-5tp  
FOR RENT—Furnished apartment, modern. Phone 551-J. 100-6tp  
FOR RENT—Eight room house, West Third street. Interior newly decorated and papered. Call phone 40-W. 102-6tp

**FURNISHED ROOMS FOR RENT**  
Several housekeeping apartments for rent, rooms large and airy. See Mrs. Smith, 300 French Ave. 104-8tp  
FOR RENT—Cottage.—J. Mussen. 104-7tp  
FOR RENT—Entire upper floor, unfurnished, 714 Oak Ave. 104-5tp  
FOR RENT—3 nicely furnished housekeeping rooms, running water, lights and gas. \$25.00 per month. 312 East Fifth Street. 105-2tp

**FOR TRADE**  
WANTED TO TRADE—For a vacant lot, my equity in 4 room house, on new paved street. Lights, water, gas and bath. Fine location, close to new school. Address "Trade" care of the Herald. 104-6tp

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

**WANTED**  
WANTED—First class mechanic with own tools.—Standard Auto Co., Winter Park, Fla. 105-3tc  
**LOST**  
LOST—A ladies' wrist watch, near the gospel tent on Palmetto Avenue. Call Mrs. F. P. West, Phone 3203. Reward. 105-11p

**SANFORD MORTGAGE LOAN COMPANY, HOME INSTITUTION THAT IS GROWING AND HAS HELPED DEVELOP SANFORD**

**Are Loaning Money For Building Homes and Making Small Loans That Are Helpful**

It should be a source of gratification to the people of Sanford and Seminole county to know that they have such an institution as the Sanford Mortgage Loan Company right in their own community. This company is owned and officered by local people and it is their desire to be of service in the building up of your community.

The company was organized in April, 1922, with an authorized capital of \$250,000.00 and began immediately to assist home builders in the financing of their homes. The popularity of the plan of loaning adopted by the company is proven by the fact that at times the company was hard pressed to supply funds for all demands made on it, but up-to-date it has met the demand and is now in a better and stronger financial position than ever before. The many well satisfied clients of the company are testimonial to the fact that the plan to finance home builders, giving them the privilege of repaying the loan on easy monthly payment (just like rent) over a period of nearly nine (9) years, has solved the problem of the man or woman who has paid rent for years and who desired to own his or her own home. Under this plan the borrower pays only 8 per cent interest on the deferred monthly payments so that no matter how it is figured, when the loan is entirely paid up the borrower has paid only 8 per cent.

Two months ago the company inaugurated a small loan department where the man or woman who was in need of immediate cash to meet some pressing obligation, could borrow the money at 8 per cent interest and repay it on easy weekly payments over a period of fifty (50) weeks. This plan has proven very popular and many Sanford people have availed themselves of this opportunity of the assistance and service offered by this company under this plan.

The company has also perfected plans to do a general mortgage loan business; that is they will deal in first mortgages of sound value, both buying and selling. If you have a good first mortgage that you want to sell or if you have some surplus money that you would like to put out at 8 per cent interest, see the Sanford Mortgage Loan Company, they have some mortgages that have been negotiated only after the most conservative appraisal and complete investigation by their loan committee that they will sell at par to the careful, discerning investor.

At the end of the year 1922 after six months operations it was found that the company had earned at the rate of 17 per cent, a portion of which was paid to the stockholders as dividends and the balance passed to the surplus and undivided profits account. This is really a remarkable showing for such a short period of time, especially for a company just beginning business and it is also interesting to know that these earnings are the result of turnover of capital and do not represent the profit on individual loans.

At the present time the officers of the company are: S. O. Chase, president; Alfred Foster, treasurer and secretary and Col. Geo. W. Knight, vice-president and general manager. Owing to the rapid growth of the company it is planned to materially increase the number of directors in the near future.

If you need financial assistance, covering a long period of time, we have the institution right here in Sanford that can help you, a home institution, the Sanford Mortgage Loan Company.

