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"Good advertising today must further the interests of those to whom it is directed."

Can Advertising Be "Lopped" Off... NOW THAT WE ARE AT WAR?

RAYMOND MOLEY, an authority on national and international business, in the December 5, 1941, issue of Printer's Ink, describes "an experiment of World War No. 1 in which seventeen major businesses ceased or materially reduced their advertising for the duration."

THESE WERE THE RESULTS:

- Six sold out or were absorbed by competitors.
- One failed and went out of business.
- One went into receivership.
- One was deflated 97 per cent in terms of personnel.
- One lost 81 per cent of its sales volume.
- One ended with only two customers.
- Three completely lost their leadership in their fields.
- One was operated by the banks for five years.
- Two found their competitors had grown at their expense.

So long as the habit of economic freedom in America lasts, concludes Mr. Moley, cessation of advertising will do serious, often fatal, injury to individual business.

Protect your future business and avert investing investment by continuing to advertise in the newspaper that gives full coverage of your market.

The Sanford Herald

The Sanford Herald

AN INDEPENDENT DAILY NEWSPAPER

Coast Defenses From Alaska To Panama Go On Alert For Air Raids

WASHINGTON, June 4. (AP)—The Navy, describing the situation at Dutch Harbor, Alaska, as being "on alert" for further Japanese attacks, said today that the Pacific coast defenses were on a high state of readiness. The Navy said that the defenses were on a high state of readiness because of the possibility of a Japanese attack on the Pacific coast.

Furios Nazi Tank Changes Will Be Made In System

WASHINGTON, June 4. (AP)—The German army today is reportedly trying to prevent Nazi tank changes from being made in the system. The German army is reportedly trying to prevent Nazi tank changes from being made in the system.

Reds Claim Air Superiority; Destroy Tanks

MOSCOW, June 4. (AP)—The Reds today claimed air superiority, destroying many German tanks. The Reds today claimed air superiority, destroying many German tanks.

Seven United Nations Ships Sunk Off India

WASHINGTON, June 4. (AP)—A British attack on seven United Nations ships off India today resulted in the sinking of all seven ships. A British attack on seven United Nations ships off India today resulted in the sinking of all seven ships.

John Gave Will Make Report At Meeting

WASHINGTON, June 4. (AP)—John Gave will make a report at a meeting today. John Gave will make a report at a meeting today.

1,490 Acres Will Be Added To Base; Condemnation Suits Filed

ORLANDO, June 4. (AP)—The government, representing the Navy Department, yesterday filed condemnation suits for 1,490 acres of land in Seminole County, Fla., on which will be constructed a new base. The government, representing the Navy Department, yesterday filed condemnation suits for 1,490 acres of land in Seminole County, Fla., on which will be constructed a new base.

RAF Bombers Shift Air Blows To Vital Nazi Shipping Ports

By Associated Press. RAF bombers shifted their attacks today to vital Nazi shipping ports. RAF bombers shifted their attacks today to vital Nazi shipping ports.

More Students Are Needed At Defense School

Citizens Are Offered Good Opportunity, Higgins Declares. Citizens Are Offered Good Opportunity, Higgins Declares.

Membership Drive Will Be Organized Tonight At Meet

W. A. Laffer, president of the Chamber of Commerce, today urged all members to be present at the membership drive organization meeting. W. A. Laffer, president of the Chamber of Commerce, today urged all members to be present at the membership drive organization meeting.

Pipeline For North Florida Gets Boost

Progress was reported by the Board of Public Instruction today in the proposed pipeline for north Florida. Progress was reported by the Board of Public Instruction today in the proposed pipeline for north Florida.

12,000 Jap Troops Are Believed Lost As Transport Sinks



MacArthur Reports Allied Sub Vessel In South Pacific. MacArthur Reports Allied Sub Vessel In South Pacific.

City And County Kellaghan Will Close Tomorrow

Junior High Grad. All Souls Priest Union Exercises To Be Held. Junior High Grad. All Souls Priest Union Exercises To Be Held.

Sugar For Canning Fruit, Preserving May Be Obtained

W. A. Laffer, president of the Chamber of Commerce, today urged all members to be present at the membership drive organization meeting. W. A. Laffer, president of the Chamber of Commerce, today urged all members to be present at the membership drive organization meeting.

