

The Sanford Daily Herald

IN THE HEART OF THE WORLD'S GREATEST VEGETABLE SECTION

VOLUME IV.

SANFORD, FLORIDA, THURSDAY, AUGUST 2, 1923

NUMBER 107

NEW TRAFFIC REGULATIONS GO INTO EFFECT TODAY SHOWING CERTAIN VIOLATIONS

FINES AND JAIL SENTENCES WILL FOLLOW WHEN PEOPLE ARE CAUGHT

ALL SHOULD READ

And Know Exactly How to Be Governed in the Future With Vehicles of All Kinds

(By The Associated Press)
TALLAHASSEE, Aug. 2.—The law passed by the 1923 legislature traffic on state highways became effective today. Persons who fail to observe the law may find it necessary to pay fines ranging from \$10 to \$500 or serve from ten to ninety days in prison. They will be subject to both fine and imprisonment.

It shall be a violation of the law to drive vehicles having sharpened or roughened surfaces other than pneumatic rubber tires over the roads, the act provides among other things. Other requirements are that trucks shall be equipped with mirrors; the maximum weight of a load that may be carried on the roads is limited to 16,000 pounds.

The law reads as follows:

Section 1. It shall be unlawful to drive, propel or operate, or to cause to be driven, propelled or operated over any state road, any vehicle or contrivance having wheels provided with sharpened or roughened surfaces other than roughened pneumatic rubber tires, provided, however, that this restriction shall not apply to vehicles or implements used by the state in the construction and maintenance of said state roads, or to farm implements weighing less than one thousand (1,000) pounds, and provided with wheel surfaces of more than one half inch in width. Wheels of traction engines, etc., when provided with suitable filler blocks between cleats, shall be considered as having smooth.

"Each truck shall be equipped with a mirror located in such position as to show the driver thereof the approach of vehicles from the rear.

"It shall be unlawful to drive, propel or operate, or to cause to be driven, propelled or operated, over any state road any vehicle or contrivance, whose gross load on any one wheel shall exceed six hundred (600) pounds for each of width of tire on same; provided, further, that the width of solid tires shall be considered as that portion coming in contact with an unyielding surface and the width of pneumatic tires shall be considered as the total thickness measured from outside to outside of casing at the widest point between tread and rim, when fully inflated with air; and provided, further, that no vehicle or contrivance whose gross load shall exceed sixteen thousand (16,000) pounds shall be moved or operated over any state road.

"It shall be unlawful to allow any vehicle or contrivance, or any part of same, or any load or portion of a load, carried on the same to drag upon any state road.

"It shall be unlawful for any vehicle or contrivance, having a gross weight of more than four thousand (4,000) pounds to operate over any state road at a rate of speed in excess of twenty miles per hour, when equipped with pneumatic tires, or at a rate of speed in excess of twelve miles per hour when equipped with solid tires.

"It shall be unlawful to place or allow to be placed upon any state road any tacks, wire, scrap metal, glass, crockery, or other substance which may be injurious to the feet of persons or animals, or to the tires of vehicles, or in any way injurious to the road.

"It shall be unlawful to obstruct, dig up or in any way disturb any state road. Provided, however, that this paragraph shall not be construed so as to hinder or prevent the installation or replacement of poles for telephone or telegraph wire lines in accordance with the provisions of law now existing or that may hereafter be enacted.

"It shall be unlawful to tear down or deface any detour sign or to break down or drive around any barricade erected for the purpose of closing any section of a state road to traffic during the construction or repair there-

CHINESE RIOT WITH THE CREW OF U. S. SHIP

Board Steamship For Free Ride But Meet Resistance

(By The Associated Press)
PEKING, Aug. 2.—In a fracas aboard the American steamer Alice Dollar, caused when a crowd of Chinese soldiers boarded her at Ichang, and demanded free transportation, the captain of the ship and three women, including the wife and daughter of the Dollar Line agent, were seriously injured, according to reports reaching customs officials here. A party of American Bluejackets from a gunboat responded to a call for help and overpowered the rioters and arrested fifteen. Shots were fired before the trouble ended.

Much Hotter in North Than in Sunny Florida

Chamber of Commerce correspondent sends Hartford, Connecticut newspapers showing that for 18 days they have had no rain there and the thermometer recorded as high as 97 degrees. Warnings were sent out against excessive use of water and also in clearing dried grass from fences and vacant lots and care against forest fires.

The crops are burning up, the paper says, and cattle are suffering for water. The farmers "are forced to feed grain to cattle as the pastures are dried up." And yet Florida folks complain of the hot weather and are obliged to take vacations "up north."

PRICE CUTTING WAR IN SUGAR GOES ON

NEW YORK, Aug. 2.—The price cutting movement in sugar went merrily on Wednesday when the refiners announced further declines in fine granulated, cutting as low as 7.90 in an effort to get business. Another price ranged up to 8.10. This represented a decline of 2 cents from the high price of the year, reached last April.

of, or to drive over such section of road until again thrown open to the public traffic; however, such restriction shall not apply to the person or persons in charge of such construction or repairs.

"Section 2. The term 'state road' used herein is defined and shall be construed to mean any part of any road, including the bridge thereon, heretofore or which may hereafter be constructed, maintained, or otherwise improved by the State Road Department, or which is now, or may hereafter be in course of construction, maintenance or improvement by such department.

Section 3. Any one who violates any of the terms of this Act shall be deemed guilty of a misdemeanor, and upon conviction shall be punished by fine of not less than ten dollars (\$10.00) or more than five hundred dollars (\$500), or by imprisonment for not less than ten or more than ninety days, or by both fine and imprisonment.

"Whoever damages any such state road by any trespass on, or unlawful use of, or traffic over such road shall in addition to the penalties above prescribed, be civilly liable for the amount of such damage, which amount may be recovered at the suit of the state road department, and when recovered shall be turned into the state treasury and placed to the credit of the state road tax fund.

"Section 4. That this act shall not affect any special or local law regulating road traffic in the several counties of this state.

"Section 5. All laws and parts of laws in conflict herewith be, and are hereby repealed.

"Section 6. This act shall take effect August 1st, A. D., 1923."

Bryan Gives Opinion Underwood Candidacy Depends on Platform

ADOPTED BY THE DEMOCRATIC CONVENTION NEXT YEAR AND UNDERWOOD IS WETTER THAN AL SMITH

Is Spokesman for Liquor Element and Represents Wall Street Both of Which Will Not Control the Next Convention

(By The Associated Press)
MIAMI, Aug. 2.—In a statement issued here today regarding the candidacy of Senator Underwood for president, William Jennings Bryan said: "His availability will depend entirely upon the platform adopted next year. If Wall Street and the wets control the convention and write the platform they doubtless will regard Underwood as the logical candidate. He is wetter than Gov. Smith and has for a longer time been the spokesman of that element. He also represents the Wall Street point of view on public questions. But Wall Street and the wets are not likely to control the next convention."

PRESIDENT HARDING IS BETTER, TEMPERATURE IS NORMAL AND HE IS RESTING EASY TODAY

PRESIDENTIAL HEADQUARTERS, San Francisco, Aug. 2.—(By The Associated Press)—President Harding had "a restful night," his second within forty-eight hours and his temperature this morning was normal. An informal statement issued by Dr. Sawyer gave the executive's condition at 7:55 as follows: "Temperature 98 and six-tenths, respiration 30, pulse 110."

RAILROAD COMMISSION FILES PETITION FOR WRIT MANDAMUS REQUIRE RAILROADS TO CONNECT

Coast Line and Seaboard Must Have Interchange of Freight at Bradentown

(By The Associated Press)
TALLAHASSEE, Aug. 2.—The railroad commissioners through James Calkins, their attorney, filed in the supreme court petition for alternative writ of mandamus to require the Seaboard Air Line Railway and the Atlantic Coast Line to make rail connections at Bradentown for interchange of freight at that point. The litigation is outgrowth of proceeding filed by the Bradentown Board of Trade before the Railroad Commission to require the railroads to construct tracks at Bradentown so as to permit interchange of carload freight. The commission last April ordered connections be made before August 1st.

Farmers and Growers Will Meet at Gainesville, Fine Program

With Much That Will Interest The Growers of Florida.

GAINESVILLE, Fla., Aug. 2.—Plans virtually are complete for the meeting at the University of Florida next week, August 6-11, of farmers and fruit growers of Florida to discuss problems and learn new ways and methods of combating difficulties that face them.

Commissioner of Agriculture W. A. McRae, Dr. J. N. Harper, of Atlanta, M. J. Funchess of the Alabama Polytechnic Institute, and Karl Lehman, secretary of the Orlando Chamber of Commerce, are among special speakers who will appear at the gathering. Mr. McRae will talk on the Florida of the future. Dr. Harper, chairman of the Southern Soil Improvement Committee, will discuss fundamentals of fertilizer practices, while Professor Funchess will make several talks on fertilizers and farm crops. Mr. Lehman will take as his subject highway beautification.

Marketing commissioner, Dr. J. V. Knapp, state veterinarian, Miss Flavia Gleason, state home demonstration agent, and Prof. Lenthell Wyman of the United States Forest Service.

