

YOUR NEWSPAPER  
Published in Florida's Heart,  
The World's Greatest Vegetable  
Spot and Richest Garden-Land.

## Y. EXECUTIVE LEDGES SELF TO UPHOLD LAW

Smith Says He Stands  
For Change In Pres-  
ent Provisions For  
National Prohibition

### Nominee Wires His Appreciation

Accepts Party's Call  
With Expression Of  
Praise For Platform

## Al Almost Chosen On Unlucky Friday

HOUSTON, Tex., June 29.—(INS)—Al Smith, by six minutes, escaped being nominated on a Friday, a day which many women voters consider unlucky. It was 11:45 P. M. on Thursday that it was announced from the platform that Governor Smith was the Democratic presidential nominee. The Governor, according to members of Mrs. Smith's party attending the convention, is not superstitious—but plenty of other voters are. This group is so numerous that the Wilson campaign managers in 1912 recognized its prejudices to the extent of sidetracking platform action on a Thursday to have Woodrow Wilson nominated before Friday rolled around.

# Smith And Robinson Are Nominated To Lead Democrats In November Election; Senator Reed Pleads For Party Unity

## "Fighting Jim" Sounds Call To Battle With Vigorous Early Morning Speech Before Houston Convention

### Republicans Played In Scathing Rebuke

Missourian Excoriates Hays, Mellon, Coolidge And Hoover Amid Frenzied Applause

## Leads Democrats



Governor Al Smith of New York, who last night was nominated on the first ballot to oppose Herbert Hoover in the presidential campaign. The New Yorker's selection ended an eight-year effort to make him the nominee, his name having been presented to the party at two previous conventions.

## New York Governor Chosen On 1st Ballot With 113 Votes More Than Necessary For Nomination

## Riotous Scenes Are Enacted In Big Hall

## Jim Reed And John W. Davis Stir Delegates With Impassioned Cry For Harmony

## Demonstration Staged By Home Folks For Al Smith

## "My Heart Is Where My Palate Ought To Be," He Declares Joyfully While Multitude Extends Him Noisy Felicitations

ALBANY, N. Y., June 29.—(INS)—"There it is!" These were the three words that made political history early this morning when Governor Al Smith, sitting in the blue room of the executive mansion, heard the secretary of the Democratic National Convention at Houston announce over the radio the switch of Ohio votes that assured him his party nomination for president. It was a typical Al Smith expression, characteristic of that quality of humanity which Franklin D. Roosevelt stressed in his nominating speech at Houston. Seated in his home before his radio set, surrounded only by his friends, the Governor seemed like a boy as the news came, punctuating the radio announcement with puns and Smith's usual remarks. Then he was cheered by neighbors and greeted by hundreds who called him "Al" in an amazing demonstration which shattered the early morning quiet of this old Dutch city.

"There it is," Al Smith, governor of New York, presidential candidate of the Democratic party, gave out as his official treatment.

"My nomination on the first ballot fills me with joy and satisfaction that I have shared with my family and friends. My heart is where my palate ought to be." And he had something else to say, too, this was addressed to a milling, shouting, almost delirious crowd of a thousand men and women.

(Continued on page 4.)

## CELERY GROWERS WARNED AGAINST EXCESS ACREAGE

## Low Prices, General Acorn

The production of celery in Florida has increased very rapidly in the past eight or ten years. From less than 2,000 cars in 1910, the shipments of celery from Florida have now reached a total of considerable more than 8,000 cars, an increase of over 400 per cent in nine years. With the greatly enlarged acreage planned for next season, it is quite probable that our total output may exceed 10,000 cars in 1929.

As we have stated in previous articles, bumper crops are usually accompanied by low prices. We saw this condition strikingly demonstrated at Haatlings and elsewhere. It has been a good potato year. The acreage was large and the yields in most sections very much greater than in any recent years. No concerted effort was made to stimulate consumption to take care of this excess production, with the result that in many sections the price of potatoes has fallen to a point considerably below the cost of production.