Striking Weavers Return To Work

NEW BEDFORD, Mass., June 4. (AP)—After a strike of 10 days, the striking weavers today returned to work. NEW BEDFORD, Mass., June 4. (AP)—After a strike of 10 days, the striking weavers today returned to work.

PUT A NEW HAT ON YOUR BUDGET DOLLAR

TOP EVERY PURCHASE WITH OUR SAVINGS STAMPS

Member Associated Press

NUMBER 209

The Sanford Herald... Published every afternoon except Sunday and holidays...

Subscription Rates... Single Copies 5c... Annual \$5.00... Foreign \$10.00...

Second Class Postage... Paid at Sanford, Fla. Post Office No. 111... Authorized by Post Office at Sanford, Fla. under permit No. 111...

THURSDAY, JUNE 4, 1942

SEVEN YEARS FOR TODAY

Active Chamber of Commerce

The work which the Chamber of Commerce is doing to promote further business activity in Sanford and particularly to encourage the construction of the Tampa-Sanford pipeline for the relief of oil restricted eastern states is clearly indicated in an editorial in the Orlando Sentinel which rightly points out that the defeat of the large canal and the north Florida pipeline is an advantage to the Sanford project.

"We note with gratification," says the Sentinel, "that Sen. Ed Higgins of the Sanford Chamber of Commerce has not only not relaxed his efforts to get this facility, but has continued to fortify his position with many new facts. He has found a reservoir of deep-draft barges to make the journey across the Gulf behind tugs and has located other equipment necessary to supply the pipeline with enough material to build it and enough oil to operate it at capacity.

"This is a service not only to Florida, which is already in good situation with respect to supplies of oil and gasoline, but to the entire Eastern seaboard now suffering a shortage. Governor Holland has also used the facilities of his office to contribute to the feasibility of the pipeline and has made powerful representations in its behalf to the Federal authorities.

Central Florida can have this pipeline, not as a selfish project with limited value, but as a real contribution to our production as well as to a better status for the entire State, which will bring a more normal and unimpeded flow of goods and services to the entire State.

Since coffee seems in imminent danger of "going out" with gasoline, rubber and other commodities, particularly in the household, it is well to get the most out of whatever coffee may be left to her. The average man would infinitely prefer one cup of coffee made right, than a whole jug full of river bottom coffee.

While we certainly do not expect in this matter of making coffee, Ida Bailey Allen does, and she writes that if coffee is properly made in these times of troubled international relations, it may go a long way toward further cementing our friendship with certain Latin American republics where most of our coffee is grown.

There are a few simple rules in the preparation of coffee which the fate of a continent may hinge upon. 1—Buy coffee by the pound as needed, every few days as you would other perishable foods.

2—Choose the right grind; the kind suited to your coffee pot. Ask for a drip grind for a vacuum or drip pot, an all-purpose grind for a percolator or for "boiled coffee." If coffee is ground too coarse, almost twice as much is needed to make a good brew.

"LOST HORIZON"



Mr. Gordon Dean, Manager, Sanford Herald, writes: "We officers and members of the Fifth Congressional District, wish to convey to you our appreciation of the splendid publicity you have given us from time to time in your paper. In so doing, you have given us the greatest of our senior citizens a heart-warming and worthwhile project to work for.

Thanking you for all past courtesies shown us, and feeling as sure as we can that we will cooperate with us in the future.

It would be a long WEIGH. With home improvement dollars more business, more money in circulation, merchants and employees would be benefited. The National Peanut Council. And you won't be able to tell much difference between a "peanut suit" and one made of Scotch woolens, says he. The synthetic cloth made from the peanut plant was invented by a Scotchman, has been recently patented in the U.S., and will "probably" be on the market shortly, according to Mr. Jester—Wall Street Journal.

TOO LATE TO CLASSIFY By RUSSELL KAY... With a lot of false gossamer, the law is not so much as it used to be. The law is not so much as it used to be. The law is not so much as it used to be.

PORT HONOR... Water Hays, director of the State Chamber of Commerce, writes: "The synthetic cloth made from the peanut plant was invented by a Scotchman, has been recently patented in the U.S., and will 'probably' be on the market shortly, according to Mr. Jester—Wall Street Journal.

