# Che Sanfort Ratly Firralit <br> in the heart of the world's greatest vegbtable seciíon 





Latest picture of President Calyin Coolidge and Mrs. Cooldge, taken on the front
orch of his father's farmhouse af ew hours beorore the death of Warren G. Harding
ovated him from the vice-presidency to the White House.

## RRESIDENT COOLIDGE MAI <br> CALL EXTRA SESSIONSOON BUT HAS NOT DECIDED

## FRANCHISSS FOR TWO ROADS IN SEMINOLE

 Seaboard and Coast Line Want Exten-Sions of Railroads<br>controversy started dt the meoting of the county commisioners this morn- ing when tit developed that there

Soldier Boys Left SSIBILITY OF EXTRA SES
SION-DISCUSED WITH
GONIDERS THIS A. M.

Corn and Oats for Sep



| Seminole Cafe <br> SUNDAY. |  |
| :---: | :---: |
| Ollves Fresh <br> Celery Solted Almonds <br> SOUP    <br>  Chicken Noodle Soup |  |
|  <br>  |  |
| Young Turkey with Cranberry Sauce Roant Log af Spring Lamb Frled Snring Chicken Roast Prime Ribs of Beef |  |
| $\begin{array}{cc}\text { Mashed Potatoea } \\ & \text { VEGETABLES } \\ \text { Sweet Potatoes } \\ \text { SALAD }\end{array}$ |  |
| Apple Ple Cocoanut Custard Pie Siviss Cheese Vanilla Iec Cream and Cake Crackers |  |
| Served Nooin Till $8: 30$ |  |
| - SERVED SPKGIAL |  |
| Five to Elaht-thitity <br> Sirloln.Steak, French Fried Potatoen, Sliced Tomatoes <br> hot Biscuit- <br> Coffee or Tea |  |
|  | \$1,25 |


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SOCIETY

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Lill the time it' sum

## Hi mumben to the Freeqrick skirn ot <br> And all I know ince more

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## Mlun Ruth Mettinger of Jnckam.







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## CHURCHES

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Tha annoal moeting of the Fermal Laughtion Memortal Hoanital Asuccial
tlon will be held at the pourt
 chelle maines. w. lawton. Secretary.

Genuine
Texas Oils
F. P.RINES


EUROPEAN PLAN. OPEN ALL THE YEAR.
CORER BULLING. EVERY ROOM OUTSIDE.


## Special Prices on Silks TONGHT and MONDAY

 at CHURCHWELL'S\$2.00 TAFFETA, at, per yard \$2.00 CREPE DE CHINE, at, per yard

# CHURCHWELL'S 


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A MAOPRITYOR
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poonible They Mrefued to rene $\substack{\text { he mo } \\ \text { living } \\ \text { hind }}$
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They had to bay homea or bo turned
toto the etrect.
They aold on very mall payment men. No trin monthy Mntall ment the golden egr. The majority of these proporition on them were govenment
employees. But what the e landlorin plenty hlgh enoush- Juat is high
lact AB the traffic would atand fored to buy homes at pritecs which con. But hered is how thene tod ren ent Providence used gragping lanu

## Washin

 received then war. The city ha biggost braina of the United state were there much of the time during ington had unasual possibilites from desirabilly as headquarters for nat lonal puble service or eflicational inatitutions and those $\boldsymbol{P}^{\prime}$ similar 11 k Furthermore many people who hu been forcod to atay in Washington an
to buy their homen had grown to lov Wauhington and they did not move. had a boom instead of a slump. An the landlords who forced their tenant to buy homes at what looked hike prof sickening spectaele of these homes rising in price by leaps and bound until today probably every last one of
them is a bargain counter proposition them is
at the
forced.
ment-emplogee on a modest salary who was paying twenty-eight dollara a monining for years. He wastold to buy or move. There was no place to first payment and bought at a pric
he felt was highway robbery. He told he felt was highway robbery. He tol me the other day he could now sell
his house for about double what he
pald for it. Furthermore he said that if he had not purchased he did no
know whit would hive become of hin because thls same house for which h light dollars per month would today cost him from sixty to seventy-fiv
dollars per month. And his case This is an Instance where profiteer es and slipped up and were ineldental y made an agency for the benefit of mankind. Their grasping attempt han bappy home ournere than it would have

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| November 15 to run until the 2sth. 31 , |  |
| resentation this year from the west- In 191 |  |
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| Oknlowsa, Watoon, Wushington, Jackson, Buy and Fscambin hnving al- |  |
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## HARRINTS BEAT DAYS SPRENT AS NEWSPAPERMAN

cordially invites the accounts of all people without a bankinghome.