The difference between a profitable and an unprofitable crop may be only a few hundred cars in excess of the demand, but this few hundred extra cars may deprive a grower of his hard earned money or bankrupt an entire community. Under normal healthy market conditions the demand for such staple commodities as potatoes, and likewise celery, will take care of a fair sized crop at profitable prices to the producers. The price is usually established not by a few distributors who dictate the fictitious price of the first few cars, but by the selling price of the commodity in the consuming markets. If the crop is very light or the demand exceedingly heavy, the shipper may establish his own price and make the wholesaler, retailer and his consumers pay according to a situation seldom occurs.

As a rule the consumer is king. He buys what he wants and within reasonable limits pays what he considers the right price. Just as in the case of celery, so in the case of other food products, the number of consumers who will pay any price to gratify a desire for anything they wish to eat is strictly limited. We frequently see prices of \$15.00 or more a bushel on new potatoes when they are scarce, however, as the supply increases it is necessary to appeal to a larger number of customers, and price becomes a more important consideration.

The retailer is up against the same problem that confronts the producer or the shipper. He wants to make a profit, in fact that's what he is in business for; but he must make his price low enough to interest his consumers, otherwise he will lose his business.

(Continued on page 4.)

## BOY AWAITS SENTENCE

PEARISBURG, Va., June 29.—(INS)—Cladwell Dennis, 11, convicted of the murder of his schoolmate, Otey Lafon, 15, simply grinned today when told that Frank Lane, state commissioner of public welfare, had sent a telegram inquiring for facts concerning his life. The boy is awaiting Archie Buchanan, who tomorrow is expected to act upon the jury's verdict of guilty of second degree murder with a penalty of 15 years.

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(Continued on page 4.)

## SHIPS IN COLLISION

CHATHAM, Mass., June 29.—(INS)—The steamship Evangelina, New York to Yarmouth, N. S., with about 100 passengers aboard was in collision in a fog with the freight steamship Grecian, Boston to Baltimore and Norfolk on her way to Cape Cod today. With a large hole ripped under her water line, the Grecian was beached safely at Monomoy Point.

## GERRY SLATED TO SUCCEED SHAVER WITH SMITH OKEY

Nominee Scheduled To Meet With Committee Of Thirty Next Thursday To Make Preliminary Campaign Plans

HOUSTON, Tex., June 29.—Nominated for the presidency at one of the most impressive banquets the Democratic party ever has had, Governor Al Smith of New York is slated to lay the groundwork for an aggressive campaign at a meeting with 30 members of the national committee in a room at the Biltmore Hotel, New York City, tomorrow.

There will be a perfunctory meeting of the national committee here tomorrow when the committee of 30 will be named to confer with Governor Smith in New York. The Governor is said to have already expressed a desire to have Senator Gerry as head of the national committee but the Smith leaders here at Houston indicated they would prefer to wait until they could have a talk with the Governor before taking any definite action.

Three important decisions which will be made by Governor Smith and the Democratic leaders at the New York City conference are:

- 1.—Whether Smith is to be bowed heavily on prohibition at his notification ceremony and tell the country again where he stands on that important issue, or whether he is to treat it lightly.
- 2.—Select a new chairman.
- 3.—Fix the date for the notification ceremony.

## Two Men Begin Trip To Circle Globe In Twenty-Three Days

NEW YORK, June 29.—(INS)—John Henry Mears and Capt. Charles B. Collyer are aboard the White Star Olympic at sea today on the first leg of an odyssey which they hope will take them around the world in 23 days.

## INJUNCTION IS DENIED

NEW YORK, June 29.—(INS)—Supreme Court Justice George V. Mullan denied today the application of C. H. Goddard, a Dorge Brothers preference stockholder for a permanent injunction to restrain the merger of the Dorge Brothers and Chrysler Corporations.

## FARMERS PLEDGE STRICT DRY LAW 3,000,000 VOTES TO SMITH TICKET

"Corn belt" Group Denies From Houston Satisfied With Farm Relief Plank Adopted By The Democrats

HOUSTON, Tex., June 29.—(INS)—Leaders of the "On to Houston" movement for farm relief left for their homes today declaring that a new alliance between the New York "East Side" and the "corn belt" would be carried out in full.