As a people we are hard to fool, and now the land is full of chaps who knew all the time that Gibbons was a wonder.

are excluded from any limitation of bonded indebtedness prescribed by the charter of the City of Sanford, Florida.

This authorized issue of bonds to be sold subject to the approving opinion of John C. Thomson, to be furnished by the City of Sanford, Florida.

All bids must be accompanied by a certified check for one and one-half per cent of the amount of the bonds to be sold.

The right to reject any and all bids is reserved.

Proposals should be addressed to Forrest Lake, S. O. Chase and C. J. Marshall, as the City Commission of the City of Sanford, Florida, and as Ex-Officio Bond Trustees of the City of Sanford, Florida, at Sanford, Florida.

WITNESS our hands as the City Commission of the City of Sanford, Florida, and as ex-officio Bond Trustees of the City of Sanford, Florida, and the seal of said City, this 16th day of July, A. D. 1923.

FORREST LAKE,  
S. O. CHASE,  
C. J. MARSHALL,  
As the City Commission of the City of Sanford, Florida, and as Ex-Officio Bond Trustees of the City of Sanford, Florida.

Attest:  
I. R. PHILLIPS, (SEAL)  
City Clerk of the City of Sanford, Florida.  
7-17-23 31; 8-7-3c

The Herald delivered six times a week for 15c.

**MUSTEROLE**  
Better Than a Mustard Plaster  
For Coughs and Colds, Headaches, Neuralgia, Rheumatism and All Aches and Pains  
ALL DRUGGISTS  
35c and 65c, jars and tubes  
Hospital size, \$3.00

**NOTICE To Farmers and Growers**

I take pleasure in announcing my having secured the agency for the handling of the NON-ACID FERTILIZER & CHEMICAL COMPANY'S Fertilizers for this section.

We will have our warehouse and a complete stock of Fertilizers on hand so that we can give prompt and satisfactory service.

We will be glad to furnish further information regarding our good fertilizers to those interested.

**B. J. Starling**  
SANFORD, FLORIDA

(This Was Written by a Woman)

**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. In fact, I like it. I like to look at the shelves so full of cans and packages of so many colors. I like to do this for the same reason that I don't mind being in a crowd.

When in a crowd I look for familiar faces. When I see them I am delighted. When I am in a store I look for familiar goods and when I see them I buy. Those goods have become familiar to me through advertising and I have noticed that the grocery men who have the most of those familiar packages somehow or other seem to always go ahead.

I went into a store not of my own choosing but with a friend who, among other things, asked for a very well known article of food which is packed in a can, although she did not ask for any specific kind. I always buy — and instinctively I told her that was the kind she should ask for.

The dealer overheard me and said, "Madam, I never sell that article, I sell instead something very much better — my own brand."

Then he launched into a five-minute talk on why this article was better than the one I had named. But somehow my friend had been convinced by what I had suggested and she did not buy that can which the grover offered.

And I thought as I walked out how stubborn and obstinate that man was. He had lost a sale, had probably taken his first step

toward losing a customer, and had certainly lost a good deal of time, especially since some other people were standing around waiting to be waited on.

If that grocer had sold advertised goods he would certainly have had the brand I suggested and he would have made a sale; incidentally, he would have bid us good day cheerily and we would have been satisfied.

Familiar faces are wonderful. To me, in my capacity as a buyer for a fairly large household, familiar things on the shelves of the stores I visit are only a little less wonderful, for those familiar things help me in doing better and more economically the job which I must work at every day.

Those advertised articles which I buy and which I always buy I know have been submitted to the criticism of both competitor and consumer. This subjection to almost world-wide critical examination demonstrates to me that the manufacturer has supreme confidence in his goods. He cannot tell a falsehood about the things he makes, because there are too many in the world to find him out.

Constant advertising of any product proves that product has stood the test of scrutiny. Is it any wonder then why I, as one of several million women in my same position, prefer articles with which I am acquainted to products about which I have no knowledge and about which the manufacturer does not seem to have the courage to enlighten me?

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