

Florida Herald

MEMBERSHIP RATES

ADVERTISING RATES

PROTEST

Artist who so infinitely planned,

Through lower, patient cone

Why should he be so whildest

The works of man survive. The

Crude pile of stone, refuses still

The Greek god of marble, sees

Lives on in palace, crypt, or attic,

Why?

The effort remains upon the vase,

The artist upon the canvas, smiles

But looms aro-neath living, breath-

Of shambles and saint was lost

completely.

It is so strange! From dust to

dust again—

What is the plan? What pur-

pose that increases

Through endless ages to attain

and then

to lose aside incarnate mas-

terpieces?

—By E. O. Laughlin.

Educational note: Columbia University has taken out a license to sell beer.

Tampa claims to be cooler than Miami. It's just their frozen assets makes them think that.—Miami Herald.

If all these canals are built you hear people advocating and talking about, Florida might glide out into the ocean.—Brookville Journal.

Rogey Babson, in a recent re- view of business conditions, advises people not to borrow again. Good, he says, is a vicious thing. That is an unnecessary statement when everybody knows that the whole world is suffering from its debt complex.—Ocala Star.

The most momentous interna- tional events of the past few weeks have been the Wimbledon golf tournament, and the winning of the heavyweight boxing championship by an Italian. Oh, yes, the world monetary and economic conference has been in session.

Melvin Campbell, who has driven a car nearly 300 miles an hour, says he gets his biggest thrill out of piloting his sailing yacht of a nine-mile clip. Yeah, he's probably thrilled that he's experiencing the "thrill" of driving his motor-like racing yacht.

Most people value their lives more than all the wealth in the world, but a New York man evidently placed his at not more than \$175, the amount which he threw aboard from his pocket when he was dived from the deck of a moving steamer although he could not swim a stroke.

Carolina had better look out for its new railroad. The latest news is that the latest

Educational Trends

The floating university plan has been very widely attempted with varying degrees of success. The idea, on first consideration, is splendid for it combines the two most educational processes in one dose, that of association with books and learned men and of actual contact with the outer world. Traveling to the strange and historical places, on the globe, of seeing different peoples, different customs, of hearing different languages, and different accents are bound to leave a marked educational stamp upon a person.

When there is added to this enlightening experience a well directed course of study under capable teachers, then there should come into existence the ideal system of learning. But there is a lack of permanence and a newness about the floating university idea which make it not as popular as it might be. The average man wishes to attend a college which he knows will be in existence long after he has graduated, so that he may continue to be a part of its life as an alumnus. That he may enjoy reading about its activities and of returning periodically to reunions to renew acquaintances and take part in the convivial activities.

When he contemplates a floating university he exclaims a one or two-year course, which, when terminated, will leave him with a sort of "man without a country" feeling. There will be no common bonds which will tie him to his associates during this period, there will be none of the college spirit and loyalty, none of the campus and extra-curriculum activities which play such a large part in colleges.

Thus it appears that the floating university, rather than taking the place of regular universities should be supplementary to them. A certain period out of a college course might be given to travel, at the same time carrying out one's studies. In this way the real college life would be preserved with all its advantages, and at the same time a student would receive the broadening influences of going to strange lands.

Newspapers Lead

Advertising in any of its various forms is necessary for business success, and according to figures as explained recently by the Tampa Tribune newspaper advertising is showing a growing tendency to increase its lead as the favorite medium.

The Bureau of Advertising, American Newspaper Publishers Association, says the Tampa paper, "has made public the results of a study of newspaper, magazine and broadcast expenditures for advertising in 1932. The survey showed that newspapers received about 59 percent of the aggregated appropriations of 432 national advertisers, and were the preferred medium in 19 out of 30 leading trade groups.

"It was shown that this representative group of advertisers spent \$116,200,000 in newspaper space, compared with \$52,301,139 in magazines and \$25,321,984 in broadcast, a total of \$193,823,123. Of 845 newspaper advertisers, 160 also used magazines, while 111 also used radio.

"In the automobile and truck group, 82.3 percent of the advertising expenditures went to newspapers. The newspaper share in some of the other groups was: gasoline and motor oils, 74.2 percent; druggists' sundries, 63.2 percent; financial, 68.3 percent; railroads, 92.7 percent; steamships, 83.8 percent; clothing and shoes, 87 percent.

"Sixty-two national food manufacturers, accounting for a total advertising expenditure of \$37,968,000, spent 46 percent of this appropriation in newspapers, compared with 34.7 percent in magazines and 19.3 percent in radio. In the tobacco division, nine companies spent together \$25,724,865, of which 72.3 percent went to newspapers, 11.2 percent to magazines and 16.5 percent to radio.

"These figures supplement the Bureau's previous study of newspaper expenditures for five years, which showed that 357 advertisers spent \$121,195,000 in newspaper space in 1932.