The program for the short course of educational work during the week is planned to cover almost every phase of Florida agriculture and home economics.

Preparations are being made for an attendance of a thousand farm people.

The Herald for first class job work.

Charged With Murder For Selling Liquor that Killed Deputy Sheriff

ST. PETERSBURG, Aug. 1.—Preliminary hearing for Ray Weaver, charged with murder in connection with the death of Jas. A. Hance, former Pinellas county deputy sheriff, will be held before John U. Birl, county judge, Saturday morning at 10:30 o'clock. It was announced Wednesday by Sheriff W. S. Lindsey, who returned from Miami with the prisoner. Weaver is now being held at the county jail without bond.

Weaver is being represented by Attorneys Tom Palmer of Tampa and W. F. Way of St. Petersburg.

It is charged in the warrant that Hance died from poison said to have been in liquor purchased from Weaver in St. Petersburg, July 1. The deputy sheriff died in Jacksonville July 6.

RESOLUTIONS DEPLORING LYNCHINGS

Or Rather Failure of North Carolina to Handle Them

(By The Associated Press)
ASHEVILLE, N. C., Aug. 2.—Resolutions deploring what was termed a failure of state government to handle properly the lynching problem were unanimously adopted today by Commission on Internal Co-operation in session here. The resolutions drew no distinction between various sections of the country and deplored the failure to stamp out lynching which was termed "most conspicuous enemy of justice, righteousness and most flagrant violation of the constitution of our great nation."

Col. Geo. W. Knight Made Major in the Florida Nat'l Guard

Col. Raymond C. Turck, commanding the 15th Infantry, Florida National Guard, yesterday stated that Col. George W. Knight, of the Officers' Reserve Corps, a Sanford man, will be appointed major of the first Battalion of the 16th Infantry to succeed Major David F. Dunkle, of West Palm Beach, who resigned because of the pressure of private business.

Col. Knight is prominent in army circles, and made a most enviable record during the world war, seeing hard service overseas. He entered the service as a captain of engineers in the 305th regiment, 80th division, and was promoted through the several grades to the command of that unit, because of heroic, meritorious and otherwise valuable services, being in the front of hostilities at St. Mihiel, the Somme and the Argonne.

For his gallant work he was awarded the distinguished service medal.

Col. Turck said the order had not yet been issued, but it is expected to be announced just before the annual encampment of the Florida National Guard at Black Point, Camp Johnston, August 5.

Col. Turck is laying great stress on the camp athletic program for the summer camp. Each battalion will devote every third afternoon to athletics. The big field day will be held on governor's day, August 16th.

In line with athletic development in the guard, Col. Turck is most anxious to especially develop boxing and wrestling. Several dozen pairs of boxing gloves will be provided for the use of the men in camp, and inasmuch as the regiment already has some good amateur boxers, good exhibition bouts are anticipated. In these exhibitions there will be some good professionalists.—Times-Union.

REPARATION NOTE REPLY HAS NOT BEEN RECEIVED PREMIER BALDWIN TALKS

THE PRESIDENT'S LUNGS ALL RIGHT FEELING EASIER

Recovery Will Take Time But He is Getting Along

(By The Associated Press)
SAN FRANCISCO, Aug. 2.—Official bulletin issued by President Harding's physicians at 9:15, said the chief executive had several hours rest sleep during the night and that except for marked exhaustion of acute illness he had expressed himself as "feeling easier this morning." Physicians said in the statement that while recovery would "take some little time" they were more confident today than heretofore as to the outcome of President Harding's illness. Conditions of Harding's lungs affected Monday by pneumatic symptoms showed "definite improvement."

Witness in Garrett Trial Says Pastor Fired First Shot

CUMBERLAND COURT HOUSE, Va., Aug. 2.—William F. Smith, one of the state's principal witnesses testified yesterday that Rev. E. S. Pierce fired the first shot in the battle with R. O. and L. C. Garrett and that L. C. Garrett, who is now on trial charged with murdering the minister, did not fire a shot.

Mr. Smith was the first of the witnesses heard yesterday who testified to having seen Mr. Pierce fire at all. He said the minister took a pistol from his hip pocket after R. O. Garrett had taken the shotgun from him.

The witness further said he noticed R. O. Garrett flip after the minister had fired. His testimony was considered a big point for the defense who have claimed the minister fired the first shot and that R. O. Garrett did not fire until he thought his life was in danger.

On cross examination Mr. Smith said he was not so sure who fired the first shot in which the shots fired by Pierce and R. O. Garrett rang out so close together as to be almost simultaneous.

Mrs. E. S. Pierce took the stand late Wednesday. She began a detailed account of all that happened at the Pierce home on the meeting of the tragedy but broke down as she reached the point where she attempted to describe the beating administered to her husband by L. C. Garrett. Her story was told in a halting voice frequently broken by periods of sobbing.

Mary Elizabeth Pierce, aged 13, followed her mother on the stand. She did not add anything new to the story as already developed.

A third version of the shooting of Rev. E. S. Pierce by R. O. Garrett and L. C. Garrett was given by Robert Glenn Pierce, son of the late minister, the boy testifying that the pistol in his father's hand was accidentally discharged while pointing toward the ground. L. C. Garrett then fired, and the boy said, he saw R. O. Garrett wince.

First testimony to connect L. C. Garrett with the actual shooting of Rev. E. S. Pierce was given by C. D. Diggs, a prosecution witness, who testified that Larkin fired the second shot in the fusillade that ended the minister's life.

Mrs. J. M. Sheppard, also testified to having seen Larkin Garrett fire at Mr. Pierce. She said he fired a shot which was quickly followed by several fired by R. O. Garrett, some of them after the minister had fallen to the ground.

Pictures of Susie Lenglen playing tennis convince us that her good form is limited to her tennis playing.—Tampa Tribune.

So order your life that the neighbor women will have to make up what they say about you.—St. Petersburg Independent.

REVIEWS BRITISH DRAFT REPLY TO GERMAN'S LAST NOTE

GERMANY'S ABILITY To Pay and Economic Value of Such Step Enter Largely Into the Matter

(By The Associated Press)
LONDON, Aug. 2.—Premier Baldwin joined with Lord Curzon, foreign secretary, in informing parliament today that replies by France and Belgium to British reparations note seemed to hold out no prospect of settlement of the Ruhr situation in the near future nor opening of discussion regarding reparation.

Premier Baldwin began his statement by reviewing the British draft reply to the Germans last note. He said the British government expressed the opinion that while nothing should be done which would be inconsistent with the stipulations of the Versailles treaty advantage could be derived if imperial experts co-operating with the reparations commission should examine Germany's capacity to pay. Reply also pointed out, Baldwin said, that economic value of such step must largely depend upon factors not mentioned in the German memorandum, such as stabilizing mark, balancing budget, and that no guarantee could be effective unless provision made for some form of international control over German financial administration. The premier then made some statement to the house of commons that Lord Curzon made in the upper chamber expressing regret that government could not find enough material in the French and Belgian responses to send a joint allied reply to the German note.

LONDON, Aug. 2.—Whether the closing sitting of Parliament today will reveal the next step of the British government in the difficult European program is still unknown.

The cabinet's prolonged discussion of the situation yesterday has only brought thus far the announcement that Premier Baldwin and Lord Curzon will make simultaneous statements in the house of commons and the lords, respectively, today, but not the slightest indication of the nature of these statements was made known.

The Prime Minister's admission in the commons yesterday that in the absence of permission from the French government for the publication of their notes, the debate would be restricted, seems to point to the fact that the government does not consider the time has arrived to take any new line.

M. Poincare, the French premier, has all along insisted upon the secrecy of the negotiations, and until he lifts this embargo on the government decides it is impossible to suffer further delay, it is difficult to see how there can be any publication or revelation of the communications which have passed between the allied governments.

Hopeless as the prospect of an agreement with France seems to be, the probabilities point to another attempt by the government to accept such an agreement by further negotiations, in which case Premier Baldwin's statement in Parliament is likely to be comparatively brief, dealing with the British position and embodying a renewed warning to France that the negotiations can not be indefinitely protracted.

The prime minister also will probably appeal to the house not to embarrass the delicate and difficult matter by hard criticisms, he having already undertaken that a special session of parliament shall be called if a new situation requiring the sanction of that body.

How carefully the government has to proceed before risking an open breach with France was illustrated in the house of commons last night. Though Mr. Baldwin's policy has the support of a large section of the country, there is a considerable body of opinion well represented in the government against any break with France.

The house last night was discussed (Continued on Page 21)

SOCIETY

MRS. FRED DAIGER, Society Editor
Phone 217-W

If you have any items for publication, or if you are going anywhere or coming home, or if you are entertaining, write a special card to this department, giving details, or telephone the item. It will be greatly appreciated.

SOCIAL CALENDAR

Wednesday—Little Miss Louise Pardon will entertain a few of her young friends at her home on Palmetto avenue at 4 o'clock.

Mrs. W. C. Hathcock of Plant City is in the guest of her daughter, Mrs. John Leonard at her country home.

