

# The Sanford Daily Herald

IN THE HEART OF THE WORLD'S GREATEST VEGETABLE SECTION

NUMBER 32

VOLUME IV.

SANFORD, FLORIDA, SATURDAY, MAY 5, 1923

## POLITICAL ANNOUNCEMENTS WILL BE MADE PUBLIC AT BIG GATHERING TODAY

### WAKULLA SPRINGS WILL HAVE REGULAR BIENNIAL LOG ROLLING POLITICAL POT

Will Boil All Day Long at Historical Spot in Waukulla County

WAKULLA SPRINGS, May 5.—The waters of this famous little place are rippling over their beds of sand today in pleasant anticipation of the big things that will occur in the political pot as it takes its biennial "boiling" with all the "big ones" from Tallahassee and other places in attendance. Heavy rains may cut down the crowds but the would-be governors and U. S. Senators and Congressmen will be there to make their announcements and no rains or earthquakes will keep them at home. Legend has it that these crystal-like waters hold the political secrets of men, and on the eve of each impending campaign describes them on transparent depths for the edification of all who wish to come. And it is a matter of history that this biennial enclave of the folks hereabouts, the legislators and official Tallahassee, has come to be known as the "coming out" party for candidates for high office and those with lesser goals. The hospitality of Waukulla county began in time immemorial. It has grown to be a Florida institution. Every odd year the legislature quits work for the day and goes to the spring to play—to eat, drink and talk of everything. With the assembly goes the state officials and the country in general. The gubernatorial candidates speak formally; those of lesser ambitions discuss their plans informally. By the end of the day the political horoscope is written in the sands of a terrain shaded only by lofty trees of oak and pine and the friendly spirit of people of many miles around.

Of the five generally accepted gubernatorial possibilities, three planned to attend the picnic. Judge C. B. Parkhill of Tampa arrived here yesterday and has spent the time in talking with friends at the capital. He made known that he would formally throw his hat into the ring at tomorrow's gathering. Frank E. Jennings of Jacksonville indicated that he might avoid any reference to his plans altogether. Unless he changed his mind, he did not intend to formally announce his candidacy. Mayor Joh W. Martin of Jacksonville, was expected to arrive tonight and it is understood that he, too, plans to make formal announcement of his candidacy.

Congressman Frank Clark wrote from Miami that he would not be able to come because of the pressure of business. "If I could meet with the good people of Waukulla on the fifth instant," he wrote, "I would not enter into any discussion of campaign issues, because I am opposed, as I believe the people are, to any long drawn out campaign. All I would say, if present would be to announce my purpose to become a candidate for governor of Florida in the next primary election and to further announce that about the first of January, 1924, I intended to promulgate the platform for which I should make the race, and at that time, begin an active and vigorous campaign for the nomination."

Senator B. H. Lindsey of Bonifay, who has never committed himself publicly so far as known, as to whether or not he would make the race, was forced to give up the contemplated acceptance of an invitation extended to him to speak, through pressure of private business.

## U. S. TREASURY WILL FINISH WITH SURPLUS OF SIXTY MILLION DOLLARS— PART OF IT IS OUR MONEY

(By The Associated Press)  
WASHINGTON, May 5.—Prediction that the treasury will finish the current calendar year with a surplus of \$60,000,000 was made by Director Lord, of the budget, on the basis of latest estimates of internal revenue customs receipts. Director placed customs revenue at 500 million dollars for year ending June 30th and internal revenue receipts at two billion, five hundred and fifteen million dollars.

There is no indication there will be a falling off in remaining months of this year. At the same time Lord said he did not intend to allow lid of federal expenditures to be pried loose as a result of better outlook. Comparison of total estimated expenditures of operating department of government for 1923 with actual expenditure for last year shows reduction of more than two hundred million dollars but director hopes to make saving even greater.

## Simmons Recital at Baptist Church Well Attended

The first recital of the music class of Miss Mildred Simmons was well attended at the Baptist church last night. All the pupils from the youngest to the eldest acquitted themselves admirably and delighted the hearts of their parents and friends and their teacher. With the musical selections Miss Olga Simmons, of the Expression Department of Rollins College gave several readings among them being the general favorite, "Daddy Longlegs" and several good ones.

The following program was rendered:

1. Selections from Grand Opera Grammar School Orchestra.
2. Polish Dance..... Alfred Prince Margaret Miller.
3. Serenade..... Franz Drla
4. My First Dance..... H. Englemann Elizabeth Grovenstein.
5. Polonaise from "Mignon"—Duet Ambrose Thomas Theo. Vickery, Estelle Starr.
6. Marche—Di Bravours..... G. W. Warren Bernice Austin.
7. Little Chlanman..... W. W. Smith Ruth Grjer.
8. Rhapsodie Mignonne..... Carl Koelling; Nan Paxton.
9. Humoresque—Tri..... Anton Dvorak Elizabeth Grovenstein, Dorothy Haynes, Lourine Vicery.

Reading—Selected

10. Miss Olga Simmons
11. Military March..... Franz Schubert Andrew Carraway.
12. Papillons..... Edward Grieg Anna Kanner
13. Shepherd's Pastoral Dance..... Leo Oehmler Grace Gillon.
14. Waltz—Gb Major..... Fred Chopin Mildred Lumley.
15. Gondollers..... Sig. Stojowski Theo Vickery.
16. The Googab..... Geo. Spaulding Dorothy Haynes
17. Tam o' Shanter..... G. W. Warren Mary Stanley.

17. Suite for two pianos—

- (a) Romance, (b) Valse—Arcensky First Piano—Nan Paxton. Second Piano—Miss Simmons.

The Grampar School Orchestra furnished the music. The orchestra is composed of the following:

Mary Stinson	Violin
Claude Herndon	Violin
Sarah Corwin	Violin
Lenore Shearer	Violin
Eustis Peaks	Cornet
Gladys Stempfer	Cornet
Lee Moore	Cornet
Dan Hansell	Drums
Thelma Dobbins	Piano

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

## FEDERAL PROHIBITION FORCES HAVE MANY DIFFICULTIES IN CUTTING SUPPLY AT SEA

### Comes in Midst of Renewed Effort to Cut New York's Liquor Supply

(By The Associated Press)  
WASHINGTON, May 5.—Coming in the midst of a renewed effort to cut off New York's liquor supply at sea the action of the New York legislature in repealing the state enforcement law which heretofore aided toward federal enforcement in the state is looked upon here as increasing many fold the difficulties of the federal prohibition force assigned that territory. Most officials concerned with prohibition enforcement withheld comment on action until better informed of its full scope but among all was disposition to view the step with disappointment and alarm.

## RE-ENACTMENT OFFICERS FEES, EXTRA SUPREME COURT JUDGE, SOMETHING ON CONVICTS

### And Reapportionment Summarized as Accomplishments of Legislature

(By The Associated Press)  
TALLAHASSEE, May 5.—Re-enactment of county officers fee act provision for an extra supreme court judge, some more about convicts and half-way passage of re-apportionment summarized the main accomplishments of the legislature for the past week. The passage of bills by both houses to create Goldrod county and Hendry county were also high spots of week.

## SPANISH WAR VETERANS WILL HOLD ANNUAL REUNION BEGINNING MONDAY MORNING

### City Will Be Thronged With Visitors For Three-Day Encampment

Sanford is in gala attire for the 13th Annual Reunion of the United Spanish War Veterans, which will be held here May 7, 8, and 9th. These annual reunions are attended by large numbers of the veterans of our war with Spain. The program arranged with Col. Theodore Roosevelt Camp No. 12, the local organization of veterans, is as follows: Monday, 2:00 p. m.—opening address by National Commander in Chief and department commander at the Parish House for the visiting ladies auxiliaries given by the local Colonel Theodore Roosevelt Auxiliary No. 3, 8:00 p. m.—Smoker at the court house, address by National Commander, Department Commander and Adjutant General.

Tuesday, Nov. 9th, 9:00 a. m.—Memorial services under direction of Department chaplain. 2:30 p. m.—parade; 3:30 p. m.—Address by Hon. Chas. B. Parkhill, of Tampa; 4:00—Delegates and wives taken on automobile trip through Sanford and contiguous territory; 8:30 p. m.—Street Dance and smoker.

Wednesday, 9:00 a. m.—Nomination of Department officers for ensuing year. 2:00 p. m.—Installation of Department officers and closing exercises.

The parade, which will be one of the largest ever held in Sanford, will start promptly at 2:30 p. m. Tuesday afternoon, forming on Park Avenue, North of First Street, the right of the column at First and Park with the exception of organizations and individuals riding in cars. This section of the parade will form on Oak Avenue at the head of the column at First and Oak, and as soon as the rear of the column swings into First street from Park avenue the cars and floats will fall in behind. The line of march is from Park avenue West to Magnolia, Magnolia South to Tenth Street, Tenth East to Park, Park to court house. Those taking part in the parade will be as follows: Police, Marshals C. M. Hand and Comrade Geo. A. Lane, Dept. Marshal Mayor; and City Commissioners and City Manager; County Commissioners; Commander-in-Chief A. P. Entenza, N. S. W. V. Dept. Commander Frank Dale and staff, band, Knights Templar, G. A. R. and N. C. V. in cars; U. S. W. V., members of all Florida camps; American Legion, Company D, Medical Detachment, E. K. K. Kiwanians, Rotarians, D. A. R., U. D. C., Auxiliary U. S. W. V. and American Legion Auxiliary, Decorated cars.

The local veterans are requesting residents along the line of march to display the national colors as the parade will pass through the greater portion of the residential section, and that the colors be shown during the

three days of the reunion. Request is also made that everyone owning a car decorate it and enter it in the parade. Among the notables attending the reunion will be a number of the national officers prominent among whom are: A. P. Entenza, Commander-in-Chief of the U. S. W. V., Adjutant General Geo. A. Marshall, Quartermaster General Geo. D. Moler, all of San Francisco. The State Department Commander, Frank Dale of Key West, and Sr. Vice-Commander of Tampa will also be at the reunion. Wire has been received by Jr. Vice-Commander R. A. Terheun, of Sanford, that the Hon. Domingo Hilord, Cuban counsel at Key West, will attend the reunion, arriving in Sanford Sunday.

All indications point to one of the largest reunions in the history of the organization and the total number of veterans and auxiliaries will approximate four hundred. The Valdez Hotel will be the convention headquarters, and the American Legion, Chamber of Commerce and other civic bodies are assisting the local camp in the entertainment of the visitors.