County Board, Merchants Boost C. of C. Drive

Training has been, the Chamber will have the prevailing gratitude of virtually all retail dealers. It is a privilege to belong to this organization.

"I give the Sanjonia Chamber of Commerce full credit for the increase in business in Sanford this year," said Arthur E. Tewel, president of the Chamber.

Through the Chamber's efforts, Sanjonia County was able to secure a State Health Unit located in our County, which has been in operation for several months and is doing a great service to the entire community. All of Sanjonia County is benefiting from the many great projects which the Chamber has secured and it is to be hoped that every citizen in Sanjonia will take out a membership and aid the Chamber in its efforts to do even greater things for Sanjonia.

H. B. Pope, president of the Sanford Merchants Association, writes: "The highly successful activities of the Chamber of Commerce have proved to be a boon to the merchants and citizens of Sanford. By obtaining the Naval

MOSCOW, June 4.—(AP)—British business is booming in Moscow. The British Embassy in Moscow has reported to the British Government that business in Moscow is booming. The British Embassy in Moscow has reported to the British Government that business in Moscow is booming.

MIAMI MELANGE—An article in the Miami Herald of June 3, 1942, regarding the Miami Melange, a new type of coffee, is being read by many people in Miami. The article is being read by many people in Miami.

ARCADIA PACKAGE STORE... 111 N. Broadway, Sanford, Fla. Phone 111. Open 10:00 a.m. to 10:00 p.m. daily.

EXTRA CASH... 111 N. Broadway, Sanford, Fla. Phone 111. Open 10:00 a.m. to 10:00 p.m. daily.

Social And Personal Activities

Social Club will meet... High School Seniors... Personal... Mrs. M. J. Copeland...

FRIDAY... Sanford citizens are asked by the ministerial association to observe two minutes of prayer each day at noon.

SUNDAY... The ministerial association is asked to observe two minutes of prayer each day at noon.

MONDAY... The ministerial association is asked to observe two minutes of prayer each day at noon.

TUESDAY... The ministerial association is asked to observe two minutes of prayer each day at noon.

WEDNESDAY... The ministerial association is asked to observe two minutes of prayer each day at noon.

THURSDAY... The ministerial association is asked to observe two minutes of prayer each day at noon.

FRIDAY & SATURDAY—2 Big Features... JOHN W. HULL... B. D. HULL...

P.T.A. Has Chicken Supper For Seniors

The Sanford High School Parent-Teacher Association will have a chicken supper for the members of the Senior Class at 8:00 P. M. in the church room.

Red Cross Notes... Mrs. M. J. Copeland... Mrs. W. J. Copeland...

Methodist Church Circle Has Meeting... Mrs. W. J. Copeland...

Circle Three Meets At Rogers Residence... Mrs. W. J. Copeland...

Mrs. Martin Appeals For Men's Clothing... Mrs. W. J. Copeland...

Circle Two Meets At Shoemaker's Residence... Mrs. W. J. Copeland...

Circle One Meets At Rogers Residence... Mrs. W. J. Copeland...

Circle One Meets At Rogers Residence... Mrs. W. J. Copeland...

DAILY MENUS

Table with 2 columns: Breakfast, Dinner. Lists menu items for various days.

Home Demonstration NOTES... Mrs. W. J. Copeland...

Antlers To Sponsor Graduation Dance... Mrs. W. J. Copeland...

Right with WEDDING... Mrs. W. J. Copeland...

75c Doans Pills 39c... Mrs. W. J. Copeland...

25c Pablum 19c... Mrs. W. J. Copeland...

TOUCHTON DRUG CO. 111 N. Broadway, Sanford, Fla. Phone 111.

SUMMER VACATION at HOME... HAVE MORE FUN IN OUR SUN-CATCHING PLAY-CLOTHES... Have a wonderful vacation... right in your own back yard!

PLAYSUITS... Two-piece styled percale play suits in blue and red. Past colors in sizes 12 to 20. \$2.98

PLAYSUITS... Gay fast-color prints in blue and red. \$3.50 others to \$9.95

SLACKS... Lined cloth in fast colors. Navy, Leghorn, Green, Brown, Combed. \$6.95 others \$4.95 to \$9.95

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Methodist Church Circle Has Meeting... Circle One of the First Methodist Church will meet at the home of Mrs. W. J. Copeland...