SANFORD, TWENTY YEARS AGO

Forrest Gatchel has returned from an extended tour of the North. He left here several months ago in a Ford car with Walter Wilkman and made the trip to Lynchburg, Va. without mishap. Leaving Mr. Wilkman there Forrest proceeded to Washington, Pittsburg, Cincinnati, Indianapolis and other points. He spent some time in Springfield and other cities in Illinois where he formerly resided and stated that people are greatly interested in Florida and that he talked Sanford whomever he met. Forrest had a good time but says the North is better than Sanford and he is glad to get back home.

Stemper & Hickson have opened a new meat market in the stone building opposite the Welborne block on Park Avenue and will carry a full line of fresh and smoked meats. Mr. Stemper is well acquainted with the local trade, having been connected with the market of J. D. Roberts.

Mr. E. B. Marshall, Ltd., and the baby left Wednesday afternoon on the train for Ninety-Six S. C. where they will spend the remainder of the summer.

Miss Moll White gave the Sunday School class a delightful picnic at Woodland Park yesterday that was greatly enjoyed by the youngsters.

Martha Chappell, the happy little girl in Southside County, has now—she is the little princess of a handsome new bride.

Miss Eadie Lutz, president of the number of her young friends, yesterday afternoon.

Greatly enjoyed the picnic of the children of the church at Woodland Park yesterday.

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Adelaide Higgins, Douglas Abernathy, Ruth Roberts, Dorothy Davis, Edna Chittenden, Ruth Hand, and Katherine Wilson.

CHRISTIAN SCIENCE CHURCH

The Golden Text was from John 17:3, "This is life eternal, that they might know thee that only true God, and Jesus Christ, whom thou hast sent."

The Lesson-Sermon also included the following passages from the Christian Science textbook, "Science and Health with Key to the Scriptures," by Mary Baker Eddy: "When being is understood, Life will be recognized as neither material of finite, but as infinite,—as God, universal good; and the better that life, or mind, was ever in a finite form, or good in evil, will be destroyed" (p. 79).

Among the citations which comprised the Lesson-Sermon was the following from the Bible: Verily, verily, I say unto you, He that heareth my word, and believeth on him that sent me, hath everlasting life, and shall not come into condemnation; but is passed from death unto life. For as the Father hath life in himself, so hath he given to the Son to have life in himself. (John 6:37, 38).

SEEK BANNED BOOKS

FRAGUE, July 17.—A committee for the aid of German students has called attention to the fact that the German government is to collect books banned by the United States in Germany and place them in public libraries.

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U. S. INDUSTRY IS WORKING AT SPEEDY RATE

New England standing well in advance of the list.

Automobile production, as estimated by Cram, totaled 58,022 units last week, an increase of 16,107 over the preceding week's output which was reduced because of the Independence Day holiday. On the basis of the current trend, it was said, July production stood at approximately 230,000 units, an increase of 97 percent over July, 1932 and only 8 percent under June this year.

Car loadings for this week ended July 8, which included the July 4 increase of 29.6 percent over the like 1932 period, and the ninth consecutive week when traffic showed an improvement over last year.

During June cotton mill operations were 125 percent of the average rate from 1922 to 1927. This compares with 58 percent in June, 1932.

SHORTENING OF BREAD LINES EASES STRAIN

(Continued From Page One)

from \$1,316,007 last March to \$417,700 allotted for July. West Virginia's list of needy families is off 40,900 from last March, at 168,900. Kentucky has reduced its list from 148,310 at the end of May to 106,975.

Illinois expenditures are down 25.6 percent with the number of persons receiving relief less by 12 percent. In March, 179,534 families were on the rolls and \$4,857,691 was spent, but in June this dropped to 148,743 families and \$3,600,950.

Maryland's 32,352 needy families of July show an increase of 2000 over March but officials said wide fluctuations from week to week.

1932. Since March of this year, cotton mills have increased operations by 45 percent, whereas normally schedules are curtailed approximately 16 percent during this period.

Retail sales are still gaining, and in some points they are beginning to surpass even the good totals of June. Wholesale buying shows no seasonal lull as buyers are placing orders now for fall requirements in order to take full advantage of current quotations.

Let us do your picture framing. We have a good assortment of moulding to select from.

Wieboldt Studio

Phone 331-J

They'll Cut Like New!!

Surgical tools; all kinds of saws and knives; pruning tools of all kinds, etc. Expert tool fitting.

LAWN MOWERS

Required and sharpened. Also—Free Sales.

Have your work done by a real mechanic.

J. W. SHADON

219 N. W. Phone 719-W

LUMBER

Long leaf yellow pine, Gulf and cypress and all kinds of building materials.

ERM Lumber Co.

134 and 135 1/2

EXP SERVICE Phone 129

"New Deal" VACATION AT THE GORDON

A vacation 3,000 feet above the sea... where you can play golf on a "sweet" 18-hole course for 50 cents a round... fish in the Carolina's famous trout streams... ride a horse over miles of cleared bridle paths... play tennis on lively clay courts... swim the mountain lakes or the new Country Club pool... become breathless with the beauty of this mountain scenery... be cool and comfortable... in the happy company of gay, kindred spirits... that's the summer enjoyment offered you by the Hotel Gordon. A hundred rooms of solid comfort. Three delicious Southern-cooked meals a day. At the surprisingly low cost of from \$3.50 to \$5 per diem. Make your reservations now for your share of this fun. And bring the youngsters—there's a thoroughly equipped playground for them at the GORDON.

