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## Dodee Brathers TYPE-GELSEDAN

Observe the special equipment: balloon tires with steel disc wheels, nickeled radiator shell, front and rear bumpers, motometer with lock, windshield wiper, cowl lights, scuff plates and special body striping.
Then consider the sturdy and dependable character of the car itself and you will understand why it is equally attractive to men and to women -and exceptionally attractive to both.

Five Balloon Tires



NEVER HAS PROGRESS
SEEMED SO SWIFT--

GRANDMOTHER'S girlhood would seem pa thetically poor in comforts to us today. She never knew the convenience of electrically done housework; of time saved in cooking; of swift trips through the country by motor; of the world's best music in her home, out of the air.

A generation has changed the lives, comforts and habits of the world.

Tomorrow-new conveniences, new comforts will swiftly find their way into our lives

The advertisements will herald their com ing. Today a manufacturer will announce a new and better product. Tomorrow a million men and women will use it as an old friend.

An advertisement breaks down the barrier of distance and tells to all the world-in a day's time - the best and newest things the world has devised.

People who keep abreast with progress read the advertisements.

Interesting News tor the Family-- See Thursday's Paper $=-$ The Outl

| "Idiot Man", You and We <br> Already translated into four languages and read with something considerabily deeper than curiosity, Charles Rich et's new book, "Idiot Man, or The Folites of Mank and anti-ego- ens to stir up no end of rows veiween egotists and tists the world over. <br> Professor Richet, who, by the way, is the famous French scientist and thinker who was awarded the Nobel Prize for Physiology in 1913. contends that man's fashions show him to have less intelligence than the animals. |  |
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| ulty that it has found no better head ornament than the feathers displayed by male birds in the mating season to attract the female. It is the same decorative. man has done has come but borrow from the animals. Be the fashions mas culine or feminine it is all the same and they are equally silly. |  |
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| "Perhaps, he continues, we might find a shade more absurdity among women, but fundamentally the ruling passion is the same; a stupid vanity, the desire to seem richer and ly and yet want to be conspicious. Surely a curious blend of severility and independence." <br> We, of today, says this observant Frenchman, are no more |  |
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| enger was a widcspread faith in witches, vampires, magic,theontrolo course, we no longer burn witches, but we pay them for consultations. It is the same blindness, the same lack of judgment. And yet man fondlybelieves that he is endowed with reason!" |  |
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| sums up the various races thus: <br> Negroes: For about 30,000 years the black race 3 have dwelt in Africa, and during those 30,000 years they have done nothing to raise themselves above the level of monkeys. |  |
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| For tortoises, squirrels and monkeys have no tomtoms wherewith to call down a kindly shower; no Ju-Jus before which they must prostrate tiemseives under the pain of death; no Mumbo-Jumbos who delight in human sacrifice. |  |
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| Tortoises would never consent to pierce their noses with wood, or burn their shells to display the scars. Red Men: The red Indians cut a dash in the pages of |  |
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| Fenimore Cooper, but in reality they are of very low mental- |  |
| art they ever cultivated. But spaniels have invariably a much keener scent. Spaniels cannot draw a bow or poisontheir arrows. But they are sensible enough not to stick weird clusters of feathers round their heads or to inlay their |  |
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| Y with many-colored inscriptions. Yellow Men: They hardiy raise the level of humanity, |  |
| and they have been unable to emerge from the semi-barbar-ous state which they achieved ages ago. Nowadas they begin to imitate the white races. They are futile enough to admire us and are almost incapable of originating anything. |  |
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| They have built some clumsy temples, where rolls of paper take the place of prayer. They practice suicide and infanticide freely. They delight in smoking-opium and in eating |  |
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| ticide freely. They delight in smoking-opium and in eating rotten fish, both habits which would disgust the lowest animal. <br> White Men: Befogged by ridiculous ideas and hindered |  |
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| by all kinds of voluntary follies, among them disease, multilations, drugs, drink, fashions, superstitions, and war. |  |
| But the fact that a book speaking truths like that is eagerly read by "Idiot Man", argues rather hopefully for the idiot. When a man is big enougit to recognize his own imperfections, he is on the way to progress. And when a man really begins to think, he at least has a chance of getting him. But we might as weis atimit it. THINKING is quite the rarest pastime in which "Idiot Man" rejoices. <br> Idiot Man", that's you and we. |  |
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| a twenty-four hour period The Herald received four- |  |
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## A Real Find