We also extend to all, an invitation to use our-

DRAFTS, TRAVELERS CHECKS,
LETTERS OF CREDIT, ALMERI CAN BANKERS MONDY OR
DERS OR ANYTHING MISE WE HAVE TO ACCOMMODAMEEOU

Service is Our Watchword

## First National Bank <br> COMMUNITY BUILDER

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## On The Second Every Second

Human wants are constant and continuous. Food, clothing, shelter, and their infinite subdivisions are daily needs.

There is not a clock tick that does not register a million human desires.

The newspaper is the closest thing in the world to the people's daily wants. It is an expregsion of the ever pressing desire for news,

The advertiser who uses the Daily Herald reaches people with his message at exactly the right moment.

Somewhere, with some person wanting something, newspaper advertising registors overy second of the day.

It brings the,seller and buyer together because it brings the right message at the right time.

There is no advertising medium so close to the people as the newspaper.

The Daily Herald places you in position to reach the buyerg of this community.


BASE BALL NEWS
S NINE GAMES TO


Lakeland at St. Petersburg.
Yesterday's nesults
Florida State League
National League At Chicago $4 ;$ Brookkyn 3 ,
At Cincinnati 0 , New York $/ 2$ At St. Louis 0 , Boston
Only game scheduled.


## 


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 with thrills and intertwinedhove story of esperiul charm.
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MILANE NEWS


\section*{| BASE BALL |
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| FOOT BALL |
| BASKET BALL |
| TRAP SHOOTING |}


| Alabama Will Have |
| :---: |
| To Show Some Speed |
| In Football Games |



WE SPARE NO PANS
to make this store continuously attractive to you. We wain you to feel that this is your shop where you can be
the very best service.

When You Think of Vulcanizing We want this store at once to occur to your mind. We aim
to attain that end ly the fairness of our prites aqd the per-

Kent Vulcanizing Company
Oak Avenue and Third'Street
SANHORD, FLORIDA

## Go Maroth EBy Siea Merchants and Miners Transportation $\mathrm{C}_{0}$.


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## Our Service

## Extends: to Orlando and Daytoma as well as the hun botles we put out in Sanford every day

ELDER SPRINGS WATER
 for Central Fondia. It is also regommended for use in ba
teries. If you are not drinking Elder Springs Water now-

PHONE 311-WE'LL DELIVER
Elder Springs Water Company



## HAYNES

$\Lambda$ hitherto undreamed of value $\$ 1205 \underbrace{\text { en }}_{\substack{\text { f.o. b. b. } \\ \text { Factory }}}$

Special Resident Dealer Wanted No Former Experiẹnce Necessary

CHARLES W. TWAY


## LOOKK

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LOOK

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## DANCING-9 'TILL 1

## Hartzell's Orchestra

WEDNESDAY EVENING, AUGUST 8TH

## Lake Mary Casino

General Admission 25 c , tax paid
Dancing \$1.65, tax paid


A. P. Cónnelly \& Sons
$\square$
sTEWART The Florist
$\frac{\text { III Myrllo a rea_l'hone 260.W }}{\text { SANFORD MACHINE }}$ COMPANY
General Machine und Boller
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## ?

George A. DeCottes
Allorney-at-Law
Hemonale County Beak


FRED R. WILSON

ELTON J. MOUGHTON ARCHITECT

$\boldsymbol{N}^{\text {NCHELLE MAINES }}$
Henry McLaulin, Jr. Opt. 1.