## Seminole Co. Will Have Special Edition Tribune McWhorter Here Now

Tampa Tribune is Writing up the Various Counties of South Florida

John McWhorter, formerly the managing editor of the Tampa Tribune but now the development editor, is out in the open spaces for his health and engaged in writing up various counties of South Florida. John is one of the best known newspaper men in the state and he writes stuff about the various counties that is new and none of the old stuff is ever used in his special editions. He has already issued specials of Polk county and Lake county and several others and he is anxious to give Seminole county about ten pages write up in the Sunday edition of the Tribune about the last of May. The date, of course, has not been decided upon and the special edition will rest largely with the city and county commissioners and the business men of the county. The special edition of the Tampa Tribune will contain everything of interest in the county taking in all the towns and cities and giving one a comprehensive view of what Seminole county contains.

But John will tell you about it later on and in the meantime you can watch for the big edition for it will be a good one since the Tampa Tribune has always been strong on special editions for South Florida and they know how to print them and get them up in fine shape.

## Parade in New York, Protest Against High Price of Sugar

NEW YORK, May 5.—Seventy-two instead of an announced 25,000 paraded the city hall last night in protest against the high price of sugar as prices of raw recovered from yesterday's slump and climbed 56 points during the day's trading.

The protest parade led by Mrs. Louis Reed Welsemiller was headed by a squad of mounted police and the police band of fifty men, and included 35 marchers and 36 women in six motor cars.

At the city hall the paraders were joined by about 50 men and 150 more women.

Mrs. Welsemiller urged the women to support the federal government's injunction against the sugar interests. She said she had been informed directly by federal agents that the women's sugar boycott movement had been the direct cause of the drop in sugar future prices. The local movement, she added, included 5,000 active workers and 1,000,000 women supporters.

Mayor Hylan pledged the support of the city administration to the boycott. In yesterday's trading, reports of a better demand for Cuban sugar on active covering and renewed buying by trade interests changed Thursday's losses of 30 to 40 points in July and September sugar futures to gains of 11 to 10 points.

France was reported to have purchased 5,000 tons of raw sugar in Cuba at from 5.80 to 5.85, which was stated would amount to nearly 6 cents freight paid in New York.

Cable advices received by local refiners from Havana indicated that prominent Cubans were considerably disturbed over the boycott, and were considering a retaliatory boycott of American manufacturers in favor of French and British.

A statement issued by the Federal Sugar Refining Company declared that the tariff was responsible for about 20 per cent of the increase in the price of sugar.

PEKING, May 5.—General Chang Hai Yuan, military governor of administrative district of Chahar has called on the American legation here and made formal apology for attack of December 11 last on Samuel Sokobin consul and Charles Colman, American merchant which resulted in the death of Colman. This was one of the demands of the state department at Washington in connection with affair.

## Southern College Commencement

LAKELAND, May 5.—(Special to the Herald).—The next big event in the history of Southern College is the commencement occasion which occurs the first four days of June. The annual concert of music is to be held on Friday night, June 1, at 8:00 o'clock, followed by the art and home economic exhibit at 9:30.

The next day, June 2nd, at 10:00 o'clock the graduating exercises of the preparatory school will be held, and at noon on that day the Southern Alumni Association will hold the annual banquet and luncheon.

Saturday night at 8:00 the literary contest will be the attraction and on Sunday morning the baccalaureate sermon will be delivered by Dr. Franklin N. Parker and that night at 8:00 o'clock he will speak to the Christian Associations of the college.

The graduating exercises will occur on Monday morning, June 4, with the literary address by Dr. W. F. Melton.

Another high point in the life of the school this term was the May Day pageant on the shores of Lake Hollingsworth Tuesday afternoon, witnessed by over 2,000 people. The affair was under the supervision of Miss Caroline Broadwell, director of the school of expression. Following this a garden party was given the High School students of the city and towns surrounding by the college students. This was given at the residence of President Alderman. The May Day celebration is to be an annual event in the life of the school. The location is ideal for such outdoor sports, and it is believed the occasions will draw large crowds year after year.

A determined effort is to be made to erect a dormitory for the boys on the campus before another term begins. This will be done, in case those who are in arrears with their education pledges send in their checks. It is reported that the unpaid pledges at this time amount to more than \$100,000 and the trustees are ready to begin work as soon as the money is in hand.

John I. McWhorter of the Tampa Tribune is in the city today prospecting for a special edition of the Tribune. John is one of the best known newspaper men in the state and he is always a welcome caller at the Herald office.

The Daily Herald, 15c per week.

## BELGIAN COUNCIL REJECTS GERMAN REPARATION OFFER DECIDES THEM UNACCEPTABLE

LOS ANGELES, May 5.—Two pairs of handcuffs and leg iron will be taken by Under Sheriff Biscailuz, his wife and Deputy Hunter to Tegucigalpa, Honduras, to bring back the woman believed to be Clara Phillips, escaped hammer murderess. They are expected to sail late today and hope to reach Los Angeles again June 10. It is understood extradition papers will be sent direct from Washington.

## CLARA PHILLIPS WILL BE CHAINED WHEN RETURNED

(By The Associated Press)  
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## Sheriff Turner, of Broward Co., Out of Office

TALLAHASSEE, May 5.—Sheriff A. W. Turner of Broward county was formally removed from office by the senate yesterday. He had been under suspension by the governor since the winter of 1922.

The senate's proceedings were taken in executive session. The vote therefore by which the action was taken was not known.

Sheriff Turner was suspended by Governor Hardie as a result of the wholesale roundup of confidence men at Fort Lauderdale by special officers sent there for the purpose by the chief executive. Citizens complained to the governor that they had previously tried to have the sheriff break up the wiretapping operations. It was on reports submitted to the governor that he acted in sending a special investigator to Fort Lauderdale. A senate committee heard several witnesses in the case, including the sheriff who claimed that no report of the wiretapping operations had ever been made to him tangible enough for him to take action.

It was the second of the governor's suspensions to be sustained by the senate, it having voted several days ago to uphold him in removing J. T. Poore as commissioner of Santa Rosa county.

## Military Governor Makes Apology

(By The Associated Press)  
PEKING, May 5.—General Chang Hai Yuan, military governor of administrative district of Chahar has called on the American legation here and made formal apology for attack of December 11 last on Samuel Sokobin consul and Charles Colman, American merchant which resulted in the death of Colman. This was one of the demands of the state department at Washington in connection with affair.

## Tampa Red Cross Recommends Opening Lists for Assistance

(By The Associated Press)  
TAMPA, May 5.—Following recommendation by committee of the local chapter Red Cross, headed by Peyton C. Jordan, that immediate financial assistance necessary, if necessary subscription list be opened today for victims of Thursday's storm. A check of damage caused in addition to five hundred thousand dollars to crops and property.

FINE FISHING WINDOW.

The Ball Hardware Company have not only started off the fishing season by offering prizes for the biggest fish but they are carrying out the fishing idea by dressing one of their big windows in all the paraphernalia of the fishing season. The window has the background of the Florida woods with lakes and river and moss and grass and the old camp fire around which are all the implements of the fishing season. The cooking implements and the new fangled ideas of hanging your pots and pans over the fire that ought to appeal to the campers and the lovers of the great outdoors. The window is a work of art and was decorated by Mr. Matthews who knows his business and has an eye for beauty.

## Informal Reception to Visiting Members Spanish War Vets

An informal reception will be given to the visiting members of the Auxiliaries of the United Spanish War Veterans by the local Col. Theodore Roosevelt Auxiliary Monday afternoon, May 7th, from 4 to 6 p. m. at the Parish House. The committee in charge of arrangements have prepared a delightful musical program for the guests. Those assisting in the program are:

Mrs. Claude Herndon, vocal solo.  
Mrs. Ruby Phillips, vocal solo.  
Margaret Cowan, reading.  
Fluence McKay, Lucille Pope, Madeline Mallett and Pearl Robinson, Clarinet quartette.  
Bernard and Johnny Schirard, cornet and saxophone duet.  
Eva Grace Wagner, songs.  
Mrs. Wagner, piano accompanist.

## Violent Rioting in Vienna By Group of Reactionaries

VIENNA, May 5.—Violent rioting occurred in the vicinity of Favoriten Square throughout last night. The trouble started when police attempted to protect a meeting of reactionaries. The officers were charged by workmen armed with clubs, stones and knives, used their swords to protect themselves. Thirty-eight policemen and more than forty civilians were hurt, many seriously.

## LAUSANNE, May 5.—The United States has been dragged into a controversy that threatens to cause the collapse of the second Near East peace conference. The delegates are desperately seeking a solution of the situation to prevent the rupture feared in consequence of radical differences between Turks, allies and the Americans over the special legal guarantees to be accorded to foreigners instead of the former consular courts abolished by Turkey as part of the capitulations.

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# No Phones, No Delivery, No Charging, No Overhead Expense, No restrictions as to how much you purchase

WE HAVE FANCY CORN-FED LITTLE PIG PORKERS, ANY CUT, LB.	25c	THIS IS EXTRA SPECIAL	GOOD COFFEE, PER LB.	25c	
SUGAR-CURED HAMS, per lb.	25c	CHICKENS, FRESH KILLED, per lb.	35c		
SPRING LAMB, per lb.	35c	FANCY LEGS OF PORK, per lb.	20c		
3 1/2 POUNDS GREEN BEANS FOR	25c	FANCY FLORIDA PORK, CORN-FED, per lb.	25c		
NEW POTATOES, HOME-GROWN, 5 LBS. FOR	25c	PICNIC HAMS, per lb.	15c		
		FANCY BREAKFAST BACON, per lb.	25c		
Prime Steer Pot Roast, lb.	15c	Breakfast Bacon, Western, lb.	35c	Spare Ribs, Western, lb.	20c
Juicy Oven Roast, lb.	15c	Pure Lard, lb.	15c	Pig Tails, Western, lb.	20c
Short Ribs, lb.	15c	Pan Sausage, lb.	15c	Cream Cheese, lb.	30c
Steaks, Plain, lb.	15c	Pork Sausage, lb.	15c	Lamburger Cheese, lb.	40c
Steaks, Flat, lb.	15c	Beef Liver, lb.	15c	Wisconsin Brick Cheese, lb.	40c
Pork Shoulder Arms, lb.	15c	Smoked Sausage, lb.	15c	Sliced Ham, lb.	40c
Legs of Lamb, Western, lb.	35c	Bacon Nugget, Sugar cured, lb.	20c	Luncheon Loaf, lb.	20c
Sirloin Steak, Western, lb.	35c			Butter, lb.	55c
T-Bone Steak, Western, lb.	35c				

FANCY LARGE POD GREEN PEPPERS, Per dozen 20c  
 BRING YOUR BASKETS AND FILL THEM WITH GROCERIES WHILE THEY ARE CHEAP  
 WE CARRY THE FAMOUS LUTZ & SCHRAMM & CO. JAMS  
 CHASE AND SANBORN'S COFFEE

## STEMPER & COMPANY

WEST FIRST STREET      KEEP MOVING      NEXT DOOR TO COCA-COLA BOTTLING WORKS

## SOCIETY

MRS. FRED DAIGER, Society Editor  
 Phone 217-W  
 If you have any friends visiting you or if you are going anywhere or coming home, or if you are entertaining, write a postal card to this department, giving details, or telephone the item. It will be greatly appreciated.