There were some die-hards among the southern states, of course, Texas, Alabama, Georgia, and the two Carolinas, and Florida were recorded as casting no votes for Smith. But the traditional Democratic history—and some of the Democrats didn't get through commemorating it until the sun was peeping this morning over the jack rabbit counties of west Texas. The Smith people celebrated because "Al" was in after eight long years of effort. The anti-Smith people made what the Texans call "whoopie" because they lost. But in losing have been convinced by northern talk they have a chance of winning in November.

## Politics Discussed By Herbert Hoover With Several Callers

WASHINGTON, June 29.—(INS)—After several days devoted principally to department of commerce business, Herbert Hoover, Republican presidential nominee, greeted a number of political callers today.

## MISSING FLYER SOUGHT

ST. LOUIS, Mo., June 29.—(INS)—The Robertson Aircraft Corporation today instituted a search for Leslie H. Smith, 25, Airman pilot 21 hours overdue here, from Houston, Texas, with pictures of the Democratic National Convention. Smith left Little Rock, Ark., at 7:10 P. M. last night and was scheduled to arrive here at 10 P. M.

## AMERICAN ACTOR DIES

VIENNA, June 29.—(INS)—Leo Dietrichstein, well known American actor and producer, is dead here today at the age of 66. He died suddenly last night in Auerberg sanatorium of heart disease. His body will be cremated tomorrow.

## ARKANSAS SOLON, LIKE HIS RUNNING MATE, IS CHOSEN ON FIRST BALLOT OF CONVENTION

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### MIAMI HUSTLERS WIN WHEN SAINTS BLOW UP IN 8TH

East Coast Team Sends In Six Runs In Big Rally To Put Game On Ice; Morris Allows Saints Six Hits

MIAMI June 28.—The St. Petersburg defense blew up the eighth inning here Wednesday and three hits combined with four errors to produce six runs. Miami won the ball game 8 to 3. Craig and Morris staged a hurler's battle for seven innings, the Saints counting twice in the first and the Hustlers getting them back in the fifth. St. Petersburg scored one in the eighth and then came the deluge. Score:

St. Pete.	ab	h	o	a
K'wood, ss	4	2	0	4
Welsh, 2b	3	1	1	2
P. Brown, cf	4	1	2	0
McHenry, lf	4	1	2	0
D'M'go, lb	4	0	11	0
B'ison, c	4	0	5	0
Stewart, rf	4	0	1	0
Doyle, 3b	4	1	2	1
Craig, p	2	0	0	3
Hicks, p	0	0	0	0
Cobb	0	0	0	0
Totals	33	6	24	10
H. Brown	26	5	1	6
Miami	ab	h	o	a
Smith, rf	5	1	2	0
Burdine, cf	5	1	2	0
Crowe, 3b	4	2	2	2
Dunbar, lf	3	1	3	0
Loder, ss	4	2	1	1
Cusack, lb	3	1	1	0
Larzo, c	3	0	5	0
Morris, p	4	0	0	3
Totals	36	9	27	12

—batted for Hawkins in ninth.  
St. Petersburg 200 000 010—8  
Miami 000 020 06x—8  
Runs, Kirkwood (2), Welsh, Burdine, Crowe, Dunbar, Loder, Cusack (2), Larzo, Morris. Errors, Kirkwood (2), Welsh (2), Brown, Doyle. Runs batted in, McHenry (2), H. Brown, Loder, Cusack (2), Morris. Two-base hit, Crowe. Stolen base, Loder. Struck out, by Craig 5; by Morris 5. Bases on balls off Craig 2; Morris 3. Hit by pitcher, by Craig (Dunbar). Hits in eighth; off Hawkins 1. Losing off Craig 8 in 7 innings (none out pitcher, Hawkins. Left on bases, St. Petersburg 4; Miami 7. Umpires, Moore and Weaver. Time, 1:55.