15,000 Acres Marion County 5 miles from Ocalo. Not waste. 20 miles of highway. Lake and river frontage

## $\$ 29.50$ per Acre

Quick Action Necessary
Seminole Business. Exchange

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When you first showed mo the Dia mond Heary Servico Cord and talked so enthusiastically about it, I told you tre to stand up under the purit ment from my trucks, as the arvico is unusually severe
However, I must now confene I havevere, I must now confess that Thave never found a tiro tho equal
this Heavy Service Cord. You can say that with my full permission.

Wight Bros. Co.
Diamond dires

"Kilgores Wonderful Pearl" better seed-better crops NEW CROP CELERY SEED
By actual field tests and comparison with the best that we are offering the Florica celery growe hess, purity and will produce a money makil Kilgore's Wonderful Pearl Golden Heart
Old Golden Heart Self blanching American Grown Old Golden Heart
Kilgore Seed Co.

## $\mathbb{F E D S}$ ? <br>  prime importance to every farn er; dairyman or poultry raisd el, dairyman or poultry ra both large and small. The cost per sack doesn' termine the value of feed. <br> sults are what count. Our line of "GOOD GOOD combines best quality, fair satisfactory results. Give satisfiactory results. Give trial. "Your money back if <br> SANFORD REED \& SUPLIY C Phone 539. Ino. W. Sn

## he Social Side of Sanford

|  | MISS BEULLAH BARCLIFF MARRIEDTO T. MORRIS HILL ON TUESDAY |  | and Edna Jasperson of Birming. ham, Ala., were visitors to Sanford Wednesday: <br> Mr. and Mrs. J. R. Stewart and Joe Stewart leaves this afternoon for Ashevile, N. C., where they will spend two weeks' vacation. |
| :---: | :---: | :---: | :---: |
|  | A marifago of widespread interest here and elsewhere is that of Miss Beulah Barclift to T, Mor- ris Hill. The marriage was a quiet event. taking place at 5 o'clock Tuesday affernoon in the home of the bride's parents on French avenue. Orily the members of the family and intimate friends witnessed the ceremony, which was performed by Dr. C. H. Farren, peastor of the Presbyterian Church pastor of th of Orlando. <br> The bride was lovely in her wedding dress of white crepe de chine, wore a wreath of orange blossoms and her bouquet was of white asters and ferns. | The yound couple left immediatevor various points in South Float home to their friend at |  |
| Thursday. <br> minole Chapter Number 2, Orof the Eastern Star will hold ot 8 尔ceeck at the Masonic Members are urged to be t.t. All visit de welcome. <br> Friday |  |  |  |
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| Friday <br> ic party given by Boosters to which young people': and Me Methodist church are Friday night, Lake Mary. at church at 7:45 P. M. he Study Class of the MethChurch will spend the day Mrs. Chappell on Celery Av- |  |  |  |
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|  | Personals |  | Miss Mary MeMahon of the Maninello Beauty Shop will leave on Thursday for Chicago whershe will enter the summer school of the Marinello Beauty School. |
| gular social meeting of the C. T. U. at the Presbyterian ch Friday afternoon at $40^{\circ}$ - |  | The Misses Katherine and Maxine Young and Miss Beryal Bowman of Oyiedo spent Wednesday in Sanford shopping. |  |
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|  | Dr. F. D. Brownlee leaves today for a short stay at Junaluska, and N C |  |  |
| Iss Sara Warren Easterby will fian with a shower Friday complimenting Mrs. . . . . |  |  | The Mission Study Class of the |
|  | Mrs. Jake Way and son, Jean of Arcadia are visiting Mr. and Mrs. Clyde Byrd. | Mr. and Mrs. Ernest Brotherson |  |
|  |  | announce the birth of a son, born Wednesday, July 15. He has been |  |
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|  | Mrs. F, P. Rines left yesterday for Mountain City, Ga. She will | Mr. and Mrs. R. W. Boyd left | Chappell, $\qquad$ <br> The many friends of William |
|  |  | yesterday for their home in Char-lotte, N: C., after spending some $\left\lvert\, \begin{aligned} & \text { lotte, N: C., after spend } \\ & \text { time here as the guests of relat- }\end{aligned}\right.$ ives. |  |
|  | be gone several days. |  | The many friends of Willinm Stemper, the little son of Mr. ani Mrs. John Stemper will be glad to hear that he has recovered from the effects of his recent accident and is regaining strength rapidly. |
|  | W. J. Vaughan and HaroldVaughan of Oviedo were in San-ford yesterday on business. ford yesterday on business. |  |  |
| votice <br> FORD Local Carpenter's UnNo. 1751 will have a social ng Thursday evening, July at regular meeting place. ed to be present. |  | Miss Maxine Douglas left yess- |  |
|  | Mrs. Stella P. Arrington and guest., Mrs. Tillman left Tuesday |  | Miss Anna DuBose nnd Miss Kit- |
|  |  | has been visiting Mrs. John CDeen. | the University of Alabama wherethey have been attending the sum.mer session. They left today, for1aytona Beach to spend severalweeks, Miss, Catharine Burg, their |
|  | for Miami to spend several days. |  |  |
|  | Forrest Gatchel, M. D. Gatchell, and Jack Hastings left this week | Miss Ida Anlerson of Dothan, Ala, is the guest of Mrs. L / H. |  |
|  |  | Echols at her home on First Street. |  |
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| The Store of |
| :---: |
| Truth, Service |
| and Quality |