### SOCIAL CALENDAR

Friday—Mrs. Harry Walsh will entertain at the second of a series of bridge parties at her home on Oak avenue, at 3:30 P. M.  
 Friday—Pupils Recital under direction of Miss Mildred Simmons, at 8 P. M., in the Junior Room of Baptist Church.  
 Friday—Mrs. Harry B. Lewis will entertain the members of the Thirteen Bridge Club at her home on Magnolia Avenue at 8 p. m.  
 Monday—Col. Theodore Roosevelt Auxiliary No. 3, entertain with an informal reception at the Parish House from 4 to 6 o'clock, in honor of visiting ladies of the S. W. V. Reunion.  
 Tuesday—At ten o'clock there will be a meeting of Auxiliaries, local and visiting in the Palm Room at Hotel Valdez for the installation of a department auxiliary.

Tuesday—Col. Roosevelt Camp, No. 3 gives a street dance for visitors and homefolks.  
 J. Howard Jarrott is spending the week end in Savannah, Ga., with his parents.  
 J. F. Ward of Jacksonville arrived in the city yesterday and is registered at the Montezuma.  
 Charles E. Palmer of Tampa was in the city yesterday transacting business and made his headquarters at the Montezuma.  
 Mrs. Frank Dale of Key West will arrive here tomorrow and will represent the Key West Chapter, Auxiliary to the Spanish War Veterans. While here Mrs. Dale will be at the Valdez.  
 Among the prominent visitors who will be here next week for the encampment of the Spanish War Veterans and Auxiliaries, will be Mrs. Lucile Dragon of St. Louis, Mo. Mrs. Dragon is charming woman and is prominent both socially and in public life, and is President General of the National Auxiliaries to the Spanish War Veterans. On Monday afternoon Mrs. Dragon will be guest of

honor at a reception given at the Parish House by the Col. Theodore Roosevelt Auxiliary, No. 3.  
**MERRIE MATRONS BRIDGE CLUB**  
 Mrs. D. P. Drummond was the charming hostess yesterday afternoon when she entertained at bridge at her home on Magnolia avenue, her guests being the members of the Merrie Matrons Bridge Club.  
 The color motif of pink and white was emphasized in every detail of this delightful affair. Quantities of pink roses and candy tuft being artistically arranged in crystal vases, in the rooms where the card tables were placed.  
 The hours passed quickly in the interesting game of bridge, when scores were counted, the prize for high score, six ice tea coasters, was won by Mrs. George Knight.  
 At the conclusion of the card game, the hostess served a tempting ice course.  
 Among those enjoying the cordial hospitality of Mrs. Drummond were Mrs. R. J. Holy, Mrs. W. T. Langley, Mrs. Harry Lewis, Mrs. C. E. Henry, Mrs. Harry Heeren, Mrs. S. E. Barrett, Mrs. G. I. Loucke, and Mrs. George Knight.

**SANFORD CHORAL SOCIETY.**  
 Monday evening the new Sanford Choral Society held its weekly meeting in the Parish House and plans were discussed for the opera, "Pinafore," which is to be ably presented by this organization very soon. The society is under the capable leadership of Mrs. Julius Takach, president, and Mr. McMahon, director. The initial fee is \$1.00 and the dues—twenty-five cents per month.  
 It is the hope of the Sanford Choral Society to produce one oratorio each winter and one or two good operas. Community singing, too, will be studied and the members will receive excellent coaching along all lines of vocal work.  
 The society hopes to be of great value to the artistic life of Sanford, at the same time furnishing its members with real pleasure and musical study.  
 If you can carry a tune, give Sanford the benefit and at the same time help yourself by joining this new musical organization. The rehearsals for "Pinafore" will begin in earnest next Monday night at the Parish House at 7:45 o'clock and there are at least fifty members needed at that time.

Who is the "Black Raider?" "Where is Lord Loveland?" These are the two mysteries that keep you wondering in "The Girl From Lower Seven," High School May 9th and 10th.  
 The Herald for first class job work.

**RE-CUMA**  
 For the Stomach, Liver, Kidneys, Bowels, Blood  
 Sold by UNION PHARMACY, Sanford, Florida

**Stearns' Electric Paste**  
 is recognized as the guaranteed exterminator for Rats, Mice, Ants, Cockroaches and Waterbugs.  
 Don't waste time trying to kill these pests with powders, liquids or any experimental preparations.  
 Ready for Use—Better than Traps  
 2-oz. box, 5c      15-oz. box, \$1.50  
 SOLD EVERYWHERE

There will be real cowboys, an Indian girl, and lots of excitement as well as fun in "The Girl From Upper Seven," at the High School, May 9th and 10th. 30-31

**The Princess**  
 TONIGHT  
 A Superb Spanish-American Sport Romance  
**"MY AMERICAN WIFE"**  
 With  
**GLORIA SWANSON**  
 —AND—  
**ANTONIO MORENO**  
 A love drama of the tropical lands where Spanish Passion and intrigue are the favorite sports. Gloria with all her shimmering beauty, the center of it all. Never was she so wonderfully gowned, so warmly alluring. An exciting picture that sweeps you through a gamut of thrills. It's a Paramount picture.  
 NOTICE!  
 Tickets are now on sale at all the drug stores for the Senior play to be given on Wednesday and Thursday evenings, May 9th and 10th. Price 35c and 50c. 30-31

# 2-DAY SALE--2

## SATURDAY and MONDAY ONLY

Of Sweaters, Overblouses, Skirts and Hand-Made Waists

A two-day event of unusual importance to the Woman or Miss who is anticipating the trip to the mountains or seashore; yet let us not forget the one staying at home for what is prettier than a pretty sport costume for motoring, golfing or sports wear?

### SWEATERS

Our stock is replete with a wonderful assortment of Slipover and Tuxedo models, in a diversity of styles, weaves and colors, and at these prices—unusual ones, one can afford to buy generously:

**SILKS**

\$14.75 Grade @ \$10.95  
 \$11.95 Grade @ \$9.50  
 \$7.95 Grade @ \$6.50

**WOOL**

\$6.95 Quality @ \$5.50  
 \$5.95 Quality @ \$4.75  
 \$4.50 Quality @ \$3.75  
 Others reduced accordingly

### OVERBLOUSES

All the newest styles of the present vogue, very cleverly designed and fashioned in Silks of Paisley and Printed Designs, while others are represented in solid colors, touched here and there with colorful embroidery:

\$9.75 Grades @ \$7.95  
 \$7.95 Grades @ \$6.50  
 \$5.95 Grades @ \$4.95

### SKIRTS

Pretty Silk Skirts of heavy Canton and Roshanahra. Pleated and plain models at specially reduced prices. A fortunate purchase of white Wash Skirts in Sateen and Gaberdine enables us to give you these extraordinary values, at

\$2.95    \$3.75    \$4.50

### HAND-MADE WAISTS

Of fine Sheer Batiste, beautifully hand-drawn and sometimes embroidered with tiny dots. Designed with Peter Pan or Tailored Collars and trim turn-back Cuffs—

\$4.50 Grades @ \$3.75—\$3.95 Quality @ \$3.25—\$3.50 Grades @ \$2.95

# Baumel's Specialty Shop

"WHERE STYLE REIGNS"  
 "The Post Office is Next Door to Us"

## LOCALS

Yes, we had rain yesterday but no hail.  
 Some points on the west coast had a bad time and one person was killed.  
 All of which carries out our former statements that Sanford is the most fortunate place in the world.  
 Ambition can creep as well as soar. A small savings account at the Seminole County Bank can usually soar.  
 Atlanta & Pacific Tea Company have an advertisement today quoting their specials on flour, baking powder, butter, evaporated peaches, etc. The A. & P. are proving very popular in Sanford and they are located in the new Phillips building on Second street.  
 Speer & Son are back again today with a half page advertisement calling your attention to the wonderful bargains they will offer you in a two day special sale (Saturday and Monday) on ratines, crepe de chine, long cloth, gingham, dress linens, etc. Remnant sale giving you the best at one-half price and many other bargains at Speers Saturday and Monday.  
 Your old favorite the, Piggly Wiggly, the place where the low prices on groceries originated in Sanford and the place where you get real goods at real prices wants you to remember that Saturday and Monday they will sell you your groceries at prices that will turn them over. Just read these special prices and remember that Piggly Wiggly are not afraid to quote you prices—in fact they are proud of the fact that they have low prices and can stand behind the goods and the prices.  
 Daily Herald on sale at Joe's Smoke House, Mobley's Drug Store and Hunt's Pharmacy.  
 Fleurette—Fleurette try to play ze zhoke on ze young ladies and she lose ze young ladies and she have von fearful time and von, two, three man's chase her and she only play ze zhoke on Melster Montgomery. Come and see the Senior play 9th and 10th. 30-31  
 Aluminum Dishpans, Water Pails, Double Bolders Saturday at Robert's Grocery, \$1.00 each. 31-11p

# CHURCHWELLS

## 10 DAY SALE

# Closes Saturday Night

Don't fail to take advantage of the great saving offered on anything in our store. Just a few of the special values:

CREPE DE CHINE, yard \$1.75  
 TAFFETA, yard \$1.69  
 SATIN, yard \$1.69  
 ORGANDY, yard 22c  
 VOILE, yard 22c  
 32-IN. GINGHAM, yard 25c  
 27-IN. GINGHAM, yard 22c

**BIG REDUCTION ON ALL READY-TO-WEAR, SHOES, PIECE-GOODS, AND NOTIONS**

# CHURCHWELL'S

First Street      SELLS IT FOR LESS      Welaka Block



**Sanford Daily Herald**

Published every afternoon except Sunday at the Herald Building, 107 Magnolia Ave., Sanford, Fla.