W. J. THIGPEN Real Estate.


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| light, cowl lights, tonneau lamp with long extension cord and combination stop-and-tail light; grip-handles on body rails; tool kit in left front door and nnubliera. <br> A Inrge, roomy trunk is regular crulpment on the Rig-Six Sedan. Coupe nad Specdster, while the cloned cars have, among many other denirable fentures, heater, flower vase, interiar rouding lights and, in wdilition, the Sedan is furnished with sil. ver finiahold vanity case nul moking set. <br> Thu dife six line comprines four modelan, mounted on the atantard 120 inch chassis with fio hornejower, 3 $7,8 x 5$ ineh motor: seven-passenger touring car, five pasaengur spedster, five pankublur Coupe and seven-pasrenger Sedan. <br> The Siperlal-Six line,-Radiator, homb, rowl, and leody changes have beren made in the Specint-Six, with minur mechanical chnugen anil refinements in the chassis. The Sperinl Six has for five aucesabive yenrs adled luster th the name Stukebaker. It is whe of the inost satiafactory and 'thest curs on the market. <br> The bed special-six models are c!uipusl with a whe-pinere, rath-prows wimdshichl which provides wabatruct. cod view of the real theml: gharefrowf visor, antomatie wimblahield - hraber mul rar-vinw mirrur; runbings loard stel pods and aluminum <br>  weikd sterering wher with mow type of wint and thentlo antral: cowl lights, combinution stelp-ntui-tail light: "ftick-antion cumb velutilater of | cast aluminum and cight-day clock. Standard equipment of the open car also includes an inspection lamp, mounted on the justrument loonril, and in the touring ear, a completo trol hit is eneried in the teft front door (left door in the rondster). Grip handles on the loudy rails are n feature of the Touring car. <br> The clomed carn are furniahed with a henter und milver finished fluwer vane and, in addition, the Scdan is fillen with handsome vanity rase ned momeking net carried in the bark of the front sent. <br> The Spelal Six line comprinen four models, mounted on the ntandart 110 inch chassin with the horsopower, 31/5x fo" inch motor; two- passeriger rondster, five-passenger touring ear, fivepussenger coupe nad five-pansenger sedan. <br> The light Six line.-No body or mechanical changes except refinements have hern made in the Laghe Six. Over 130,000 light-Sixes have here produced in the new. modern \$:10, 000,1000 Studelonker plant at south Hend, Indiana, under most ceomomical and nlmost ldeal manufacturing conditionn. <br> Among manu umasmal fentures of the dight-Six touring car are the nll Med body; une-pirece, ratio-prous windahicld with cowl lights set in the baser quick-antion cow ventidator; dome fitting rurtains: harge rectangular window in the rear curtath mad thic?prow tranamission len-k. <br> The clased curs ure equipured with ghare-prouf visur, windahtull clemere. clock, exineth hampanil many wher dexiralle fentures. | Can you nnswer this? Why doen the QUICK SEIRVICE, TRANSFER to three-fourtha of the long diatance huuling of Seminole County. Answer in: Hecnuse they have SERVICF; as their molto. and in addition to that, their prieca are right. See for yourself hy calling 4!8. Also Storacie. 110-Mon-Tues-Wed-lfe <br> It is yet a little too enrly to tell whelher the political issue lth 1024 will lee the World Court of the origin of epecies, Macon (Ga.) Newn. <br> In diremitc condri, Mrsemim Juilelini IVip- <br>  <br>  <br>  <br>  <br>  <br>  <br>  $\qquad$ <br>  $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ <br>  |
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## Why Are Some Storekeepers So Obstinate?

## I am ann olk-fashioned huyer of the nevessi- ties for my household. 1 go to the store my- <br> coward lasilge it custoner, ant had certainly

 self. To me this work is not irksome. I fact, I like il. I like to look at the sholves sofull of cans and packuges of so many colors. I like to do this for the same reasess that don't mind being in a crowd.
When in a crowd I look for familiar faces am in a store I look for familiar goodornad when I see them I buy. Those gools have
become familiar to me through udvertising and I have noticed that the grocery men who have the most of those familiar package 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, alt hough whe did not ask for any specific kind. I always buy not ask for any specticely I told her that was the kind she should ask for.
The dealer overheard me and said, "Mall am, I never sell that' article, I sell instead something very much better
own brand."

## own brand

Then he launched Into a flve-minute tulk on why this article was better than the one had named. But somehow my friend had she did not buy that can which the grove offered.
And I thought as I walked out how stub born and obstinate that man was, He had

Published by the Sanford Herald in co-operation with
The American Association of Advertising Agencies
and arod deal of time, espuctilly sitice som

If that grever hat sold advertised goods ho would certainly have had the brand I sug Sested and he would have made a sale; in cheerily umi we would have been satisfied.

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

Those ndvertised articles which I buy and which I always buy I know have been subanted to the critielsm of bith competito consumer. This subjection to almos me that the manafination supreme confidence in his goods. He cannat tell a alsehond about the things he makes, because here'ure too many in the world to find him

Constant alvertising of any product proves hat product has stood the test of scruting all illion wor ricles with which I amiceri pros lucts about which I have no knowledge and bout which the monulacturer docu not seem o have the courage to enlighten me?
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