Circle Three Meets At Rogers Residence... Circle Three of the First Methodist Church met at the home of Mrs. J. Rogers...

Mrs. Martin Appeals For Men's Clothing... Mrs. E. J. Martin appeals for men's clothing for the men of the Sanford community...

Circle Two Meets At Shoemaker's Residence... Circle Two of the First Methodist Church met at the home of Mrs. A. Shoemaker...

Circle One Meets At Rogers Residence... Circle One of the First Methodist Church met at the home of Mrs. J. Rogers...

Right with WEDDING... Mrs. W. J. Copeland...

75c Doans Pills 39c... Mrs. W. J. Copeland...

25c Pablum 19c... Mrs. W. J. Copeland...

Patents... Mrs. W. J. Copeland...

TOUCHTON DRUG CO. 111 N. Broadway, Sanford, Fla. Phone 111.

Bonnie Baker Is Doing All Right, Peacock Reports

By ADRIAN KERR. NEW YORK, June 4.—(AP)—This is not an open letter to the folks who have been wondering how Bonnie Baker has been getting along since she and Dr. T. C. Peacock called it quits in February...

Women To Have Job In Post-War Work

By ADRIAN KERR. NEW YORK, June 4.—(AP)—Women are being trained for post-war jobs in a variety of fields, from factory work to office administration...



A Canadian R.A.F. aviator commander and his observer were part of the plane that brought them home safely after being shot down over the Atlantic Ocean...

City and County Schools Are To Close Tomorrow

(Continued from Page One) School principal, today disclosed the graduation exercises for the 111 eighth grade students who will enter high school next year...

Reckless Robber Is Killed By Guards

(Continued from Page One) A reckless robber who looted a bank in a friendly foray that was terminated quickly by a burst of gunfire which left him dead...

Florida Will Aid In Truck Regulations

(Continued from Page One) As seen in the link which surrounded the Florida's new farming interests will be glad to cooperate in the recent order of the United States Department of Agriculture...

BUGLES SOUND NEW CHARGE AS WE HONOR SOLDIER DEAD

(Continued from Page One) The bugles sounded the charge as we honored a soldier who died in the line of duty during the war...

ANN PAGE MAYONNAISE. A&P Quality Meat SPECIAL Fry and Sat. BIRCHIN STEAK 45c. SWISS STEAK 35c. CHUCK ROAST 25c.

FACTS ABOUT U. S. WAR BONDS AND STAMPS. Why Buy War Bonds? They are the surest investment you can make...

WE SELL U. S. SAVINGS STAMPS. MARGARET ANN NEW ERA MARKETS. QUALITY DEPT. WEINERS lb. 19c. COLD MEATS lb. 21c. HAMS lb. 29c. ECONOMY DEPT. Picnic Ham, lb. 27 1/2c. Bologna, lb. 15c. Sausage, lb. 29c.

FRESH FRUITS & VEGETABLES. FRESH CORN & SLICED PEAS. WHITE BACON center 21c and 18c.

LAST US. YOUR CAR. The Auto-Rack way. Then Your Car Is Guaranteed Under Actual Driving Conditions.

FRIDAY ONLY. CORN 1 doz. 25c. BANANAS 3 lbs. 19c. BUTTER BEANS lb. 10c. FLOUR 5 lbs. 25c. SUGAR PEAS 1 1/2c. BEEF 19c. PEACH HALVES 19c. SALAD DRESSING Pint 15c. Quart 23c.

Flour 5 lbs. 25c. Sugar Peas 1 1/2c. Beef 19c. Peach Halves 19c. Salad Dressing Pint 15c. Quart 23c. Tomatoes 15c.

TERRO. Kills Ants. Kills Bugs. Kills Flies. Kills Mosquitoes. Kills Spiders. Kills Beetles. Kills Fleas. Kills Lice. Kills Ticks. Kills Mites. Kills Worms. Kills Snails. Kills Slugs. Kills Crickets. Kills Cockroaches. Kills Termites. Kills Bed Bugs. Kills Fleas. Kills Lice. Kills Ticks. Kills Mites. Kills Worms. Kills Snails. Kills Slugs. Kills Crickets. Kills Cockroaches. Kills Termites. Kills Bed Bugs.