**The Herald Printing Co.**  
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 H. J. HOLLY, Editor  
 H. A. WELLS, Secretary-Treasurer  
 H. S. HOLLY, General Manager  
 H. S. HOLLY, Advertising Manager

Advertising Rates Made Known on Application  
 LEWIS SHIPP, Circulation Manager  
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 Three Months .65  
 Delivered in City by Carrier  
 One Week 15 Cents

The big 12- to 18-page Weekly Herald entirely covers Seminole County and is published every Friday. Advertising rates made known on application. \$2.00 per year, always in advance.

MEMBER THE ASSOCIATED PRESS  
 The Associated Press is exclusively entitled to the use for republication of all news dispatches credited to it or not otherwise credited in this paper and also the local news published herein.

Foreign Advertising Representative THE AMERICAN PRESS ASSOCIATION

We wish to congratulate the Sanford Chamber of Commerce upon their selection of the men who will control the destinies of this fine organization for the ensuing year. With Edward Higgins as the head and his assistants, G. D. Bishop and A. P. Connelly and Secretary Pearman on the usual job and with a first class board of governors the Chamber of Commerce starts out with brightest of prospects for a year of active service and they should bring in more new members than ever before as the people are slowly beginning to realize that nothing of a public nature can be done without the united support of the Chamber of Commerce.

That hazing incident at Chicago where a young man was killed by the rough students and his body buried ought to be investigated and the guilty ones brought to punishment even if it breaks up the entire school. Hazing is injuring some of the Florida schools but a bunch of people think it broadens the boy to give him the devil while he is in the freshman class when in fact it causes about twenty per cent of them to cut their studies and eventually leave the college. Some of the rough stuff practiced in the colleges if it ever comes to light will cut off all the endowments and public money that has been keeping these schools going and they will fall flat.

Major General Shanks recently visited Gainesville and the University of Florida. We suppose he rode "Shank's mare" while he was there.

Waukulla county has her biennial "coming out" party today and all the political aspirants will be there to "kick off."

President Harding is not in favor of housewives boycotting sugar but we are. We believe that it is the only way to show the profiteers that the women of this country are not afraid of them even if the Republican party is squeamish.

Sheriff Turner of Broward county was formally removed by the senate yesterday having been under suspension by the governor since 1922. He was removed it is alleged because he allowed the "wire tappers" to operate in Broward county.

The government experts thought gas would be a good thing to kill the worms in the celery but after investigation it was found the gas would also kill the celery plants. And even at that it would be a good thing some seasons.

The Gainesville Sun is enthused over the fact that a company will bore for oil in Alachua county and says that oil is there and they have known it for a long time. There is oil in Florida—but getting it out is paying quantities—ah, there is the rub.

The legislature will now investigate the Chera incident where the armed men threatened the negro witness who was trying to find the grave of the Tabert boy. We suppose they will find out if the men wore one or two guns and how they wore them and what they wore them for and then whitewash them.

With money to loan on building enterprises this summer Sanford should stage one of the greatest building booms in the history of the city, and it is also rumored that the million dollar tourist hotel is not a dream but a reality and it will be built within the next twelve months. Now is the time for all good boosters to come to the aid of the city.

The success of the Merchant Marine is up to the American public says the president of the American Steel Corporation in a speech yesterday. And he is right. Americans do not patronize the American lines and they quickly lose their love for their adopted country when they get to the seaboard and see the different ship lines ready and willing to take them across. Real Americans should ride on American ships even if they are dry.

The Leon county judge who is accused of drinking does not deny the charge but he says that he was never incapacitated for duty. His only trouble was sending the young boys to the convict camp to be killed and there he made the fatal mistake. He might have gone on drinking until the end of the chapter but the death of Martin Tabert brought out much—yes, verily, it tore up the red clay hills of Leon and uprooted some of the big trees.

If you owe the Herald and can't pay us don't knock us. It is bad business to knock the newspaper when you owe it. Of course we care but little how much you knock the Herald for every knock is a boost but we reserve the right to choose the knockers and we don't want to hear of any of our debtors knocking us again—otherwise we shall publish their names in the Herald for thirty days in order that other people can see their names and avoid giving them credit.

**JUST KIDS—A Strong Rival.**



12 INTERNATIONAL CARTOON CO.

**INVESTIGATE BEFORE YOU INVEST WARNS BABSON**

**STATISTICIAN SAYS \$50,000,000 LOST EVERY YEAR ON BAD SECURITIES.**

WELESLEY HILLS, Mass., May 4.—"Eighty out of every hundred new concerns are doomed to fail before they start" according to a statement issued today by Roger W. Babson who has just returned from a tour of inspection.

"Everywhere I go," says Mr. Babson, "people ask me to look at their lists of investments and it is usually depressing business. I do not know why men who are keen in business, who work hard to earn and save, will turn their savings over to a comparative stranger or invest them in a stock or bond that they know little or nothing about—nor why men of means who should be somewhat experienced in matters of investment insist on buying promotion stocks."

"A recent investigation made by my associates shows that eighty out of every hundred concerns go through at least one re-organization. This means a loss and possibly an assessment for all stockholders. The man who buys promotion stocks—the stocks of concerns not yet established on a paying basis—therefore has eight chances out of ten to lose, but two chances out of ten to maintain his equity and less than half that to make any money. These stocks should only be bought by those who realize these facts and who can afford to lose."

"Stocks and bonds of questionable value cost the American public about \$50,000,000 a year—and the bill is paid by those who can ill afford to pay it."

"Get rich quick—take a chance, Columbus did" arguments of the typical by-night stock promoter appeals to the cupidity of the average man who does not stop to reason as he would if he were doing anything but investing his money. He does not seem to realize that if the proposition were such a sure-fire million-dollar maker as it seems, that there would be no necessity for peddling

pronounced a human slaughter pen" by an inspector, who afterwards reversed his opinion. But Senator Knabb will not be deprived of his seat in the senate. A mild censure is the worst that he may expect. The "whipping boss" now under indictment for first degree murder will go through the form of a trial in Dixie county—and will be acquitted. It is not even certain that the senators will permit the abolishment of the convict leasing system. There will be more "regulations" adopted for the control of the whipping boss of the future, but the lash will be retained, for a majority of the senators believe in its necessity. The rules we already have prohibit "cruel and inhuman punishment." How have they been obeyed? It is a dangerous privilege to give any man, that of flogging a fellow man, and is sure to be abused.

The "convict" senators have taken the bit in their teeth, and they are going ahead regardless of the sentiment of the people of Florida or the disgrace and shame they will bring to the state.

See if ye are not right.—Tampa Times.

McKinnon-Markwood Company will have a complete line of Hart Schaffner & Marx clothing, new store, new stock.

held in Florida. This state has a wealth of beautiful trees, but it should have more. Every highway in the state should be bordered by our hardy and eye-pleasing evergreens.

This movement is being actively pushed by the Orange County Beautification Commission and other organizations. It means much for Florida. Every community and county in the state ought to have an organization of this kind, doing systematic work for tree-planting. Every tree suggests the beautiful tribute of Joyce Kilmer:

"I think that I shall never see  
 A poem lovely as a tree."

A tree whose hungry mouth is prest  
 Against the world's sweet flowing breast.

A tree that looks at God all day  
 And lifts her leafy arms to pray;

A tree that many in Summer wear  
 A nest of robins in her hair;

Upon whose bosom snow has lain;  
 Who intimately lives with rain.

Pomes are made by fools like me,  
 But only God can make a tree."  
 —Tampa Tribune.

**THE "MARRYING AGE."**

French feminists agree with Judge Ford of New York that girls should not marry before they are twenty years old but do not agree with him that, if recalcitrant, they "should be locked up" until past the dangerous teen age. The French agree that marriage before twenty is dangerous because early marriage is "the source of much domestic trouble and unhappiness."

The birth rate is of national importance in France but one French feminist, Mme. Colette Yver, does not hold it as all important. Happiness, she says, is of enormous psychological importance. Happiness, moreover, she holds, is an essential condition to assure the nobility of the family. She believes that before twenty girls are full of dreams and are likely to be considerably disillusioned when brought into sudden contact with hard facts.

Another declares that until after twenty no girl has sufficient judgment to make a judicious choice of a husband. But still another Frenchwoman declares that if a girl's judgment has not been sufficiently trained at eighteen, it won't be in later years.

Our notion is that girls will go on getting married whenever they make up their minds about it and since it is impossible to "lock them up" until they are twenty—the question of the marrying age seems to be an academic one only.

**THE TROUBLE IS WITH OURSELVES.**

It is delightfully refreshing, as it is exceptional, to listen to a man who not only knows what he is talking about but who, also, is broad-minded enough to admit the truth. Such a speaker is Samuel A. Vauchain, head of the great Baldwin Locomotive Works, in Philadelphia, who last Thursday was the honored luncheon guest of the Jacksonville Chamber of Commerce.

Mr. Vauchain was speaking with reference to railroad transportation and its importance to the country, justly condemning patrons who are responsible for many of the imperfections, in service, for which these same patrons are blaming the railroads—was speaking with general reference, however, to business conduct in general, when he said:

"When a man comes in to see me, with a complaint, I listen to him, I say, 'What is the matter with us, what is the matter with me, that we can't get along with this man?' He has a grievance, he has a semblance of a grievance. Let's find out what's the matter with us, and we generally find it, and we have harmony."

Here, in very few words, Mr. Vauchain told of a line of procedure, in business relations, as well as in those of a social nature, that is not followed as generally as it should be, and if followed would result in less of complaining, less condemnation of "the other fellow."

"What is the matter with us; what is the matter with me?" This is inquiry that is not made as frequently as it should be, and even by people who regard themselves as being almost perfect, as being incapable of making mistakes. Inquiry, directed at self, often will lead to discovery that "the other fellow" isn't so much to blame for imperfections, for shortcomings charged to him, as we are, ourselves. Without citing illustrations, every individual, with a little conscientious searching of self, often will find that he or she is to blame for what at first, or without due consideration, was loaded on the other person or persons. This is true in every relation of life. If it were less true, if there were fewer instances of blaming somebody else for that for which the blame really belong to

**Today's Efforts**

- What the future holds for us none of us knows.
- We may be certain, however, that we should prepare for tomorrow's needs by making the best of today's efforts.
- Open an interest-bearing account with this institution and build a competence.

