





Sanford Daily Herald

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The Herald Printing Co.

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California he described as continually changing from one extreme to the other and as punctuated by rainy and cloudy days, which make Florida's sunshine in January and February a paradise indeed.

This same difference in climate has been 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.

"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 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.

This article is not intended to "throw off" on California. California has its charms and we are glad to grant them to it.

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.

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 travellers 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.

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.

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.

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

JUST KIDS—A Calamity!



INTERNATIONAL CARTOON CO.

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.

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!

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.

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.

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. News-papers mailed in Lakeland on Thursday or Friday often are not delivered in Tampa until the following Monday.

"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.

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.

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."

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.

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.

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.

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.

The Herald delivered six times a

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 1/4 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 bride 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.

Advertisement for The Florida Citrus Exchange featuring Seal's Sweet logo 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.

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.

Advertisement for Good Year Service Station, featuring a tire and text about 'SALE' and 'Bargain' words.

Advertisement for First National Bank, highlighting check payments and established since 1887.

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.

Weekly Weather and Crop Bulletin for the week ending July 31, 1923, detailing temperatures and precipitation.

TRAIN SCHEDULE CORRECTED MAY 1, 1923. Table listing South Bound, Northbound, and other branches with arrival and departure times.

Advertisement for Hill Lumber Co. featuring 'PLASTER WALL BOARD ROOFING BRICKS ETC.' and contact information.

MILANE THEATRE Will Open Tonight Thursday, Aug. 2, 7:30 P.M. PROGRAM listing various plays like 'ENEMIES OF WOMEN', 'BACKBONE', 'SHERLOCK HOLMES', etc.

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. Seminole Fish & Poultry Market.