Mr. and Mrs. Joe Harold spent the day, Monday, in Orlando combining business and pleasure.

Philip Simmons formerly of this city but now of Cocoa, Fla., is in the city today attending to business.

Miss Lillian Schwartz, of Sanford is spending some time in Jacksonville with relatives.—Jacksonville Times-Union.

Mrs. P. M. Elder and Martha Coney and Alice Elder left this morning for Daytona Beach where they will spend a month. They will be joined later by Miss Virginia Coney.

Mr. and Mrs. G. E. Holms of Cordele, Ga., were among the out of state arrivals in Sanford yesterday and are stopping at the Montezuma for a few days.

Judge and Mrs. E. F. Householder and son Karlyle are spending a short time at Fort Meade as the guests of the former's parents, Rev. and Mrs. A. E. Householder.

Mr. and Mrs. Edgar Mitchell of West Point, Ga., arrived here yesterday and are the guests of the latter's brother, George Shipp, and family at their home on Sanford Heights.

M. Levine of Bradentown, one of the largest growers in that section arrived in Sanford yesterday with two of his men, E. L. Holmes and Jack Holms and are spending a few days here attending to business.

Mr. and Mrs. Lochner of Clermont, arrived in Sanford last evening from an extended visit to New York, where the former attended the National Press Convention. They are the guests here of their daughter, Mrs. Perry Jernigan.

Capt. and Mrs. W. H. Williams and baby of Washington, D. C., Miss Hazel Sorrell and Jack Lloyd of Orlando, and Mrs. C. W. Stokes and daughter, Miss Dorothy Stokes, leave today for Daytona Beach where they will spend six weeks.

Mrs. R. J. Holly and her house guests, Mrs. Tynes, Mrs. M. P. Thomas and Mrs. George Moreland of Jacksonville, will motor to Kissimmee tomorrow, where they will be the guests of her cousin, Mrs. Conrad Bryant.

Mr. and Mrs. E. L. Winters of Chattanooga, Tenn., arrived in Sanford yesterday and are spending a few days here at the Montezuma combining business and pleasure. Mr. and Mrs. Winters have many friends here who will be interested to learn of their visit.

Mrs. J. S. Moore and sons Arthur and Milton, left this morning in their car for Georgia, where they will join Miss Doris Moore, who has been there for several months. Arthur Moore will return to Sanford in about a week or ten days, while Mrs. Moore and daughter will spend the winter in Georgia. Milton will attend school this winter at Clermont, Ga.

JUANITA SMITH ENTERTAINS
On Monday, little Miss Juanita Smith entertained with a Spend-the-Day and swimming party.
After spending the day with games and contests of all kinds and a delicious dinner, Juanita took her guests out to the lake for a swim.
The young guests were Margaret Britt, Dorothy Gore, Clara Bray and Harold Gore.

CALL MEETING OF SOCIAL SERVICE DEPARTMENT.

There was a called meeting of the Social Service Department of the Methodist Missionary Society on Monday afternoon at the church parlors, called by the chairman, Mrs. W. S. Thornton.

Matters of business were discussed, and plans made and perfected for a "Moonlight supper" to be given on the lawn of the Chappell home, the date and other details to be announced later.

The social service department is cooperating with Circle No. 2, who are giving a picnic and cafeteria

supper tomorrow (Thursday) at Silver Lake.
Following the business session, an informal social hour was enjoyed, the chairman serving delicious fruit punch and home made cake.

FOR VISITORS.

Mrs. R. J. Holly entertained in her usual charming and gracious manner yesterday at a luncheon at her attractive home on Park avenue, honoring her guests, her mother, Mrs. Tynes and her sister, Mrs. M. P. Thomas of Jacksonville.

The spacious rooms were artistically decorated with quantities of vivid hued zinnias combined with asparagus ferns. In the dining room, the colors of pink and green prevailed. The table was laid with an exquisite lace cloth, and centered with a crystal bowl of lovely pink hibiscus and ferns. At each plate, were baskets of flowers, and the place cards were also designs of baskets. At one o'clock a tempting six course luncheon was served.

The afternoon was pleasantly spent with sewing of bits of fancy work, discussing current events. During the afternoon, Mrs. Thomas, who is a talented reader, delighted the guests with a number of readings.

Invited to meet these charming honorees were a number of old friends of the honor guests and included Mrs. F. R. Savage, Mrs. Smith, Mrs. Peeler, of Live Oak, Mrs. George Moreland of Jacksonville and Mrs. L. P. Hagan.

BRIDGE PARTY AT WOMAN'S CLUB.

Last evening, the lovely new Woman's Club, was the scene of an enjoyable bridge party given by Mrs. Ed Lane and her committee, to raise funds, with which to purchase card tables. There were fourteen tables of players.

The large auditorium, which is a work of art, was unusually attractive last evening with its decorations of baskets and crystal bowls of exquisite pink roses, zinnias and other cut flowers, effectively combined with ferns.

The score cards were fascinating floral designs, and when scores were counted after several spirited games of bridge, the prize for high score, a bridge set, was won by Mrs. W. D. Holden. The men's prize, a leather wallet, went to Billie Houlden. The consolation prize was won by Mrs. E. A. Douglass.

Following the awarding of the prizes, the hostess, assisted by Mrs. Archie Betts, Mrs. W. W. Potter, Mrs. Don Smith and Mrs. John Leonard served raspberry ice and iced food cake.

MISS MORRIS HONOREE AT PARTY.

Miss Beatrice Peiser entertained at a bridge tea yesterday afternoon in her home, 2142 Pearl street, Springfield, complimenting Miss Lonie Morris (who is to be married August 15 to Mr. Leonard Troub, of Hartford, Conn.

Garden flowers were used in decorating the rooms of the lower floor of the residence, which were opened en suite.

Marking the places were bridal tallies, and at the conclusion of several progressions of auction, the players holding high and low prizes were awarded prizes. The first prize, a bud vase, was won by Miss Lonie Morris, the second, a set of card table numerals, handpainted, being awarded to Mrs. Barney Boorstin. The consolation, a toy telephone, was carried off by Miss Marjorie Brash.

After the awarding of the card prizes, the prize for the tea guests, a novelty vanity, fell to the lot of Miss Elsie Coleman.

Following the game two delicious refreshment courses were served. With the ices, bride's cake was served.

Assisting the hostess in looking after the pleasure of her guests was Mrs. M. Altman.

Enjoying the hospitality of Miss Peiser were Mrs. Herbert Meyerson, Miss Diana Sverin, of New York, Mrs. Barney Boorstin, Miss Elsie Coleman, Miss Gertrude Grunthal, Miss Rose Maza, Miss Roberta Cohen, Miss Freddie Love Roach, Mrs. M. Altman, Miss Lena Cohen, Miss Rose Rosenfield, Miss Nell Wineman, Miss Cecilla Jacobs, Miss Marjorie Brash, Miss Lillian Schwartz, of Sanford, Mrs. Leonard Grunthal, Miss Myra Grunthal, Mrs. A. Morris and the honoree, Miss Lonie Morris, and others.—Times-Union.

KIWANIS WELCOMES VISITORS

(Continued from page 1)
"LAKES.—Florida has fresh water lakes by the thousand. Orange county alone has thirteen hundred, Lake county fifteen hundred and so on. California has comparatively only a few, and most of them located in the mountains.

"FISHING.—The rivers and lakes of Florida are alive with fish! Inter-national writers who have made a study of that sport, are unanimous in

saying that the fishing in Florida is the finest, most varied, and best in the world. There is more and better fishing in Florida, to the acre than there is in California to the hundred miles.

"BIRD LIFE.—Nowhere will one see so much bird life as on the waters and keys of Florida. The rivers and gulf at times being covered with flocks of wild ducks for fifty miles and more. Hardly any of that here.

"SOCIALITY.—One of the things that tourists and newcomers miss here is the kindly greeting—that is extended to one in all parts of Florida. The social feeling, the endeavor to make one feel at home. It's a wonderful thing! It counts for so much, and Florida surely excels in that. May it always keep it up. Here there is an aloofness, I believe it is owing to the fact that most of the residents are new comers themselves, and the place has not yet had time to acquire a community spirit.

"TRANSPORTATION.—One can reach Florida by rail from most Eastern points in a day and a half; by boat from New York or Baltimore in three days. To go to California by rail takes five days, by boat nineteen days. The saving in time and money is a considerable item in favor of Florida.

"I have not said anything about the ocean front because the coast line of Florida and California are much alike. My excuse for writing you so long a letter is, that I thought that you, as a public official and a man interested in the welfare of your city and state, would like to know these facts, would like to know how Florida compares with California.

"It is because I love Florida, the place where I regained my health after a physical breakdown in the east, that I feel I would like to let the world know what a restful, health restoring and beautiful place it is.

"With best regards to you,
Yours sincerely,

(Signed) AUGUSTUS NATHAN.

Kent Rossiter, who has been in Georgia living on his relatives for several weeks past, told how glad he was to get back to Sanford—he had a whole lot of that hot air to distribute and his heaters took it for what it was worth.