**Peoples Bank of Sanford.**

SANFORD — FLORIDA

**RAISING THE SPEED LIMIT TO THIRTY-FIVE MILES.**

With the changes in transportation facilities that have come in recent years, have arisen fresh necessities in the regulation of highway traffic. Seven or eight years ago when possibly ninety per cent of the travel over Florida's sand trails was by horse or mule and when the first paved roads were introduced, the motor driven vehicles was, in one respect, looked upon with more or less disfavor as an interloper, a sort of butter-in and legal restrictions of all kinds were sought to be placed only against the machine itself but the driver. The latter was classed as a platoon and the state conspired against him to make him pay heavy taxes and regulate his speed as a not to frighten the horses and mules. And in those days the roads were narrow, mostly nine feet wide, and that there was, as there is now, such roads, danger to human life when reckless drivers were given the rein. It was then that the law stepped in to say that no motor vehicle should exceed a speed of thirty miles an hour. At that time such restriction was undoubtedly right and proper but today it is not. That thirty-mile limit is making of thousands of citizens of Florida, men and women, law breakers in the technical sense of the term. That law, obsolete as it is now, has also been the foundation for the operation of a system of traffic regulation that is as far from right as anything could possibly be. No county in Florida can afford to build up a system of petty persecution whereby respectable, responsible and good citizens can be haled into court and fined because their motor car might have been pushed just a shade over the thirty-mile speed limit.

The Star-Telegram is bold to state that with the wider highways that are now the order of the day, thirty miles an hour is too slow a speed to meet modern demands. With an open road and clear sailing, there is no rhyme nor reason in enforcing such a limit. Therefore the bill now before the legislature which would raise the speed limit from thirty to thirty-five miles an hour, seems entirely just and reasonable. Senator W. W. Phillips, of Columbia county, who has introduced this bill, is receiving great encouragement but his hands would be strengthened if every motor club and all interested residents of Florida, would write to their legislative delegation, urging support of this measure.

Polk county motorists have been heard to express the opinion that thirty-five miles an hour is a reasonable speed under present conditions of our highways. Possibly in later years this may be stepped up to forty miles an hour, which is not excessive with some cars, but the Phillips bill is satisfactory to a majority of motorists and especially so because there is a protecting clause for the driver of a car which clause says that before a person is guilty of exceeding the speed limit, the motor vehicle must have traveled not less than half a mile at the excess speed. It is tolerably safe to assume that the victims who have had to pay from \$10 to \$25 tribute under the present unjust restrictions, will not lose any time in urging a favorable vote on the Phillips bill.

The system of traffic regulation is quite another matter and the Star-Telegram proposes to have some thing definite to say about that in a later issue.—Lakeland Star-Telegram.

Who is the "Black Raider"? "Who's Lord Loveland?" These are the wo mysteries that keep you wondering in "The Girl From Lower Sevier" High School May 9th and 10th.

The Daily Herald, 15c per week



NOTICE OF AN ACT TO AMEND HOUSE BILL RE-... PASSED BY THE HOUSE OF REPRESENTATIVES DURING THE SESSION OF THE LEGISLATURE...

That on and after the passage of this act, and upon it becoming law, the act, and upon it becoming law, the act...

That it shall be unlawful at any time of the year, either in open or closed season...

SECTION III. That it shall be unlawful to fish with any net or net of any kind between...

SECTION IV. That it shall be unlawful to fish with any net, or traps, or traps of any kind...

SECTION V. That it shall be unlawful for any person or persons, firms or corporations...

SECTION VI. All laws and parts of laws in conflict with the provisions of this act, be and the same are hereby repealed.

SECTION VII. This act shall go into effect upon its becoming a law and upon its becoming a law...

SECTION VIII. This act shall go into effect upon its becoming a law and upon its becoming a law...

SECTION IX. This act shall go into effect upon its becoming a law and upon its becoming a law...

SECTION X. This act shall go into effect upon its becoming a law and upon its becoming a law...

SECTION XI. This act shall go into effect upon its becoming a law and upon its becoming a law...

SECTION XII. This act shall go into effect upon its becoming a law and upon its becoming a law...

SECTION XIII. This act shall go into effect upon its becoming a law and upon its becoming a law...

SECTION XIV. This act shall go into effect upon its becoming a law and upon its becoming a law...

SECTION XV. This act shall go into effect upon its becoming a law and upon its becoming a law...

SECTION XVI. This act shall go into effect upon its becoming a law and upon its becoming a law...

SECTION XVII. This act shall go into effect upon its becoming a law and upon its becoming a law...

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SECTION XXXVIII. This act shall go into effect upon its becoming a law and upon its becoming a law...

SECTION XXXIX. This act shall go into effect upon its becoming a law and upon its becoming a law...

has filed said certificate in my office and has made application for Tax Deed to issue in accordance with law.

Also: Tax Certificate No. 324, dated the 5th day of June, A. D. 1911, has filed said Certificate in my office and has made application for Tax Deed to issue in accordance with law.

Witness my official signature and seal this the 20th day of April, A. D. 1923.

(SEAL) E. A. DOUGLASS, Clerk Circuit Court, Seminole County, Fla.

By: A. M. WEEKS, D. C. 4-21-28; 5-6-13-20-27.

LONGWOOD

Mr. and Mrs. E. E. Hardy and Mr. and Mrs. Fred Ranger left Saturday for their home in Maine.

Dr. and Mrs. Trippett left for Orange City where they will spend the summer.

Mrs. Howard Stuart and little son arrived Saturday from Verona, Pa., to spend some time with Mrs. Stuart's parents.

Mr. and Mrs. Long and daughter, Mr. and Mrs. Morgan left last Wednesday for their home in Ohio.

Mr. and Mrs. George Dollive were callers in town Wednesday.

Mr. and Mrs. J. S. Dinkel motored to Tavares Monday.

Mrs. Bray left Monday for her home in Georgia after spending the winter with her daughter, Mrs. L. R. Payne.

E. W. Dickson and Delmore McWorkman motored to Winter Haven Sunday.

Mrs. H. Chapman and Ray, Jr., and Miss Olive Dinkel left for Jacksonville Saturday.

John Horn left Monday for his home in Georgia. Mr. Horn made many friends during his short stay in Longwood.

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

"THE GIRL FROM UPPER SEVEN"

On Wednesday and Thursday, May 9th and 10th, the Senior class of the High School will present the annual play, "The Girl From Upper Seven."

This is one of the best plays ever selected for a high school cast. The play contains a mystery which is not solved till the last act.

The costumes for this play have been rented from regular costumers. The comedy part is well taken by Byron Stephens as the Englishman, Victor McLaulin is the villain of the play, who pursues the beautiful heroine.

The choruses are worth the entire admission price. The Japanese chorus is in costume with special scenery. The Scotch chorus is also in costume and the girls sing a catchy little Scotch song and then dance the Highland Fling. The admission is the same as ever, 35c and 50c. Watch for the program.

The Scotch Chorus will sing an old Scotch Song and dance a Highland Dance. The Japanese Chorus is gorgeous. Senior play, May 9th and 10th at the High School.

NOTICE! Tickets are now on sale at all the drug stores for the Senior play to be given on Wednesday and Thursday evenings, May 9th and 10th. Price 35c and 50c.

NOTICE TO ALL CONCERNED: The Sanford Carpenters' Local 1751 contemplates a raise in scale to 75c per hour, taking effect May 15, 1923.

McKinnon-Markwood Company will carry a complete line of Intervenor Socks.

G. W. Lawton, Bracelet Watch Expert, 215 South Orange, Orlando, Fla.

For quick results, try a want ad.

WANTED: A SALESMANAGER FOR OUR RAILROADS

Roger W. Babson Would Put Transportation on a Business Basis. The Statistician Sees Better Earnings for the Carriers This Year

WELLESLEY HILLS, Mass., May 4.—Our commercial world is suffering with poor circulation and the case has been critical from time to time during the last six years.

"Our commercial arteries are congested," says Mr. Babson, "and I am not at all sure that we have not suffered a good many of the pains that come of poor circulation."

"The original ruling put in force the day the railroads went back to private ownership stated that the Interstate Commerce Commission was to set rates that would show a reasonable return on the investment."

"The net earnings for 1922 average 3.83 per cent which is less than savings banks ordinarily pay on deposits. Nor is this 5.3-4 per cent in any way a guarantee."

"The second customer of our railroads is the farmer, who also is ready with his bill of rights and list of grievances. The railroads have left him without cars and his crop has depreciated heavily on his hands."

"The encouraging thing about the whole situation is that three or four of our great railroad systems have come to their senses and are really merchandising their service and giving their attention to their customers."

"In studying this problem I find that we must go back 15 years to get at the cause of our present difficulty. In those days the financiers were operating the railroads and on a 'public be damned' policy."

"I am firmly convinced that the present dissatisfaction will continue until a new conception of the railroad has been sold to the American people. The present management is too busy to bother with 'this little shipper' or 'that little shipper'."

"If I had one of these railroad systems on my hands, I would hire a salesman for it, a man thoroughly competent to sell transportation service to the American public."

"Now with all these people losing one might suppose that some one would be winning. We turn to the management of our roads and we find them complaining that they can do nothing because of government regulation. They will tell you that their roads are in need of repair but that the government will not allow them to make enough to pay interest on the money that they must borrow to buy the new equipment so they have to worry along with what they have and spend their time trying to hold off more adverse legislation."

"There seems to be a great deal of misunderstanding among the radical element who are pushing for more restrictions and adverse legislation. You have often heard it said that the government through its ruling has guaranteed the railroads earnings

CROP DAMAGE WAS SEVERE IN HAIL STORM

ONE PERSON WAS KILLED AND SEVERAL WERE INJURED ON WEST COAST

One person was killed, several injured and serious damage was suffered by truck growers as the result of a severe hail storm, accompanied by heavy rain and a twenty-six mile per hour wind which swept the lower west coast yesterday morning.

At Bowling Green a negro was killed when a school building in which he and several companions had sought refuge, toppled over. Several persons were injured in the Brandon territory, none of them seriously.