ROUMILLAT & ANDERSON. PAIR AVE. at First St. Phone 36.

STORE WIDE Sale. DR. LYON'S PINKHAM'S COMPOUND 17c. MINERAL OIL 26c. MILK MAGNESIA 19c. HINKE PILLS 11c.



LEGAL NOTICES. NOTICE OF APPLICATION FOR PROBATE. NOTICE OF APPLICATION FOR PROBATE. NOTICE OF APPLICATION FOR PROBATE.

WHITE SOAP PLAINS. WHITE SOAP PLAINS. WHITE SOAP PLAINS.

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HOUSEHOLD SPECIALS. DR. LYON'S PINKHAM'S COMPOUND 17c. MINERAL OIL 26c. MILK MAGNESIA 19c. HINKE PILLS 11c.

HOUSEHOLD SPECIALS. DR. LYON'S PINKHAM'S COMPOUND 17c. MINERAL OIL 26c. MILK MAGNESIA 19c. HINKE PILLS 11c.

PHOTOGRAPHS. NEW! We have the best equipment for your studio. Weiboldt Studio.

Grocery Prices Good Entire Week! PIGGY WIGGLY LOVETTS. PURE LARD 2 lbs 35c. BROILERS 2 for 75c.

JEWEL. Green of Famous Southern Cooks 4-lb 67c. BEANS 15c. TOMATOES 15c.

BALLARD'S 5 lbs 27c CORN MEAL 5 lbs 13c. KLEENEX 10c. BOSCO 10c. LUX SOAP 19c. SPRAY 69c.

Sain's Relief Twirling Gives Braves Victory

Defeat Cardinals By 4 to 3 in Army-Navy Benefit Tilt

St. Louis, June 4.—The St. Louis Cardinals...

Parsons Stops Giants As Cubs Win By 6 to 2

Chicago, June 4.—Clayton Kershaw...

Bill's Package Store & Bar

ETTA KETT

Picture Me Town A Movie Star To The School

TO BETTER GO AND TRY TO LIVE UP TO IT!

THE LONE RANGER

MAYBE THAT MASKED DEPUTY THINKS HE'S DONE SOMETHIN' PRETTY SMART, BUT HE'LL BE PLENTY SORRY!

CARMODY WOULDN'T BE SO ON TO JAIL NOW IF HE HADN'T SENT MOST OF HIS MEN OUT TO TAKE CARE OF SOME CATTLE

OH SO THATS WHERE ALL THE MEN ARE! SURE AS SOON AS THEY TAKE THE CATTLE TO THE SIDE, THEY SEND THEM BACK TO TOWN. THEY'VE GOT THESE CARMODYS IN JAIL AND WE'VE GOT THEM OUT CARING TOO

Ernie Bonham Wins No. 8 For Yankees

New York, June 4.—Ernie Bonham struck out six batters...

WAR BENEFITS

OLANDO, June 4.—(Special) Dependents of workers...

NAVY APPROVER COURSE

WINTER PARK, June 4.—(Special) Official Navy approval...

Defense Shop News

THE STANDINGS

CLASSIFIED ADVERTISEMENTS

FOR SALE

WANTED



JOE GORDON, New York Yankee second baseman, playing the best season of his career.

PEAK SEASON

By Jack Sorens

Standard Supply

SHOP AT TABLE SUPPLY

P AND G SOAP

PEACHES no. 2 1/2 can 17c

BROILERS

SMOKED SAUSAGE

BACON Rindless, lb. 25c

U. S. Will Retaliate If Japs Persist In Use Of Poison Gas

Honolulu, June 4.—(AP) The United States...

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The Sanford Herald

Gigantic Convoy Of Guns, Tanks And Soldiers Land To Defend India

German Prisoners After Capture in Kharkov Area

Perkins, Armitage "Super Colossal" Celebration Biting, Endorse

Elks Give Prizes To Students For Winning Essays

Field Director From Orlando Will Be Here

Camp Winona Will Run From June 6-15

Explosion Rocks Mammoth Arsenal With 16 Killed

14 Army Fliers Die In Crash Of Bomber

San Rafael, Calif., June 4.—A terrific explosion today rocked the mammoth Elwood Arsenal...

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