The following resolution was handed in by Schelle Maines and the challenge of the alibi makers was accepted and the Kiwanis will proceed to again trim that bunch of alleged ball players:

Whereas, We have received a resolution from the original alibi makers, to-wit: the base ball committee of the Rotes Club, setting forth several alibi as to why the Rotes were such miserable poor base ball players, and incidentally failed to tally up with the Kiwanis Club in the recent serious, and

"Whereas, such alibi makers have been forced by their bosses to challenge the Champeen club for another serious, in the vain hope that they will make good with the help of some mishap, so that their backers can recoup on their misplaced bets, and

Whereas, it appears that the principal alibi is mud and water, caused by rain, and that they admit they love the sun shine, especially the shine, and

Whereas, base ball games are the national pastime, and are especially interesting and entertaining, when played between these two clubs,

Now, Therefore, it is Resolved, that this club takes no dare, and the challenge is accepted, the dates, terms, etc., except our players to be named by the Rotes committee, and it is also

Resolved, that the Committee of the Rotes seek the advice of Bob Pearman and Doc Stevens as to when and how to place their rain insurance, thereby assuring themselves that no rain will interfere with the game—or games.

Lake and Langley have charge of the entertainment for next Wednesday and if they live up to their reputation, the aforesaid entertainment will be something out of the ordinary.

NOTICE OF TEACHERS' EXAMINATION

Teachers' examinations will be held at the Sanford High School on August 16th, 17th and 18th, 1923. All teachers expecting to take these examinations should notify the county superintendent of public instruction not less than one week prior to the examination. A schedule of the examination will be furnished on application. No teacher residing in other counties of the state will be admitted to these examinations without written permission from the state superintendent. Forms for application for such permission may be obtained from the county superintendent.

T. W. LAWTON,
D-8-1-4-7-11; W-8-3-10 Supt.

G. W. Lawton, Bracelet Watch Expert, 215 South Orange, Orlando, Fla. 4-34-1fc

Dance at Osteen Hall, August 1, 106-1p

The Daily Herald, 15c per week

LOCALS

Great weather for planting orange trees—not so good for seed beds.

DeMolay Minstrels tonight at the High School is a fine entertainment. See it by all means.

Word has just been received that Bill Bossidy has had a very successful operation for appendicitis at the Waycross hospital.

Mrs. Ola Long and son, Albee, of Wauchulla, arrived yesterday afternoon for a few weeks visit to her sister, Mrs. R. Z. Johnson on West First street.

R. B. Brossier of the Orlando Reporter-Star, was in the city today on an advertising proposition. Mr. Brossier has many friends in Sanford who are always glad to see him.

The Churchwell Company advertise silk hose, satens, voiles, colored Indian heads, checked suitings, etc., all at greatly reduced prices. See the advertisement in this issue.

Walter Wight is in the city after spending the past two months with home folks in Georgia. He reports Mrs. Wight and the children all right and they will come to Sanford as soon as he can obtain a house.

The regular Thursday specials at the Piggly-Wiggly stores are given in this issue and you get a six pound sack of flour free with every \$5.00 purchase. These Thursday morning specials at the Piggly Wiggly are proving most popular and the chance to get groceries cheap and a sack of flour free should not be overlooked.

F. L. Woodruff is home for a few days from Hendersonville where he and his family are spending the summer months. He reports the mountains as having first class weather with the night cool enough to have blankets and the change just what Florida folks need. Mr. Woodruff also has a new grandson in Sanford and we expect this had much to do with his return.

HARM DONE BY LEAFHOPPERS

Small insects inflict immense damage on vineyards, greatly lessening quality of the fruit.

Grape leafhoppers, tiny, greenish insects always present in greater or less numbers in vineyards, occasionally do considerable damage to foliage and reduce the quality of the fruit, according to entomologists at the New York agricultural experiment station at Geneva. Most of the damage is done by overwintering adult insects which in the early spring feed largely on strawberry and raspberry leaves, although they are also found on blackberry, currant, gooseberry, catnip, Virginia creeper, burdock, beech and sugar maple, declare the station specialists. Neglected fence rows, brush, weeds, tall grass, etc., furnish ideal winter protection for the pests, and vineyards in the neighborhood of such places usually suffer most from leafhopper injury. The adults lay their eggs on the grape vines and the young hoppers hatch out in large numbers, usually about the beginning of summer.

Cleaning up the hibernating places is one effective step toward combating leafhoppers, while very good results have been obtained from spraying over the young hoppers with nicotine sulphate in water or in bordeaux mixture.

RELIEVED HER TROUBLES

"I took treatment from two doctors. One said I had kidney trouble and the other said it was my bladder. Neither did any good. I took six bottles of Foley Kidney Pills and am now well. Foley Kidney Pills did me all the good and stopped my bad habit at night," writes Mrs. A. Faust, Knoxville, Miss. Use Foley Kidney Pills for quick relief from Backache, Rheumatic Pains, Dull Headaches, Tired feeling and Kidney and Bladder trouble. Refuse substitutes. Insist upon Foley's. Sold everywhere.—Adv.



Your best answer to the question of Cement Plaster.

ACME See that every sack is branded. Carolina Portland Cement Co. Jacksonville, Florida

HILL LUMBER CO. Phone 130—Sanford, Fla.

THE WEATHER

For Florida: Local showers probably today and tomorrow.

TEMPERATURE

The following as reported in Jacksonville at 8 p. m. last night:

Cities	Max.	Min.
Atlantic City	68	66
Atlanta	84	72
Poston	62	56
Buffalo	80	66
Cincinnati	84	63
Des Moines	88	68
Eastport	60	50
Kansas City	90	68
New York	64	60
Pittsburgh	80	66
St. Louis	86	63
Toledo	80	66
Washington	72	68

Yowell & Company advertise the new Victor records for August and they are all given in this issue. Now is the time to get your up-to-date records.

EASED HER COUGHING SPELLS

"I had an attack of Grip that settled in my throat and caused a bad cough. When I coughed hard I could not stop and had to gasp for breath. It was surprising how quickly Foley's Honey and Tar eased those terrible coughing spells," writes Father Adams, Adams, New York. For Coughs, Croup, Cold, Asthma, Bronchitis, Whooping Cough and Hay Fever use Foley's Honey and Tar. Contains no opiates. Sold everywhere.—Adv.

An ugly cut? MENTHOLATUM is antiseptic and gently helps the healing.

The Seminole Fish and Poultry Market has opened a new business on East First street next door to the Smith Furniture Store. They will have all kinds of fancy fruits and vegetables, dressed chickens, fresh fish, and all kinds of sea foods at all times. Quick delivery to any part of the city. See their advertisement in this issue.

The Herald for first class job work.

Frequent Headaches
"I suffered with chronic constipation that would bring on very severe headaches," says Mrs. Stephen H. Kincaid, of R. F. D. 1, Cripple Creek, Va. "I tried different medicines and did not get relief. The headaches became very frequent. I heard of

Theodor's Black-Draught
and took it for a headache, and the relief was very quick, and it was so long before I had another headache. Now I just keep the Black-Draught, and don't let myself get in that condition."
Theodor's Black-Draught (purely vegetable) has been found to relieve constipation, and by stimulating the action of the liver, when it is torpid, helps to drive many poisons out of your system. Biliousness, indigestion, headache, and similar troubles are often relieved in this way. It is the natural way. Be natural! Try Black-Draught. Sold everywhere.

A CHEERFUL WELCOME AWAITS YOU

HOTEL TAMIA
MIAMI, FLA.
EUROPEAN PLAN. OPEN ALL THE YEAR. CORNER BUILDING. EVERY ROOM OUTSIDE.

The Prince TONIGHT
JACKIE COOGAN
—IN—
"DADDY"

Jackie's search for fortune led him through many adventures. One of the funniest and most pathetic stories in which Coogan has appeared. Come and bring the children to these attractions, too.

-Friday and Saturday
WALTER HEIRS
"Mr. Billings Spends His Dime"

Take notice that I will on September 11, 1923, or as soon thereafter, for Gencho Stoinoff who was convicted of assault to commit murder in the Criminal Court for Duval County in January, 1921, applying for a writ of habeas corpus on the basis of the application of WM. C. HODGSON, Attorney for Petitioner.
8-1-8-21c

WE SELL Genuine **Texas O**
They cost no more than F. P. RINES
103 Palmetto Ave.

The Churchwell Co.

\$2.50 Ladies' Silk Hose
Per pair

Washerette Sateen
Per yard

Colored Voiles
Per yard

Colored Indian-head
Per yard

Checked Suiting
Colors: Orange, Lavender and Green, per yard

Colored Soisette
Per yard

CHURCHWELL'S
First Street SELLS IT FOR LESS Welaka Block

Sanford Daily Herald

Published every afternoon except Sundays at the Herald Building, 127 Magnolia Ave., Sanford, Fla.

The Herald Printing Co.

Editor: H. A. HOLLY. Secretary-Treasurer: M. J. LILLARD. General Manager: H. A. HOLLY. Advertising Manager: H. A. HOLLY.