#### STANDING

FLORIDA STATE LEAGUE			
St. Petersburg	32	22	.593
ORLANDO	32	22	.593
West Palm Beach	28	27	.509
Sanford	23	31	.429
Daytona Beach	22	34	.393
Miami	22	34	.393
NATIONAL LEAGUE			
St. Louis	43	24	.642
New York	35	26	.574
Brooklyn	36	29	.551
Chicago	38	31	.551
Cincinnati	38	32	.543
Pittsburgh	30	33	.474
Boston	20	41	.328
Philadelphia	17	42	.288
AMERICAN LEAGUE			
New York	47	14	.770
Philadelphia	37	26	.587
St. Louis	35	31	.529
Washington	30	35	.462
Cleveland	30	36	.455
Boston	26	33	.441
Chicago	26	40	.391
Detroit	25	41	.379
SOUTHEASTERN LEAGUE			
Jacksonville	2	0	1.000
Pensacola	3	1	.750
Albany	2	1	.667
Tampa	2	2	.500
Selma	2	2	.500
Montgomery	1	2	.333
Savannah	0	3	.000
Columbus	0	2	.000

#### RESULTS

FLORIDA STATE LEAGUE  
Miami 8, St. Petersburg 3.  
ORLANDO at Sanford, rain.  
Daytona Beach at Palm Beach, rain.  
AMERICAN LEAGUE  
Washington 1-4, Boston 4-11.  
New York 7, Philadelphia 4.  
No others scheduled.  
NATIONAL LEAGUE  
Philadelphia 8, New York 11.  
No others scheduled.  
INTERNATIONAL LEAGUE  
Baltimore 10, Newark 9.  
Jersey City 25, Reading 6-8.  
Montreal 5-4, Buffalo 9-5 (11 innings).  
Only three games scheduled.  
AMERICAN ASSOCIATION  
Toledo 2, Indianapolis 6.  
Kansas City 1, St. Paul 6.  
Milwaukee 3, Minneapolis 10.  
No others played.  
SOUTHEASTERN LEAGUE  
Columbus 1-0, Jacksonville 2-8.  
Pensacola 4-2, Savannah 1-2 (second called at end of fifth, rain).  
Selma 1, Tampa 0.  
No others scheduled.  
SOUTH ATLANTIC LEAGUE  
Augusta 1-0, Knoxville 5-3.  
Asheville 11, Charlotte 4.  
Greenville 5, Columbia 4.  
Macon 7, Spartanburg 0.

ORLANDO—Fogate's Market here remodeled

BIGGERS DAIRY FARM Phone 3711

Milk, Cream, Butter, Eggs, etc.

### Yanks Plaster The Macks Back Off Fine Hurling By Johnson

NEW YORK, June 28.—(INS)—Cornelius McGillicuddy, nee Mack, adjusted his lightning calculator today and morsely estimated that his Athletics must gain one game a week on the New York Yankees for the remainder of the season in order to nose out the word's champions. The A's lost to the Yanks yesterday, 5 to 4, and now trail them by 11 games.

The White Elephants were forced to jump through Henry Johnson's hoop yesterday, being unable to get a hit off the Bradenton, Fla., sloop in the last five innings. The Yanks chased Lefty Grove and scored four runs in the eighth. Returning to Boston, the Red Sox went crazy with the heat and blistered the Senators twice, 4 to 1 and 11 to 4. The Sox clouted 28 hits while Ruffing and Morris held the Nats to 11. Taitt, Boston Outfield, had a perfect day at bat with five hits in the nightcap. In the only other game scheduled, the New York giants captured a wild 11 to 8 slugfest from the Phillies. Each outfit scored four runs in the eighth inning.

### LUDWIG RETURNS WITH PROFOUND LOVE FOR YANKS

Eminent German Biographer Has Returned Home With Immense Liking For American People—Met On Visit

LONDON, June 27.—(INS)—Emil Ludwig, eminent German biographer, has returned to Europe filled with profound respect for America and an "immense" liking for Yankees. In an interview with the Sunday Express Ludwig exploded a few pet fallacies the English like to believe about America and Americans. In particular he ridiculed the idea that American worship money and that they have no sense of humor. "Money as a driving force in human affairs is unimportant only in the new Russia," he said. "Since Americans are saturated with money they no longer find it necessary to adore it.