With a rainfall of 3.55 inches Wednesday night and yesterday, Tampa was bathed in the heaviest rain ever recorded here during the month of May, according to the records of the weather bureau, the greatest previous twenty-four hour rain in May being 3.37 inches, May 14 and 15, 1921.

F. L. Brandon, of Tampa, who owns a large dairy farm, stated that all his buildings were blown down, as well as about twenty other buildings, including a Baptist church some two miles west of Mango.

Mr. Brandon reported that the home of John Stevens was blown a quarter of a mile, landing on the railroad track. Mrs. Stevens and her little son were injured, and the baby, less than six months old, had its hip broken.

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A Savings Account started by you today at Our Savings Department, and added to steadily, will in time become a SAFEGUARD against your future needs. Such a "Safeguard" every man and woman should have. How about YOU making the start today? 4% Interest allowed.

First National Bank A COMMUNITY BUILDER F. F. FORSTER, President R. F. WHITNER, Cashier

Little Boy Blue Come Blow Your Horn! The sheep's in the meadow, the cow's in the corn. Little Boy Blue, if you had sense, You'd build yourself a good strong fence, And put it up between the cow And the corn that she is chewing now; For fence or shingles, lath or boards, We are the folks you're headed towards. HILL LUMBER COMPANY SANFORD, FLORIDA PHONE 130

Virginia Produce Co. WHOLESALE COMMISSION MERCHANTS Southern Vegetables Our Specialty RICHMOND, VA. Honesty Service

Satisfactory Results Cannot Be Obtained From Cheap Inferior Feed Don't think a feed is all right simply because your stock eats it. A cow will eat most anything if you sweeten it with molasses but the milk pail will show the difference. We guarantee results from the feed that we sell—and remember— "Your Money Back If You Are Not Satisfied"

THE CASH FEED STORE Sanford Feed & Supply Co. FEED-HAY-CRAN AND FERTILIZERS PHONE 539-MYRTLE AVE. & 4TH ST SANFORD FLA

IT'S PURE That's Why It's Popular... Our orders are coming in so fast that if it were not that we kept prepared to render real service we could not handle them.

PHONE US WE DELIVER and we deliver prompt, anywhere, any time. And if you do not drink Elder Water now—you will, after one trial. Elder Springs Water Company



BASE BALL  
FOOT BALL  
BASKET BALL  
TRAP SHOOTING

# REALM OF SPORTS

GOLF  
BOWLING  
TENNIS  
BOXING

## DEMPSEY WILL GET FORTUNE FOR HIS BOUT

Champion's Share to be \$300,000 for Risking Title

(By The Associated Press)  
CHICAGO, May 5.—Jack Dempsey will receive \$300,000 for risking his title against Tommy Gibbons, the St. Paul challenger in a 15 round contest to a decision at Shelby, Mont., July 4, while Gibbons will gamble with the promoters for his share of the receipts.

This was revealed last night, when all obstacles for the match were overcome to the satisfaction of Jack Kearns, manager of the champion.

Kearns will receive \$100,000 in cash today as a first installment of the three hundred thousand dollar guarantee, and will attach his signature to the article closing the match.

Under the terms of the contract, Dempsey will receive the second \$100,000 June 15, and will receive the final \$100,000 July 2nd—48 hours before the bout.

Gibbons will not receive a penny of the receipts until the first \$300,000 is in the box office. He will receive 50 per cent of all money over the amount until the \$600,000 mark is reached. After this the challenger will receive 25 per cent of all over \$600,000 and also will be given 25 per cent of the moving picture rights, in addition to \$2,500 for training expenses. Dempsey has been allowed \$10,000 to cover his training expenses.

Buy your ticket early for the Senior play, "The Girl from Upper Seven," a thrilling Western play with two mysteries which do not come out until the last.

## BROWN MULE SMITH ENDS HIS CAREER HERE

Brown Mule Smith, the most widely-heralded hurler who ever came here to join the Bulldogs, found his career with Ernie Burke's club at an end yesterday. He was unconditionally released.

Smith came to the Burkemen toward the close of last season when pitchers were needed desperately. He looked very good for a time, but this year he severed all connections with Col. Control and was of little value. He will make a good pitcher when he is taught to put the ball over the rubber and may yet rise to fame.

The Mule's arrival here last year was the talk of the city for several days. He was reputed to be one of the best pitchers in the south and great things were expected of him. He is a great fellow off the diamond, but it may be some time before he can be considered a reliable moundman.

Smith is loyal to Orlando and will not play with any other club in the Florida State League unless it be St. Petersburg, he said yesterday. It is understood he has had an offer from the Daytona club.—Orlando Sentinel.

## Growers Hit Woolf and Win Again, 7-4

BRADENTOWN, May 5.—Bradentown took a three run lead from Orlando in the fifth inning yesterday, pounded Woolf for four hits and ran in the five runs necessary to win the game finally by a score of 7 to 4. The score:

Orlando	000 201 000—4
Bradentown	000 520 000—7

## BASE BALL NEWS

### YESTERDAY'S RESULTS

National League  
New York 313 000 200 000 2—11  
Philadelphia 070 100 001 000 0—9

Cincinnati 03 001 101—6  
Pittsburg 211 002 400—11

Chicago 000 000 010 1—2  
St. Louis 001 000 000 0—1

Brooklyn 000 000 000 000 0—0  
Boston 000 000 000 000 1—1

American League  
St. Louis 000 001 431—9  
Cleveland 200 010 101—5

Philadelphia 200 100 021 2—8  
New York 004 000 200 0—6

Boston 002 200 000—4  
Washington 030 004 000—7

Detroit 000 000 000—0  
Chicago 031 000 000—4

### HOW THEY STAND

Florida State League  
Orlando Won 15 Lost 8 .652  
Tampa 12 9 .571  
Lakeland 11 10 .524  
Bradentown 10 13 .435  
St. Petersburg 10 13 .435  
Daytona 9 14 .391

National League  
New York Won 13 Lost 5 .722  
Chicago 10 7 .588  
Boston 9 7 .563  
Pittsburg 9 8 .529  
St. Louis 8 9 .471  
Philadelphia 6 8 .427  
Cincinnati 7 10 .412  
Brooklyn 4 12 .250

American League  
Detroit Won 11 Lost 6 .647  
New York 10 6 .625  
Cleveland 10 7 .588  
Philadelphia 8 6 .571  
Boston 6 9 .400  
Washington 6 9 .400  
St. Louis 6 9 .400  
Chicago 5 10 .333

SKELTON HEADS BAKERS.  
ATLANTA, Ga., May 4.—J. L. Skelton of Knoxville, Tenn., was elected president of the Southern Bakers association at the closing session yesterday of the ninth annual convention. John Seybold, of Miami, was elected vice president and George J. Jones, of Columbia, treasurer along with the directors named yesterday.

GOULD TAKES BAD TURN.  
MENTONE, France, May 4.—A bad turn for the worse occurred suddenly today in the condition of George J. Gould, the American financier who is ill at the Cap Martin villa near here. Showing marked improvement for some time Mr. Gould had a relapse last week and his physicians were recalled.

Tampa Moves to Second Position, Beating Lakers  
TAMPA, May 5.—"Bugs" Ery was in a wild mood here yesterday and with his mates behind him booted two expensive throws and the Smokers adding opportune hits, the locals clinched second place by beating Lakeland, 5 to 3. The score:

Lakeland	110 001 000—3
Tampa	000 201 200—5

Daytona Again Defeats Saints by Their Hard Hitting  
ST. PETERSBURG, May 5.—Knocking Lane out of the box and scoring four runs in the seventh, Daytona took the second game of series from the Saints here yesterday, 4 to 3. The Saints got but two hits. The score:

Daytona	000 000 400—4
St. Pete	030 000 000—3

## FOR THE MOVIE FAN

Did you see "My American Wife" last night?

A large crowd was there but if you failed to get in be sure and go to night and see "Glorious Gloria" in "My American Wife."

Antonio Moreno plays opposite Gloria Swanson and he's there with the big hit.

All in all it's a great picture, so don't miss it.

And the honor guests tonight will be Mr. and Mrs. H. G. Deiterich and daughter, and they will see the "My American Wife" tonight without cost, the treat being on the house.

And Monday "Hunting Big Game in Africa With Gun and Camera" and in order that every school child shall see this educational picture Osborne has made a special reduced price to them. Matinee daily at 4 o'clock.

And the balance of next week's program is just as good, so get a program and look 'em over.

NO FENCE ADVOCATES BESTED BY OPPONENTS  
TALLAHASSEE, May 4.—Opponents of a county option no fence law beat its supporters at every turn of an all-day wrangle in the house yesterday, at the end of which Representative Lewis a supporter admitted defeat and got through a motion to indefinitely postpone further consideration.

At that time the bill was straggled with amendments and the majority was working in a gay mood while the minority couldn't appreciate the joke. The bill introduced by Representative Parrish would have provided that elections might be called in any county on the question upon the petition of one-fourth of the voters.

As a starter, Representative Merchant tucked on an amendment providing that only the freeholders outside the corporate limits of a town could vote. This he said to keep the city people from dominating the county folks. The next heart-breaking measure came from Representative Davis of Leon, which provided that any county adopting a no-fence law must protect itself from the adjoining county. Mr. Taylor put through an unobjectionable providing that the elections could be called for specified zones within a county and not necessarily for the whole county.

Mr. Bell, with the support of Mr. Wade and Hale, wanted to define free-holder as one owning real estate to the extent of \$50. The house gave up just about the time Mr. McColl offered an insertion to make it possible for the free-holder's wife to vote with him. An amendment by Mr. Stokes to make the bill in-operative in the section west of the Apalachicola river was voted down.

During the all day debate Florida's virtues were extolled—orange groves, beautiful flower gardens, cattle, roads and last but not least the lowly grits. Opponents of the measure described it as in reality a statewide no fence measure, and several of them argued on this assumption.

Representative McKenzie of Lake and Weeks stood shoulder to shoulder with Mr. Parrish in his uphill fight but their opponents appeared

legion. Mr. McKenzie made a dying protest at the end against Mr. Bell's proposed definition of free-holder. "You have now given only a few people in the country a very little something," he said, "and you've fenced that in. For goodness sake let somebody vote."

The dividing forces stood at 42 to 32 on every county, considered as a test of strength.