Advertising Rates Made Known on Application

Subscription Price in Advance: One Year \$3.00, Six Months \$1.50, Three Months .75. Delivered in City by Carrier One Cent.

The Herald is a weekly newspaper published every Friday. Advertising rates made known on application. Always in advance.

The Associated Press is authorized to use for publication of all news dispatches credited to it or not otherwise credited in this paper and also the local news published herein.

Foreign Advertising Representatives: THE AMERICAN PRESS ASSOCIATION

All class distinctions have been wiped away in Orlando. Item in Sentinel says that Marmon clashed with a Ford in the middle of the main street.

Moorehaven is just a few inches above the flood waters and several citizens have gone to Tallahassee to try and convince the engineers that water rises if it has no outlet.

Brokerage houses are going broke every day which shows that you can fool some of the people all the time and all of the people some of the time but not all of the people all of the time.

All the other Republican bushwhackers having toured Europe by a visit to Paris in order that they can soak Harding, Senator LaFollette has called for the continent. Now watch for the "wall of the lost souls" when all these world travelers get back in their seats in the senate in November and begin telling what they have seen of the World Court.

Rumor has it that General Crowder may be recalled from Cuba. Our Generals seem to be having a difficult time with the "little brown brothers" in various parts of the possessions and in other parts of the world. The big army officers are just army officers and will never be anything else. As governors or high officials in times of peace they are nihil.

YES, WE HAVE NO BANANAS.

Florida is truly wonderful. Down in St. Petersburg it rains fish, up here our orange trees grow dollars. Orlando Reporter-Star. Yes, and over here the pine trees grow pineapples.—Sanford Herald. Yes, and over here the catfish have kittens.—DeLand News. Yes, and over here the beach has permanent waves.—Tarpon Springs Leader.

FLORIDA AND CALIFORNIA.

Two of the greatest states in the union for diversified crops and fine climate and the Herald never makes any comparison between them for they are both good states and need no defense. California has some features that Florida lacks and vice versa. One thing that California does do more than Florida is to advertise and herein lies much of her success. That article read by John Jinks at the Kiwanis Club yesterday was filled with good things about both states and the writer wound up by saying that Florida was really the best in the United States. The Tampa Times says:

A former Florida man, who is now living in California and whose official connection with the United States department of agriculture forbids our using his name, gave us a few facts the other day which should disillusion the average Floridian and tourist about the much press-agented charms of California.

The subject came up during a trip to one of the delightful gulfs, which in Florida is never too rough and never too warm nor too cold, the visitor from California remarked that it was his first enjoyable salt water swim since he left Florida. He declared that the Pacific, despite its bathing beauty pictures and prolific advertising, is always disagreeably cold, and that its beaches, with their jagged rocks and steep declines, make even a few minutes in the water a veritable nightmare.

Speaking of California's other winter tourist facilities, this man, who has lived all the year round in both Florida and California, praised Florida's winter climate as the best in the United States. The weather in

California he described as continually changing from one extreme to the other and as punctuated by rainy, cloudy days, which make Florida's sunny Januarys and Februarys a paradise indeed. No tourist, he said who is seeking a balmy and salubrious temperature in which to spend the cold months of the year would select California in preference to Florida if he were acquainted with the real facts.

This same difference in climate has ascribed as Florida's great advantage over California in citrus culture. California can not produce really edible grapefruit at all, and it raises only a few varieties of oranges successfully where Florida grows many. Standardization of brands and co-operation among the growers, together with extensive advertising are what enabled California to hold its own in the northern fruit markets as long as it has. Florida has now passed its western rival in citrus fruit acreage, and a few more years should see it selling twice as many oranges and grapefruit as California.

"The only advantage California has over Florida as a resort is its mountains and variety of scenery," he concluded. "To some people the great hills hold an irresistible lure and they will always be attracted by it." We grant that this is true. But nine out of ten, we believe, will find Florida's many gorgeous tropical scenes even more alluring than the imposing peaks of the west. At any rate the lure of the highlands is not sufficient to overcome the indubitable pre-eminence of Florida's mild climate, bathing beaches, and lovely waters.

We are glad, too, that not even a California booster can dispute the fact that Florida has gone ahead of California in citrus culture. This achievement is all the more admirable in that it has been done in face of the enormous rate concessions which the railroads have made to California shippers to enable them to compete with Florida. The next few years, with all the thousands of acres of new groves on the ridge and elsewhere that will begin to bear, should see another gain here.

This article is not intended to "throw off" on California. California has its charms and we are glad to grant them to it. We admire the California booster spirit that has made the state what it is today. But we do contend, and this observant Californian-Floridian joins with us in our contention, that the great western state has nothing which will compare with Florida's winter climate, beach resorts and citrus groves.

California has never possessed the advantages of Florida, yet advertising has made California, has drawn tourists and fruit growers and millionaires. Florida has learned a valuable lesson from it. And now Florida is going to continue to forge ahead of California, because its people have become imbued with a vision and the courage to realize it.

THE GROWERS' FIGHT IS THE PEOPLE'S FIGHT.

Several Florida newspapers are asking this question: "Are the railroads trying to force the roads to be taken over by the government?"

The reason for the question comes from a consideration of the recent movement by the railroads to impose an increased tariff on the growers of Florida fruits and vegetables in the shape of additional refrigeration charges, amounting to about \$15 a car in addition to pretty stiff regulations covering the type of crates and boxes to be used, imposing a penalty of 20 per cent for failure to comply with these regulations.

No wonder the growers are up in arms. Meetings are being held all over the state in protest against the proposals of the carriers. That carried out so successfully in Lakeland yesterday will be a help in bringing pressure to bear upon the Interstate Commerce Commission to suspend the action of the notice of the railroads which would put the new tariff into effect on the 15th of August. The time is short and the forces arrayed against the growers are powerful and formidable but the power of public opinion is even more wonderful in getting results when the goal in sight is so tremendously important. Aside entirely from the specific purposes sought in this latest development is the strange policy adopted by the railroads as a whole. It is a well-known fact that the railroads spend thousands of dollars in publicity that has for its purpose the attracting of traffic over its lines and the settlement of the country through which the railroad lines pass, by a thrifty, energetic and intelligent people. All sorts of representations are held out in the literature issued by the roads; money is spent with a lavish hand in painting a glowing picture of what can be accomplished by the settler; appropriations are made for the employment of high-class men whose mission is to create good will between the roads and the public—all these things are done and then, BANG!, the whole thing goes to smash under

JUST KIDS—A Calamity!

By Ad Carter



the weight of proposals just like those now being made—rate increases that will affect directly not only the shipper but every business interest in the state of Florida. Do not our merchants realize that the additional \$15 sought to be collected from the shipper lessens by \$15 the buying power of that shipper without returning a penny to the community either directly or indirectly? The public as a whole wants the railroads to prosper; the public stands for a square deal to both carrier and shipper; why in the name of common sense will the roads persist in a policy that seems incomprehensible because launched at a time when the railroads of this country are enjoying the greatest measure of prosperity in our history?—Lakeland Star-Telegram.

OUR PRESIDENT—GOD KEEP HIM

Our President is ill. The nation at such a time can know neither North or South, East or West. It can know neither sectionalism nor partisanship. As a unit, one and undivided, it bows in earnest prayer for the speedy recovery of our President. God keep him and bless him! At his bedside stand in spirit 110,000,000 Americans, joining the group of anxious faces who are watching over him in San Francisco.

The Presidency of the United States—what greater honor may be bestowed upon one?—alas, exacts sacrifice, too! The President must yield much of personal inclination and recreations to public demands upon him. The public is a hard taskmaster. We have known, only yesterday it seems, of another beloved President of ours who was stricken down in the midst of his work.

The President is ill abed. He is our President, the President of this whole nation. And an entire nation is watching anxiously, watching, hoping, praying.—Jacksonville Journal.

THE BENEFITS OF CO-OPERATION.

More and more as the years of stiff competition and money grabbing go by we can see that only by standing together in the various lines of industry can we possibly get by and get what is coming to us. This is true of every business. It is more than true of the farming game for here is an industry that is different from the rest. Farming is the only business where a man makes something by his own efforts and then gives it to a man to sell for him—that is he did in the years gone by. Now it is discovered that the farmer can co-operate one with another and by business methods of raising and shipping products of the farm sell his own products at a profit. Note in an editorial in this issue on the growing and shipping of cotton in Georgia this year that the Co-operative Association sold cotton at a profit and made something for the members when others outside of the association did not make any such profits. Such a thing in this day and time when cotton is difficult to raise and market speaks highly for the right kind of a co-operative association. And one sentence in that article tells the whole story as follows:

"Its object is to steady and standardize prices and not to inflate them. Its additional earnings for the grower are not forced out of the consumer but partly out of speculators and largely from the thrift and foresight of its management."

The above paragraph is something that should be weighed carefully by the growers of the Sanford section and of every part of Florida. It means so much to all of them. It is

fraught with so much importance that we hope that all will read it carefully and read it over and over. It is something that concerns not only the growers of Seminole but all the business interests as well since we are all interdependent upon the farmers for business.

SOLVED BY CO-OPERATION.