ANGUS CRAFT... MANAGER

HOTEL GORDON

WAYNESVILLE, NORTH CAROLINA

To taste right food must be seasoned right

—every good cook knows that

To Satisfy—a cigarette has to be seasoned just right

You buy food—steak, lamb, corn meal, or fruit—it is cooked and brought to the table and tastes just fine. While the same food, cooked by somebody else, may not taste right at all. That's the difference between cooks—knowing how to season food.

It's somewhat like this with cigarettes. Many kinds of cigarettes have good tobacco, but they are not mixed right; and then again they are not seasoned with the right amount of the right kind of Turkish tobacco.

Cambridge are seasoned just right—they are milder and taste better... and that's why They Satisfy.

Social And Personal Activities

Telephone Office 148

Personals

Miss Clara Goetz, of Orlando, Florida, is spending...

Social Calendar

TUESDAY The Senior Christian Endeavor will have their practice at 8:00 o'clock at the church...

HITLER IS JEW HIMSELF, AVERS PUBLIC CHARGE

VIENNA, July 17.—A sensation has been caused by publication in the newspaper "Oesterreichische Abendblatt" of charges that Adolf Hitler, Nazi Chancellor of Germany and sworn foe of the Jews, was a Jew himself.

Janet Gaynor in Film Showing At Milane

Janet Gaynor and Henry Garat have opened at the Milano Theater in the new Fox romance, "Adorable," and they have more than fulfilled the promise that the combination of two such stars carries.

HIGHER PRICED CARS RECEIVING BIGGER DEMAND

DETROIT, July 17.—Business in the so-called higher priced automobile field is making excellent progress in the opinion of M. M. Gilman, vice-president of distribution of the Packard Motor Car Company.

Italian Birdmen Return Thanks For Safe Flight

(Continued From Page One) Throughout Saturday night coast guard cutters stood by, guarding the planes and sweeping them with searchlights.

POSTAL SAVINGS DECREASE

WASHINGTON, July 17.—(AP)—June's increase in postal savings deposits, the smallest since the banking crisis, yesterday was called by the Postoffice Department an indication of business restoration.

FIRE DESTROYS PLANT

LOUISVILLE, Ky., July 17.—(AP)—Fire of undetermined origin yesterday destroyed the Kentucky Lumber & Millwork Company's plant here with damage estimated by officials at \$105,000.

LESS FERTILIZER USED

Seminole County used 573 tons of fertilizer during the month of June, it is revealed in the monthly report of the Department of Agriculture of the State of Florida.

LEADER DIES

NEW YORK, July 17.—(AP)—William L. Ward, veteran republican leader of Westchester county, died at a hospital last night.

REPORT OF CONDITION OF THE SANFORD ATLANTIC NATIONAL BANK

Table with columns: ASSETS, LIABILITIES, and TOTAL. Includes items like Loans and discounts, United States Government securities, Demand deposits, etc.

SEMINOLE COUNTY FOLKS

You Are Cordially Invited To Our Free Bridges Celebration Thursday, July 20 FREE FISH FRY DINNER SERVED 12:30 NOON UNTIL EVERYBODY HAS HAD DINNER

TRAVELING AROUND AMERICA

EVERY well-dressed San Blas belle wears the "sub-debitante" and "junior miss" must have at least one gold ring in her nose and festoons of beads around her neck and arms.

ENGLAND VIEWS WITH INTEREST U. S. EXPERIMENT

LONDON, July 15.—Now that the Canadian dollar has dipped below sterling and the American dollar is approaching the old gold parity with the pound, City people here are beginning to wonder whether President Roosevelt will agree to some temporary scheme for preventing violent exchange fluctuations, which hamper American overseas trade and promote gambling.

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PEACE TREATY IS BEING PLANNED BY ITALY, RUSSIA

ROME, July 15.—Following a long conversation between Premier Benito Mussolini and Vladimir Potemkin, Russian Ambassador to Italy, who had just returned from a special visit to Moscow, it was announced recently that negotiations were in progress for a treaty of non-aggression between the Soviet government and the Fascist government of Italy.

Warning Is Issued Against "Tipster" Sheets In Market

(Continued From Page One) Chief among these regulations is the required use of a special form for registering new securities with the commission and the condemnation of this information which must be employed in circulars and prospectuses advertising securities for sale.

COLEMAN'S OFFICE EQUIPMENT CO.

Everything For The Office TYPEWRITERS AND Adding Machines REPAIRED

Long's Meat IS A Treat To Eat

T. M. Dollison INSTRUCTOR OF STRING AND BRASS INSTRUMENTS

30 DAY SPECIAL Tops Dressed 50c Sanford Duco Co. 3rd and French Ave.

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Advertisement for Adorable featuring Janet Gaynor and Henry Garat. Includes text: "Adorable", "Tuesday", "130 MILLION VOICES CHEER", "SONG OF THE EAGLE", "Matinee and Night 10 and 15c".