## MORSE TRIAL WILL NOT DELAY PAYNE'S LEAVING FOR MEXICO

WASHINGTON, May 4.—The subpoena served on John Barton Payne, former chairman of the shipping board, to appear as a witness for the defense in the Morse trial will not operate to delay his departure for Mexico City. Agreement was reached today that Mr. Payne's deposition should be taken before he leaves Sunday night for the Mexican capital to attend sessions of the newly created American and Mexican commissions Obregon government.

A 22,500-Ruble Stamp.  
The soviet postal service of Russia has just issued for the benefit of the famished people of the Volga, a postage stamp that, as they say, beats all records.

It is a postage stamp of 22,500 rubles. Stamp collectors will gladly stick it in their albums, the more so since the purchase of this vignette will not ruin them.

In issuing this novelty the soviet posts hastened to establish the "parity" of the modern ruble and the former kopecks that were used in the times of the hated czars.

One kopeck equals 10,000 rubles. This new stamp of 22,500 rubles is therefore worth 2 1/2 kopecks (old style); that is, a few cents.

It is to be added that this stamp is colored flesh tint and mauve and represents a fist clapping a hammer, with banner bearing humanitarian inscriptions.

Vastly Different.  
A member of an athletic club, after swimming the length of the large tank in the basement of the institution, came out puffing and blowing, apparently exhausted.

"You don't manage your breathing right," said the swimming instructor, "it ought not to tire you so. As to the upper part of your body, including your arms, you use exactly the same muscles, and in very much the same way, in swimming as in sawing wood."

"No, sir," gasped the swimmer. "When it comes to sawing wood, I use the muscles of some other man."—Exchange.

The Herald for first class job work.

## ..Seminoole Cafe..

112 SOUTH PARK AVENUE  
NOON TILL 8:30 P. M.

\$1.00 SUNDAY, MAY 6TH \$1.00

Grape Fruit Cocktail  
SOUP  
Chicken Soup with Noodles

Queen Olives  
ENTREE  
Broiled Salt Water Trout Maitre d'Hotel  
ROASTS  
Young Tom Turkey, Vegetable Dressing, Cranberry Sauce  
Roast Leg of Pork, Apple Fritters  
Prime Ribs of Beef au Jus  
VEGETABLES  
Mashed Potatoes or Candied Yams  
Giant Asparagus Tips, Drawn Butter  
SALAD  
Florida Vegetables  
DESSERTS  
Home-Made Cake and Ice Cream  
Chocolate Cream Pie

Buffaloes Multiply Fast.  
According to a recent census buffaloes at the Federal game park at Wainwright, Alberta, have increased in such numbers that the government officials state that the vast tract of land set aside for their use is insufficient to accommodate them. An order has gone forth that a number of the older animals are to be slaughtered and carcasses to be sold to northern trading companies to be converted into pemican, which is considered a great delicacy in the vicinity of the Arctic. The Dominion government will retain the hides.

Population on Farms.  
The total farm population, which in the last census for the first time was enumerated separately from the rural population as a whole and therefore has no comparative figure in the preceding census, amounts to 31 per cent of the rural population, which includes residents of incorporated cities and villages having fewer than 2,500 inhabitants, unincorporated hamlets, mining regions, and other areas not devoted to agriculture. Thus, while the rural population constitutes nearly one-half of the country's total, only about three tenths of its inhabitants are living on farms.

## In New Location

We have moved our offices to the second floor of the new Puleston-Brumley Building

DR. RALPH STEVENS,  
DR. S. PULESTON  
DR. J. N. TOLAR  
DR. H. H. McCASLIN

## "It Pays to Swim With the Current"

This is about two spark plugs. At the moment they are lying on the sales manager's desk in the establishment of a large middle-western hardware jobber.

One spark plug bears a name known wherever automobiles are used, the other a name seldom heard.

Both, says the sales manager, are good plugs. On the score of quality they run neck and neck.

"But," he adds, "we are discontinuing this line"—and he holds up the plug of unfamiliar name. "Yes, and our discount on it is larger, too."

"What's wrong with it? Not a thing. It's a good plug—mighty good plug, but—no one knows about it. It isn't advertised—the other one is. The demand is for the advertised make. And we've learned it pays to swim with the current, not against it."

More and more jobbers in every line of business are learning every day that it pays to swim with the current of popular demand.

"Our job," said one jobber, "is to supply markets, not create them. Let the manufacturer make a market for his goods, and we will handle it."

Said another—"Our salesmen carry a catalog with thousands of items in it. They haven't the time to push unadvertised goods. Their work is principally taking orders."

If you go among these wholesalers today to introduce a new product in competition with merchandise nationally advertised, unless the article is exceptional, you will be met everywhere by the injunction: "First go out and get a reputation for your goods through advertising."

The wholesaler knows by actual contact with dealers how they value speed of turnover, goods which move with a minimum of effort, goods people know about and ask for.

## Oakland Owners praise Oakland Dependability

This car has stood up under all kinds of adverse road conditions. I consider it the best light six on the market.  
Justin G. Meyers, Chicago, Ill.

Up to date I have driven my car 21,000 miles. I have averaged 20 miles or better per gallon of gasoline.  
W. L. Kirkpatrick, Minneapolis, Minn.

My car has run 17,337 miles. The car has not cost me a cent for upkeep.  
Edith E. Harper, San Francisco, Cal.

This is the eighth car I have owned and am glad to state that I have been more pleased with the Oakland than any other.  
W. A. Lang, Racine, Wis.

I purchased my car March 1, 1922, and up to the present time have run 21,500 miles without grinding the valves or cleaning the carbon.  
George O. Dilling, Altona, Pa.

We made the trip to Los Angeles (3,623 miles) in 20 days. No trouble or breakdown on road, except two punctures.  
Harold Hunt, Lowell, Mass.

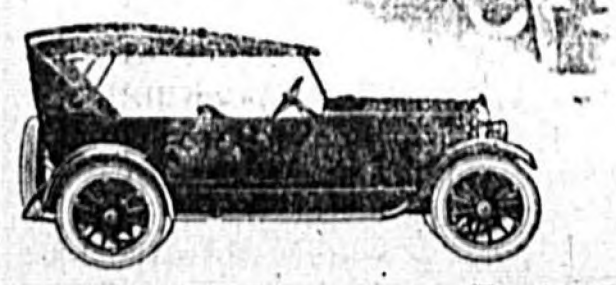
**VERIFY** for yourself the dependability and economy reflected by these letters.

Ask any Oakland owner what he thinks of his car.

Step into an Oakland showroom and get the new booklet "Evidence" which gives these letters, and scores of others,—typical examples of the hundreds in our files.

Do you wonder that Oakland is able to give a written 15,000 mile engine guarantee, not duplicated by any other manufacturer, and in the "Mileage Basis Plan" offers you a definite gauge by which to measure actual car value!

KENT VULC. WORKS  
Oak Avenue and Third Street  
SANFORD, FLORIDA



Touring Car \$995

Roadster • • \$ 975 Coupe for Two \$1185  
Sport Roadster 1145 Coupe for Five 1445  
Sport Touring 1165 Sedan • • • 1545  
All Prices F. O. B. Pontiac

# Oakland "6"

## FOR SALE

700 Gallons of Paint from  
May 7th to 12th  
SANFORD PAINT STORE  
Next to American Fruit Growers

## IT'S CHEER

GOOD BAKING MAKES FOLKS HAPPY!

There's a lot of meal-time cheer in the bread we bake. It's plumb full of nourishment that comes from the proper vitalized bread-making elements. Add a little sunshine to your every meal by adding the name of our bread to your grocery order.

## ROUTH BAKERY

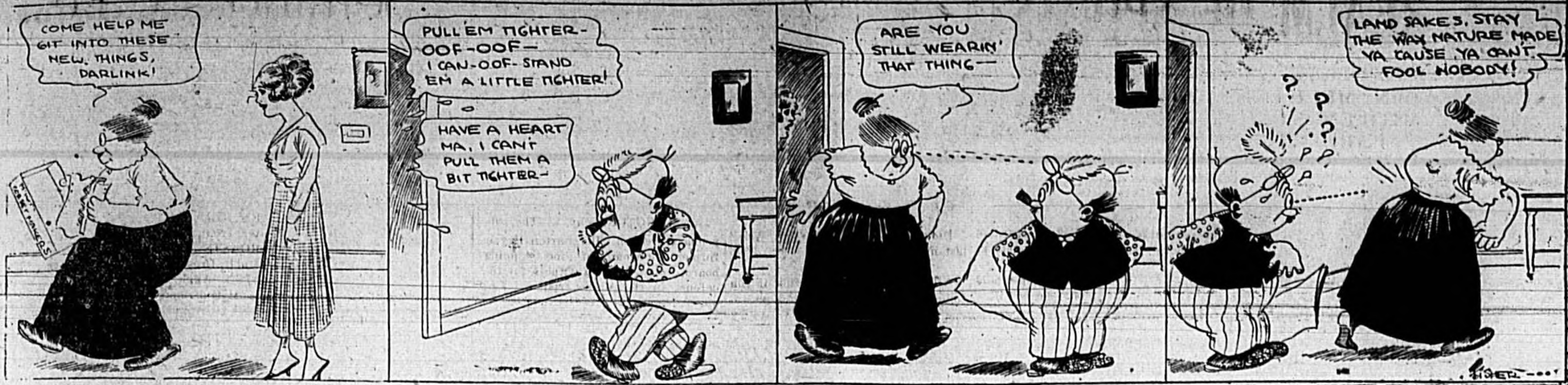
# "SANFORDMAID" BREAD

## Published by the Sanford Daily Herald

In co-operation with The American Association of Advertising Agencies



Raising the Family - Ma wouldn't try to deceive people - Oh no!



**BUSINESS DIRECTORY**

You can find the name of every live Business Man in Sanford in this Column each day.

**PURELY PROFESSIONAL**

Cards of Sanford's Reputable Professional Men, each of whom, in his chosen profession the Herald recommends to the people.

**CLASSIFIED ADS**

Classified Ads 1c a word. No Ad taken for less than 25c. And positively no Classified Ads charged to anyone. Cash must accompany all orders. Count the words and remit accordingly.