As might have been expected, the Georgia Cotton Growers' Co-operative Association is doing a great work for its members and the state.

During the past week approximately a million dollars has been distributed as a fourth payment to the farmers who have availed themselves of its marketing facilities and a fifth and final remittance which will be made soon, is expected to bring the total for the past season up to an average of 20 cents a pound, or about one hundred and thirty dollars a bale.

A comparison of the prices received by marketing through the association and those received by farmers who handled the selling of their own crops, shows that members of the association have already received fifteen dollars more per bale than the independent seller, and the fifth distribution is expected to swell that amount to twenty-five dollars per bale.

The Cotton Growers' Co-operative Association is a selling and not a holding movement and gives its members the benefit of ways and means which have long been employed by the industrial producer. Its object is to steady and standardize prices and not to inflate them. Its additional earnings for the grower are not forced out of the consumer, but partly out of speculators and largely from the thrift and foresight in management.

The Cotton Growers' Co-operative Association is doing for Georgia what the Florida Citrus Exchange is doing for Florida.

It is said that applications for membership in the association are now being received at the rate of several hundred a day, since its record during the past year has proved its great value in satisfactory marketing of the crop.

The only wonder is that some association of this nature has not been in operation in Georgia long ago.—St. Petersburg Times.

SOMETHING WRONG WITH THE MAIL SERVICE.

The editor of the Florida Christian Advocate, published in Lakeland, recently did some investigating of the mail service afforded subscribers. He found, among other things, that frequently and persistently it requires from two to four days for his paper to reach subscribers in Tampa. Newspapers mailed in Lakeland on Thursday or Friday often are not delivered in Tampa until the following Monday.

We have heard considerable complaint from Tampanians on the same grounds, in regard not only to second-class mail matter but also to letters. Such delays are inexcusable. The Tampa postoffice, we believe, is as efficient as any in the state, but there seems to be a general lack of efficiency in the entire postal system that is causing the trouble. For instance the Punta Gorda Herald has the following to say of the service between Punta Gorda and Tampa:

"The mail service between Punta Gorda and Tampa needs thorough official investigation. Letters, clearly and properly addressed to Tampa by Punta Gorda writers, often take more than twenty-four hours to reach their addressees; whereas, they

should take less than one-third of that time. The mail train leaving here at 8:20 in the morning, which carries many letters to Tampa, arrives in that city about 1 p. m. The letters carried by it should reach their addressees by 4 p. m., but often they are not delivered until the next morning. Letters sent by the train leaving here at 5:10 p. m. should be delivered not later than 11 a. m., next day, but very frequently they are not delivered at all on that next day, but reach their addressees on the following day. Who is to blame for this scandalous delay is not known; but it is the duty of the postal officials to discover the culprit and eliminate him from the service, and that promptly. If this so-called service is a fair specimen of the boasted "republican efficiency," then the sooner the people elect a democratic administration pledged to make a clean sweep of all incompetent and careless public servants, the better it will be for the whole country."

And Tampa is not the only place where mail is being subjected to winter and expensive delays. The Winter Park Herald has the following comment to make on the service:

"Some cuts mailed to the Herald from Washington, D. C., special delivery, last Tuesday, had not arrived at the time the paper went to press Friday noon. A manuscript mailed from Sanford Wednesday night had not reached the Herald Friday noon. Mr. Chubb says the items never have reached Winter Park."

Florida should bring this annoying condition to the attention of the post-office department at Washington. Atlanta, Georgia, was having the same trouble, but a delegation went to the capital and got results. If the lack of funds to hire additional employees is really the cause of this inefficiency, the next congress should take immediate steps to remedy it. The postal system is something that vitally affects every American, and poor service will not be tolerated.—Tampa Times.

SPY GLASSES TO YOUR STORE.

Newspaper advertisements furnish the means of the potential customer seeing the goods on the merchant's shelves and the bargains he offers from distance. They are not the only source of advertising but they are predominant source without which the other means also lose half their value.

These figures are not achieved by newspapers but by merchants who spend annually thousands upon thou-

sands of dollars in advertising of all descriptions to promote their trade. And the result of their discoveries is exactly as applicable to Bartow as in any other city of whatever size.

The advertising columns of a newspaper are the shop windows in which the majority of the people are interested. Through them they become acquainted with the store and by them they are attracted to the store.

It is true, of course, that the value of an advertisement is governed by the value of the newspaper in which it appears. Some newspapers are "taken" by people; others are read. The setting of the advertisement is placed in the news columns, just as the setting of a shop window is the background, the fixtures, lights, et cetera. In a paper rich in the essential qualities, such as news, live editorials, good features, all well written and attractively arranged, readers find a daily interest. In such a setting an advertisement finds an appreciative audience. Readers respect the paper and respect the advertiser. They look upon both as valuable for true information and service.

This phase is often ignored by merchants in that they will not be convinced that newspaper publishers are in the business for any other reason than just to make money. It is unfortunate that they cannot appreciate that there are mighty high ideals and standards in journalism just as there are high ideals in merchandising of every kind. Every worth while paper, founded on enterprise, courage, and clean thinking, is ambitious to be of great and beneficial influence in the community from which it gets its readers. It gets behind every worth while endeavor, behind religion, behind development, behind civic improvements. It is on the alert to stimulate optimism and courage, to point out defects and provide suggestions to start action toward a remedy. It is ready to expose malefactors or evil conditions which menace its city. Its columns are open to the best influences available for community thought or action.

Reader interest and reader respect are the vital issues. A paper of the right kind sets out to secure these qualities before it considers advertising. Revenue is the right of a paper which stands for the best interests of a locality and certainly the money that merchants spend for advertising in a newspaper of this sort is the best money they ever spend for the increase of their business.

American business leaders have

stated that newspapers are the instruments that largely shape the destiny of the city, the state and the nation.—Bartow Record.

PUBLICITY TAX AN INVESTMENT

Publicity taxes whereby those who benefit pay for it has been found a profitable investment in a number of the cities and counties of the state. This progressive step is by no means confined to a few of the larger and more prosperous cities, in fact the larger and more prosperous the city is frequently can be traced as the direct return upon this form of investment.

A recent letter from the county commissioners of Lake county to the president of the Lake County Chamber of Commerce is particularly interesting in that it presents facts and figures proving that such expenditure is justified. It says:

"During the past four years there has been paid from county funds to the Lake County Chamber of Commerce the sum of \$37,131.43—less than the cost of one mile of permanent road.

"By your records during that period you have shown that through your influence 381 families have been located in Lake county.

"In the same period the assessed valuation of Lake county has increased from \$6,700,000 to \$11,500,000.

"In this period the population of Lake county has doubled—the production of citrus fruits increased from 400,000 to 1,250,000 boxes—and in every part of Lake county there is evidence of tremendous growth and great prosperity.

"In including in our budget for 1923-24 1 1/2 mills we, the commissioners of Lake county, believe that it meets with the approval of 100 per cent of our citizens, who are fully cognizant of the worth of the Lake County Chamber of Commerce and the affiliated organizations.

"This millage is not an expense, but an investment, and is paying tremendous dividends in building up Lake county, cementing community to eternal friendship, and in creating a county loyalty unparalleled in the United States."—Ft. Pierce News.

The old story about the June bird who chased her husband out of the house one morning after a "spit" and then cried all forenoon because he didn't kiss her good-bye is timely again.—Clermont Press.

The Herald delivered six times a

Advertisement for Sealdsweet Citrus Marketing Machine. Features a large illustration of the machine and text: 'A Citrus Marketing Machine planned to conform with Florida Conditions. In organizing and building up the Florida Citrus Exchange, we, the growers who compose it, have been determined to develop a sales machine capable of handling to advantage all the grapefruit and oranges we produce. We have recognized fully that our profits depend upon the advantage to which we sell the bulk of our production—we have realized that we cannot make money just by selling a small part of our output at high prices. Also we have kept in mind the large proportion of goldens and russets, as compared with brights and fancy fruit, in the grapefruit and orange crop of Florida—a proportion not likely to be materially changed in the early future. Consequently, we have builded our sales department to give equal efficiency in handling citrus fruits of all grades. So well have we succeeded that now it is unnecessary to sell any one grade for less than the fruit is worth in order to get fine prices on another grade. We could and would do much better for ourselves if we did not have to offer our fruit in competition with the lower prices almost constantly offered by non-cooperative and speculative marketing agencies. And you, who sell through them, would make more money. Your interests and ours are identical. The interests of no privately-owned marketing concern are allied with your interests. When you sell through any of the speculative or non-cooperative agencies you lose money for yourself and for every other Florida grower. Why not next season try what cooperative marketing can do for you on citrus fruits? There are no stockholders, no dividends or individual profits, no initiation fees or dues in the Florida Citrus Exchange. You can become a member if you will but cooperate. Consult the manager of the nearest association or sub-Exchange or write the business manager at Tampa, Florida. The FLORIDA CITRUS EXCHANGE'

Princess Theatre Announces Big Reduction in Prices—10c and 20c

In a large display advertisement in today's Herald, Manager Herndon, of the Princess Theatre, announces a drastic cut in the price of admission to this popular movie house.