## MACK'S

## Friday Only!




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shipped us shipped us
568 DRESSES
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fered in the south. 3 Dresses for the Price of One

## SPECIAL SALE

To Get

## New Customers

We don't make a cent on these Dresses, but you'll be so pleased with your buy that you'll get all of your wearing apparel at WACKS We know no better way to make satisfied customers than to give wonderful values.
These dresses are all crisp and new, made to sell for very much more. Our large factory and big volume enables us to offer this ro markable value to the women of this section.

> Look Over These Materials Tub silks, imported handmade broadeloths, imported hand-made voiles, baronette satins, printed flowered voiles, voiles in the new crayon colors, printed crepes, printed Gardenia dresses in silk weaves and hand made linen, etc. Can you imagine such a wonderful array of daints

## MACK'S

135 South Orange Avenue ORLANDO, FLORIDA

Millinery Salle minnem crostum
$\$ 00$ to $4=98$
Frocks

Sale of Dresses Stour l:anct-made voile anal


## \$ $4=$

Princess Ships
Whin grade, wat made tingere for this sulay cleatancer Salte.


and that's the principal reason for the reduced prices prevailing in this sale.



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# In the World of Sport 

Athletics Win Twin
Bill To Regain Lead
WhenSenatorsLose

Yesterday's

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Priliadelphit Snateches Twos TAIL END BRAVES
 Yankees and Indians
Split Double Header Split Double Header








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Now is the time to get

## New Smyrna Beach

Call at Montezuma Hotel.
H. B. SCHULTE REALTY CO., Inc.

## 10 Acre Tiled Farm


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Dubose and holler make reservation earl

## A Real Pick-up

1 Five Acre Celery Farm
For Five Thousand Dollars
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Britt-Chittenden Realty Company, Inc.
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at auction
our sales force are experts
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It combines with the traditional
Hupmobile virtues of economy and quality,greatly superior performance and unequaled value

Noted all over the world for amazing rellability UNDER THE HARDEST DRIVING CONDITIONS
Designed and built to give daily
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