**MURDOCK FINISHES DIFFICULT TASK OF TRACING THIEF**

Booked Immediately for Return Engagement to Sanford, at Parish House, Starting May 10th



THE GREAT MURDOCK

Many people will recall reading in reference to a recent happening in Daytona Beach. While Murdock and his company were on a pleasure trip to Orlando recently, a thief entered their apartments and took valuable jewelry belonging to Mrs. Murdock and other property belonging to the seer. Upon their return to Daytona Beach, a great task confronted the local authorities. Who was the guilty party? Murdock immediately gazed into the depths of the Crystal and was successful in tracing and locating the man in less than three days. He has completed the task and is now booked for a return at the Parish House, starting Thursday, May 10th.

**CAMEOS MADE BY MACHINERY**

Engraving, Such as Was Common in the Earlier Ages, Has Practically Become Lost Art.

The engraving of cameos has practically ceased to be pursued as an art. Roman manufacturers cut stones in large quantities to be used as scarf studs and as settings in finger rings; and in Rome and Paris an extensive trade is carried on in the cutting of shell cameos, which are largely exported into England and mounted in brooches.

The principal shell used is the large bull's mouth shell, found in East Indian seas, which has a sard-like underlayer. The black helmet of Madagascar and the pinky queen's conch of the West Indies are also used. The famous potter, Josiah Wedgwood, introduced a method of making imitations of cameos in pottery by providing white figures on a colored ground, thus constituting the peculiarity of what is known as Wedgwood ware. These cheap cameos are largely machine made, or are turned out by rough workmen and touched up by the better type of artists. In some cases these cameos are made of stone, such as cornelian, sardonyx and coral, but none of them are of a high type of art.

**Sunday Dinner**

MAY 6TH

SOUPS  
Chicken with Rice

FISH  
Fried Fresh Water Trout, Tartare Sauce

ROASTS  
Roast Prime Ribs of Beef au Jus  
Roast Chicken with Sage Dressing  
Braised Leg of Pork, Apple Sauce  
Baked Smithfield Ham, Glace

ENTREE  
Stuffed Bell Peppers  
Banana Fritters and Cream Sauce

MACARONI au Gratin

VEGETABLES  
Summer Squash  
Green Peas  
Steamed Rice

SALADS  
Special Frozen Fruit Salad  
Waldorf Salad  
Potato Salad  
Shrimp Salad  
Combination Salad  
Chicken Salad  
Pies  
Cakes  
Custards  
Puddings  
Fruits in Season

BEVERAGES  
Coffee  
Ice Tea  
Hot Tea  
Milk  
Cocoa

**Lu-Beth Cafeteria**

SUBSCRIBE FOR THE HERALD TODAY!

**Quick Service Transfer**  
Storage Facilities  
If we please you, tell others; if not, tell us. Phone 498

**SANFORD NOVELTY WORKS**  
V. C. COLLIER, Prop.  
General Shop and Mill Work  
CONTRACTOR and BUILDER  
617 Commercial Street—Sanford, Fla.

**B. W. HERNDON**  
INSURANCE AGENCY  
FIRE—AUTO—BONDS

**S. O. Shinholser**  
Contractor and Builder  
SANFORD -- -- FLORIDA

**A. P. Connelly & Sons**  
Established 1908  
R. E. A. L. E. S. T. A. T. W.  
Farm Investments  
Un-Improved Land Insurance  
City Lots Surety Bonds  
Homes Loans  
Business Property Business Chances  
Main Office  
MEISCH REALTY COMPANY  
SANFORD INVESTMENT COMPANY  
Phone 48 104-S Magnolia Ave.

**STEWART The Florist**  
Cut Flowers—Floral Designs  
Annual and Ornamental Plants  
814 Myrtle Ave.—Phone 260-W

**SANFORD MACHINE COMPANY**  
General Machine and Boiler Works  
Cylinder Grinding  
Automobile Repairs  
Acetylene Welding  
Phone 62—Sanford, Florida

**George A. DeCottes**  
Attorney-at-Law  
Over Seminole County Bank  
SANFORD -- -- FLORIDA

**FRED R. WILSON**  
ATTORNEY-AT-LAW  
First National Bank Building  
SANFORD -- -- FLORIDA

**ELTON J. MOUGHTON**  
ARCHITECT  
Room 7, Miller Bldg.  
SANFORD -- -- FLORIDA

**SHELLE MAINES**  
-- LAWYER --  
-- Court House

**Henry McLaulin, Jr., Opt. D.**  
Optician-Optometrist  
12 East First Street Sanford, Fla.

**W. J. THIGPEN**  
Real Estate  
FIRE, LIFE, AUTO INSURANCE  
Res. 205—Phones—Office 271

**DR. J. T. DENTON**  
PHYSICIAN-SURGEON  
Rooms 206-207-208 Meisch Building

**DR. R. M. MASON**  
DENTIST  
New Meisch Building  
Phone 201 Sanford, Florida

**DR. G. S. SELMAN**  
Practice limited to  
Diseases of Eye, Ear, Nose and Throat  
Eyes Examined, Glasses Fitted  
Meisch Building

**Under Adversment.**  
"A newly elected squire in Wisconsin," says a western lawyer, "was much elated by his honors, but was not sure that he could carry them gracefully. So he haunted the courthouse to gather stray crumbs of wisdom from higher courts which sat there."  
"One day he sat in judgment on his first case, and when the testimony was all in and the argument made, he announced:  
"The court takes this case under adversment until Wednesday morning next, when it will render a verdict in favor of the plaintiff."—Pittsburg Dispatch.

Buy your tickets for the Senior play from Roumillat & Anderson, Bowers, Mobley's, the Union Pharmacy or Hunt's Pharmacy. 30-3t

The Herald for first class job work.

**MONEY TO LOAN**—Representing a large corporation with unlimited money at its disposal, making first mortgage loans on a ten year basis at attractive interest rates, if considering any extensive remodeling, new building operation, or the refinancing of your present business, requiring additional capital, I will be glad to confer with you confidentially.—C. S. Hoag, 7 West Church St., Orlando, Florida. 30-12t

**FOR SALE**

**FARMERS**—You can get seed bed frames and irrigation plugs at the Sanford Novelty Works. 100-tfc

**FOR SALE**—Doser and Gays' paints and varnishes at Sanford Novelty Works, Sanford agents. 183-tfc

**FOR SALE**—Rhode Island eggs for setting, 15 eggs for \$1.00. Mrs. Ellsworth, Beardall Avenue, Sanford. 83-tfp

**FOR SALE**—Fine strawberries for preserving or table use, 1bc quart. City orders of five quarts or more delivered.—L. H. Jones, Beardall Avenue, Phone 3303. 22-tfc

**FOR SALE**—Indian twin motorcycle, dirt cheap. Cash or terms. Urk's Repair Shop. 27-tfc

**FOR SALE**—Lot, 60x117, with cottage and garage, 1413 Oak Ave. Apply to Jerry Griffith, Ford Garage. 28-tfc

**FOR SALE**—Fairbanks Morse engine and pump, 2 h. p. a bargain. See Don McDonald. 30-3tp

**BEAUTIFUL LAKE MARY** invites you. High elevation, pure drinking water. Good terms on a few cottages as homes or investment. \$800, \$1,400, \$1,600, \$2,300.—Lake Mary Realty Co. Lake Mary, Florida. 5-4-tfc

**FOR SALE**—Oldsmobile, good condition. Cheap for cash. Call Sanford Sign Shop. 31-tfc

**FOR SALE**—2 sets of harness, 1 240-egg incubator, 1 light spring wagon, all in good condition.—Leonard Kelz, Route A, Sanford, Fla. 32-4tp

**FOR SALE**—Heifer calf, five months old. Also good work horse.—L. A. Renaud, Sanford Heights. 32-6tp

**FOR SALE**—Bungalow, 1103 Oak Ave. Nicely arranged and comfortable. Part down, rest by month. 32-3tp

**FOR SALE**—700-gallons of paint from May 7th to 12th.—Sanford Paint Store, next to American Fruit Growers. 32-2tc

**FOR SALE**—Joint or separate, 1920 Nash six, five passenger touring car in good condition. 12 colonies of strong Italian bees with upper supers. Price right. Will accept in part payment good milk cow and chickens or smaller car, cow and chickens.—M. W. Raiford, Enterprise Junction, Fla. 32-3tp

**FOR RENT**

**FOR RENT**—Two 5-room bungalows, one 6 room bungalow.—A. P. Connelly & Sons. 26-tfc

**FOR RENT**—Furnished room, 411 Park Avenue. 27-6tp

**COOLEST BREEZES** during summer, arrange for Szold's new ocean front apartments, modern, complete and beautiful. Inspection invited. Write or call 116 Ocean Ave., Daytona Beach, Fla. Phone 213-J. 5-3-4-5-10-11-12

**WRITE US** for reservations for rooms, apartments or cottages, summer season. Finest beach and best summer resort in south.—Deen Realty Co., Daytona Beach, Fla. 31-8tp

**FOR RENT**—2 or 3 furnished rooms, 315 Magnolia Ave. Apply Sunday. 31-2tp

**FOR RENT**—2 furnished housekeeping rooms, \$20 per month. 1 bed room \$3.00 per week, 314 East Fifth Street. 31-2tp

**FOR RENT**—Two very desirable apartments to parties without children.—320 Oak Ave. Call 2603. 32-6p

**...MAGIC NAMES...**

The influence of advertising is apparent in every turn of my daily life. I find I cannot disregard it. It is always with me, guiding me in my pleasures and in my duties, telling me what I should eat, wear, and use and what I should buy for my family.

I find that there is on the tip of my tongue a multitude of names the mention of which will bring from some shelf nearly everything that I can use in my daily life and in the daily life of my family.

In every instance that name means a very definite promise and assurance of something substantial and which will make me feel completely satisfied about having exchanged my money for it.

Let me say a few things which these names—these old friends of the newspaper and magazine pages—mean to me.

**They mean good taste.**  
For certainly I desire to

do the thing that I believe discriminating people have judged best.

**They mean convenience.** It is not necessary to describe the thing I want. Even the most intimate articles may be purchased without embarrassment, since the advertisers have given us handy names.

**They mean assurance in shopping.** There is no indecision. Even before I enter the shop I know what I want to buy.

**And certainly they mean satisfaction.** For the advertiser whose product is not good cannot continue to advertise. The fact that I have seen a name repeated over and over again assures me that it stands for a product of quality. In speaking that name to the clerk I know I am asking for the best.

I am a more judicious shopper because I buy advertised goods. I patronize the shop that sells them.

(This was written by a woman)

Published by the Sanford Herald in co-operation with The American Association of Advertising Agencies