TICKET BOOTH AT MILANE THEATRE A THING OF BEAUTY

The ticket booth that will be used by the Milane Theater is one of the most beautiful pieces of work in our city. It was built by the Sanford Novelty Works of which Mr. V. C. Collier is proprietor and was designed by Mr. H. S. Selleck foreman of the wood working department of this firm.

FLORIDA FACTS

The value of Florida's orange trees last year amounted to \$16,860,177. Polk county topped the list with \$3,876,692 worth.

Lemon trees throughout the state were valued at \$340,121, with Polk again in the lead with \$247,681 worth.

Ten and a half million dollars worth of phosphate was shipped from Florida in 1921.

Duval county's business establishments last year numbered 891. Capital invested (including lands, buildings, improvements, machinery, cash) totaled \$20,480,360.

The average number of wage earners in these establishments was 6,341, whose total wages reached \$7,211,234.

First attempts at public education in Florida were made in 1822 when Florida was organized as a territory by congress, but no popular interest was shown in matters of education except in connection with some mission schools maintained by the Catholics.

Then David Floyd, Esq., Moses E. Levy, Dr. Edward Aiken, John Duval and others organized on January 22, 1831, the Florida Educational Society at Tallahassee. Records show that this organization aroused much public interest in the "sacred cause of education."

Florida's first census was taken in 1830. The peninsula portion was practically uninhabited except for a few small settlements along the east coast.

Not until 1850 had the inhabitants become numerous enough to estimate the density of population. There was about one inhabitant to three square miles at that time.

Noted persons in Central Florida average about one to every 5,000 of white population, according to Who's Who.

Western Babies Prove Hardier Than Eastern Infants Says Report; Seek Lower Death Rate Nationally



DR. DAVIS IS ONE OF HIS PRIZE MANSFIELD BABIES & MANSFIELD CHILD HEALTH DEMONSTRATION.

Pacific Coast babies have proved more hale and hearty than their brothers and sisters living in other sections of the country. No longer does the tenderfoot East set the pace as an example of how to live the perfect life.

Returned were secured from 82 of the 48 states. With the exception of two states, all are in the U. S. Birth Registration Area, the accuracy of whose records are accepted by the U. S. Census Bureau.

GOOD YEAR Service Station advertisement. Includes text: "SALE" and "bargain" are attractive words. But there is something more attractive in Standard Goodyear Service.

WHEN YOU GET PAST FORTY.

When you're just a bit past forty, And your hair is turning gray, And you feel a wee bit naughty, You will shake your head and say: "Oh, I used to be some popper, And a ladies' man that's all. Now I'm just a bit past forty, And for me they do not fall!"

When you're just a bit past forty, And your children think you're old, And they speak of Dear Old Daddy, Don't let make your blood run cold. When your age by youth is measured, When you're just a bit past forty, And your heart is twenty-three.

When you're just a bit past forty, It is up to you, I'm told, To keep playing with the youngsters, Do not let yourself grow old. Sing their songs and dance their dances.

Do not fall to let them see Though you're just a bit past forty, That your heart's still twenty-three. —J. M. Cunningham.

The Courage and the Vision and the Clean Love of the Mother

By VISCONTRESS ASTOR, in World's Work.

I AM striving to take into public life what any man gets from his mother and most men get from their wives if they elapse wisely—the courage, and the vision, and the clean love of a mother.

Men know that, and we women know it, too; and we feel that if we can get a little of that into public life, that is our only contribution. That is the only thing we have got. We are not coming just as women.

We are bound to be unselfish, and we think we have got a great vision. It is that which we ask men to accept. That is all we want to do. We don't want to go into politics because of ourselves.

First National Bank advertisement. Text: Check Payments are Safe. money payments are risky! Why not start a Checking Account with this bank—and pay by check? This brings accuracy and convenience to your business, and removes the risk of loss.

Weekly Weather and Crop Bulletin

For the week ending July 31, 1923. Temperatures were moderate during most of the week, especially in the west where the deficiency averaged about 3 degrees daily. Precipitation was frequent and locally heavy in the northern and western divisions; it was less general, and it was not so heavy elsewhere in the section; in fact, moderate showers would be beneficial locally in the central and southern portions of the peninsula.

We can't understand how women hear so much. Their ears are much smaller than men's.—Ocala Star.

IT DRIVES OUT WORMS The surest sign of worms in children is paleness, lack of interest in play, fretfulness, variable appetite, picking at the nose and sudden starting in sleep. When these symptoms appear, it is time to give White's Cream Vermifuge. A few doses drives out the worms and puts the little one on the road to health again.

TRAIN SCHEDULE

Table with columns for South Bound, Northbound, and Tribby Branch. Includes train numbers, arrival, and departure times.

Hill Lumber Co. advertisement. Text: PLASTER WALL BOARD ROOFING BRICKS ETC. If you are going to build, of course you want the very best materials to go into it.

MILANE THEATRE

Will Open Tonight

Thursday, Aug. 2, 7:30 P. M.

PROGRAM

- THURSDAY and FRIDAY, AUGUST 2 and 3: ENEMIES OF WOMEN. SATURDAY, AUGUST 4: BACKBONE. MONDAY, AUGUST 6: SHERLOCK HOLMES. TUESDAY, AUGUST 7: RICH MEN'S WIVES. WEDNESDAY, AUGUST 8: A FRIENDLY HUSBAND. THURSDAY, AUGUST 9: Shirley of the Circus. FRIDAY, AUGUST 10: A TAILOR-MADE MAN. SATURDAY, AUGUST 11: WHILE JUSTICE WAITS.

Special Orchestra Concert Preceding Pictures

LET US DO YOUR NEXT JOB OF PRINTING

ANNOUNCEMENT!

To the People of Sanford: We are opening up a new business at 317 East First Street

Friday, Aug. 3rd

We are making a specialty on all kinds of Fresh and Fancy Vegetables; Live and Dressed Chickens, Fresh Fish, Lobsters, Shrimp and all kinds of sea food. Fish dressed upon request.

Pay us a visit and see for yourself. Phone your wants to us. Call No. 481-W. Quick Delivery.

Seminole Fish & Poultry Market advertisement. Text: Seminole Fish & Poultry Market. 317 EAST FIRST STREET SANFORD, FLORIDA. Next Door to Smith Bros. Furniture Store.

SLASHED!

ON ACCOUNT OF HAVING QUITE A NUMBER OF PICTURES ALREADY PAID FOR I AM ABLE TO REDUCE MY REGULAR ADMISSION BEGINNING FRIDAY OF THIS WEEK TO

Children--10 and 20 Cents--Adults

My program will consist of the same high class pictures such as

Paramount, Metro, First National, Goldwyn, Jewels and other Specials

10c -- PRINCESS THEATRE -- 20c

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 7, Tampa 3.
Bradentown 8, St. Pete 1.
Daytona 2, Lakeland 13.

National League

New York 1, Pittsburgh 2.
Boston 2, Chicago 8.
Philadelphia 3, Cincinnati 5.
Brooklyn 10-6, St. Louis 11-7.

American League

Chicago 4-3, Boston 2-7 (first game, eleven innings).
St. Louis 2-8, Philadelphia 0-3.
Cleveland 5, New York 3.
Detroit-Washington, wet grounds.

WHERE THEY PLAY TODAY

Florida State League

Lakeland at Orlando.
Daytona at Bradentown.
Tampa at St. Petersburg.

HOW THEY STAND

Florida State League

	Won	Lost	Pct.
Orlando	28	9	.757
Bradentown	25	11	.694
Lakeland	18	20	.474
St. Petersburg	16	21	.432
Daytona	15	23	.395
Tampa	10	27	.270

National League

	Won	Lost	Pct.
New York	62	36	.639
Pittsburgh	59	37	.615
Cincinnati	60	38	.612
Chicago	51	47	.520
Brooklyn	49	48	.505
St. Louis	51	50	.505
Philadelphia	31	66	.320
Boston	27	70	.278

American League

	Won	Lost	Pct.
New York	65	31	.677
Cleveland	53	45	.541
St. Louis	51	44	.537
Chicago	46	48	.489
Detroit	44	46	.489
Philadelphia	42	53	.442
Washington	41	52	.441
Boston	35	59	.372

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	5:29	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	7:34	7:56	9:00	10:11	10:32
6	8:17	8:51	9:57	11:08	11:26
7	9:07	9:34	10:52	11:51	11:51
8	9:57	10:38	11:44	12:17	12:46
9	10:44	11:30	11:59	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	4:10	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	7:02	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	2:56
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	3:41	4:32	4:43
29	2:59	3:26	4:20	5:10	5:22
30	3:46	4:08	5:09	5:52	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

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

Southern Golf Champs Will Play for Open Golf Championship

ATLANTA, Aug. 2.—Golf such as is seldom seen in the country, is expected in the matches between Bobby Jones and Perry Adair, open champion of the United States, and southern amateur champion, on one side, and Jack Hutchison, noted professional of Chicago, and Frank Godchaux, runner-up to Adair this year in the southern title match, on the other. They will meet on August 11 and 12.

The first thirty-six holes will be played here on the East Lake course Saturday, August 11, and the last thirty-six at Belle Meade, Nashville, the following day.

Two special cars will convey Godchaux, who is rated as seventh best amateur player in the country, and the big gallery from Nashville to Atlanta for the first half of the match, and on the return trip. A large delegation of Atlanta golfers is expected to journey to the Tennessee city to see the finish.

All plans for holding the match have been perfected. One of the leading social features will be a banquet at Belle Meade Country Club in honor of the stars and the Atlanta visitors, when W. R. Cole, of Nashville, will be toastmaster and welcome the guests.

Play will be double mazzon. A point will be awarded for the best score in the first 18 holes, the best ball on the second 18 will get a point and the winners of the first 36 will receive a third point. The third and fourth 18 holes will count a point each, and the sixth point will be given for the winner of the second 36, while the lowest scores for the entire match will receive an added point.

Yankees Lose to Indians—"Babe" Gets Number 25

NEW YORK, Aug. 2.—Cleveland took the first of a four game series from the New York Americans here yesterday, 5 to 3. Ruth hit his 25th home run of the season in the ninth inning, with Witt on base. The score: Cleveland 100 000 010—5 8 1
New York 000 100 002—3 10 1
Smith and O'Neill; Pennock, Bush and Hofmann.

BOSTON, Aug. 2.—Chicago defeated Boston here yesterday 4 to 2 in 11 innings and then the home team won the second game of the double-header, 7 to 3. The score: Chicago 001 001 000 02—4 9 0
Boston 001 100 000 00—2 6 1
Robertson and Schalk; Pierce and Devormer.

PHILADELPHIA, Aug. 2.—St. Louis took another double-header from Philadelphia, yesterday, winning the first 2 to 0 and the second 8 to 3. The score: St. Louis 000 000 110—2 10 1
Philadelphia 000 000 000—0 2 0
Danforth, Shocker and Severeid; Harris and Perkins.

COOPER CAN'T HOLD THEM SO LEACHMEN WIN

LAKELAND, Aug. 2.—Lakeland pounded Cooper all over the lot yesterday and won from Daytona 12 to 2. The score: Daytona 100 100—2
Lakeland 045 00x—13

Two Lightning Double Plays Save the Reds

CINCINNATI, Aug. 2.—Cincinnati bunched hits on Ralph Head in two innings yesterday and defeated the Phillies, 5 to 3. Two lightning double plays cut off the threat of the Phillies in the last two innings.

The score: Philadelphia 000 102 000—3 11 2
Cincinnati 200 100 20x—5 10 0
Head and Wilson; Benton, Laque and Hargrave.

PITTSBURGH, Aug. 2.—Pittsburgh evened the count of a five game series with New York by winning the fourth game yesterday 2 to 1. Score: New York 100 000 000—1 5 0
Pittsburgh 000 002 00x—2 4 1
Bentley, Jonnard and Gowdy; Cooper and Schmidt.

ST. LOUIS, Aug. 2.—St. Louis went into a tie with Brooklyn for fifth place by capturing a double header from the Dodgers here yesterday. The scores: Brooklyn 111 101 104—10 13 3
St. Louis 000 081 002—11 13 1
G. Smith, Decatur, Dickerman, Grimes and Taylor; Stuart, Sherdel and McCurdy.

Second game: Brooklyn 011 200 002 000 00—6 12 0
St. L. 000 410 001 000 01—7 14 3
Ruthe, Dickerman, and D'Bergh; Donk, Barfoot and Almsmith, McCurdy.

CHICAGO, Aug. 2.—Great pitching and hitting by Grover Alexander enabled Chicago to defeat Boston yesterday, 8 to 2. The score: Boston 200 000 000—2 8 0
Chicago 000 411 02x—8 15 1
Genewich, Fillingham and E. Smith; Alexander and O'Farrell, Hartnett.

PRINCESS NEWS

You should go to the Princess tonight if you did not go last night and see—

Jackie Coogan trying to eat a big dish of spaghetti.

Jackie Coogan milking a cow.

Jackie Coogan feeding a pig out of a nursing bottle.

Jackie Coogan sleeping in a trunk.

Jackie Coogan wearing his daddy's pajamas.

Sounds great, eh? Well, those are only a few of the many laughs that this popular star is going to hand you next week in his latest production, "Daddy," a First National picture directed by E. Mason Hopper from the original story by Mr. and Mrs. Jack Coogan.

We are urging all of you to see this picture because we know you are going to enjoy it so much that you will thank us for tipping you off. We cannot imagine Jackie making a better picture than this, for it's got everything that goes to make up perfect entertainment.

C'mon, boys and girls—whether you are five years old or one hundred years young. Don't miss the treat of the year.

And the honor guests tonight will be Pete Munger and family and will see this wonderful picture without cost to them, the treat being on Osborne.

And tomorrow and Saturday nights Walter Hiers in "Mr. Billings Spends His Dime," a great comedy with International News as a side liner.

BULLDOGS TAKE ANOTHER FROM THE SMOKERS

TAMPA, Aug. 2.—Orlando strengthened its hold upon first place in the State League by beating the Smokers here yesterday by a 7 to 3 score for a clean sweep of the series. The score: Orlando 000 310 030—7
Tampa 000 020 000—3

GROWERS ABLE TO TAKE ONE FROM SAINTS

ST. PETERSBURG, Aug. 2.—St. Petersburg dropped the last game of the series with Bradentown here yesterday, 8 to 1. The score: Bradentown 510 010 100—8
St. Petersburg 000 000 001—1

LET'S ADVERTISE CLEAN BEACHES OF FLORIDA

The Palm Beach Post calls attention to the fact that Florida's beach resorts are clean, while the beaches along the Jersey Coast and New York beach resorts are so polluted that in New Jersey Governor Silzer has ordered an official investigation of the cause.

A recent issue of the New York Times carries an editorial comment on these conditions.

The Times says that in places along the beaches the remnants of garbage are piled a foot high at high water mark, and it is no uncommon thing to bump into melon and grapefruit rinds while bathing, while on the beaches are to be found the remains of chickens, dogs and cats, which, added to the putrifying vegetable refuse, attract flies, pollute the air and are a menace to public health.

A number of cases of infection have been attributed to these conditions and the quantities of refuse in the water and on the beaches is revolting.

And then the Times gives the astonishing information that the garbage of New York is carried twenty-five miles out to sea and thrown into the water, instead of being incinerated as one would naturally suppose it would be.

The Palm Beach Post says: "Now that the New York papers are calling attention to the situation it will probably be remedied."

"But what a contrast those bathing resorts make to the clean sand and pellucid and exhilarating waters of the Florida beach resorts."

"No wonder our tourist friends so much enjoy the beaches in Florida, if those other kinds are what they accustomed to at home."

Here, then, is another strong "sell-

RED DRY BATTERY SEAL

30 YEARS
experience
are behind
the Red Seal!

GILLON & FRY
113 Magnolia Ave.—Sanford, Florida

ing point" for Florida as a summer resort.

Nowhere else in the world are there such bathing beaches as in this state. The beaches are free from pollution of any kind, and here in Pensacola, at the north-western extremity of the state, not only do the beaches lure, but the cool breezes by day and night, the glorious moonlight, and the charm of social life add to the pleasure of summer.

In South Florida the cities are largely deserted in the summer by tourists, but here in Pensacola summer is our tourist season, people from Alabama, Georgia and other states are coming in increasing numbers every summer to enjoy the beaches of the city and along the nearby coast resorts.

Last winter there was much talk of a publicity campaign for Pensacola. This was followed by talk of a West Florida publicity campaign. But while we talk, time passes.

West Florida, and particularly Pensacola, should get busy and put out some good publicity, calling attention to Pensacola as the ideal winter and summer resort.

No other city in Florida can so truly claim to be the ideal all-year-round resort as can Pensacola, with its wonderful beaches, and its interesting surroundings.

Let us tell the world about our clean beaches, our wonderful surf, our health-giving breezes, our ideal location, and our delightful social life.

Florida does not wish to profit by the misfortune of any other state, but pollution is not a misfortune, it is a mistake. And any city which makes such a costly mistake, deserves to suffer for it.

Let us advertise to the world, then,

the good, clean wholesome attractions we have—such as no other state in the union can boast.—Pensacola News.

Notice that the prize beauty in Cuba is a telephone girl; those addressing her should remember that she has plenty of rings.—Times-Union.

Mrs. Bergdoll was very happy as she set sail for Switzerland to visit her son, Bergdoll. Mother love is very wonderful.—Miami Herald.

When you see a fellow with his suspenders fastened with matches you know he married a successful woman.—Baker County Standard.

Better Than a Mustard Plaster

MUSTEROLE

For Coughs and Colds, Headaches, Neuralgia, Rheumatism and All Aches and Pains

ALL DRUGGISTS

35c and 65c, jars and tubes

Hospital size, \$3.00

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

(This Was Written by a Woman)

Why Are Some Storekeepers 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 I see 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 grocer 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 objection 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