Rich Are Modest  
It was among the richest and most powerful on the other side that I found the most modesty, the most restraint in eating and drinking, in dress and deportment. The sensible type is no more responsible for the few who glory in their palaces than we are for the 3,000 or 6,000 idlers who parade in Nice, Baden or Ostend and cherish the illusion that they constitute European society. "There are no idlers in America at all. Money is not the god of the ambitious. Their god is success. "The world of today wants fewer dreams and more facts, less art and more health, fewer problems and more happiness." Many foreign observers of Americans are accustomed to say that Americans take both work and play too seriously. Ludwig found the opposite to be the case. "America has more humor than we," he said, "and that is the best of all about the country. We too have wit and spirituality but we take ourselves terribly seriously, much more seriously than we ought to in the fight of our ironic history."

Ludwig said happiness was not a matter of country but he believed there were more satisfied people in the United States than in Europe. Praises America  
"Europe has little reason," he said, "to criticize a country that, despite all its inconsistencies, towers above us because it is united, sensible and wealthy. In ordinary civil life we call this envy. Any man or nation that succeeds must learn how to endure it."

Summing up, Ludwig declared: "Europe seems to me like a ship carrying too much ballast for speed; America is a fast motor-boat, new, dazzling, fast, because it carries so little excess ballast."

Bootleg King Faces Long Term In Jail

TULSA, Okla., June 26.—(INS)—Frank "Chee Chee" Demayo, said to have been the leader of one of the most extensive bootleg rings in the middle west, today faced a prison term of nine years and fines totalling \$20,000, following his conviction here and in Kansas City of conspiracy to violate the prohibition laws. Demayo received sentence of seven years to the Federal Penitentiary at Atlanta, and was fined \$10,000 by Judge F. E. Kennemar in Federal Court here, having been found guilty on three counts. He was given fifteen days in which to make an appeal. Demayo previously was sentenced to two years and fined \$10,000 by the Federal Court at Kansas City.

Trade in your old stove of any kind on a new gas range, and make 10 dollars. Sanford Gas Company, 106 Magnolia Avenue.

# JULY 4th SPECIALS

The Nation's Birthday. We should all rejoice and observe it and to help you enjoy it in a fitting way to take that little trip or short vacation, we will offer extraordinary values in our Ready-to-Wear Departments in all stores, starting Friday, June 29th, and continuing Saturday, Monday and Tuesday, July 1st and 3rd. All stores closed all day Wednesday, July 4th.



## A Vacation Dress Special 200

## Genuine Eagle Silk Crepes

In dainty stripes and plaids trimmed with imported voiles. All washable and fast colors. Ideal dresses for vacation and summer wear. The best values without a doubt we have ever offered in dresses. Sizes from 14 to 46.

The Price—Not \$10.00—But **\$4.99**

SEE Windows

## ALL LADIES' HATS

1/2 PRICE

None reserved. Come early and get entire stock to select from.



## Your Choice of Any Dress

In stock regardless of former price

**\$12.75**

## Ladies' Princess Slips

Made of Baronet Sport Satin. All colors and sizes. A special vacation price.

Each . . . . \$ **1.49**

## Ladies' Hose

Full Fashioned Thread Silk

All Colors \$ **1.50**

Pointed heel form fashioned hose

All Colors \$ **1.00**

## Men's Straw HATS

Every one in stock

1/2 Price

Wear a new lid the 4th



## Genuine Imported Broadcloth SHIRTS

Made by Phillip Jones & Co., makers of Van Heusen collars. Plain white or fancies. Collar attached or neckband. Sizes 14 to 17.

Each . . . . \$ **1.50**

## Men's Silk Sox

Our regular 50c Sox. A wonderful wearing sox. Vacation special

3 Pair . \$ **1.00**

## Specials

Hat Boxes . . . . . \$ **1.95**

Suit Cases . . . . . \$ **1.25**

Sampson Guaranteed Suit Cases

\$ **2.95** to \$ **4.95**

# TYREE PERSONS STORES, Inc.

Formerly The Persons Co. 2 Stores In Sanford

Trade At Nearest Store

110 E. 1st. St.

200 Sanford Ave.



The Sanford Herald

Published every afternoon except Sunday at Sanford, Florida, under act of Congress of March 3, 1879.

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The Herald is a member of the Associated Press, and carries the news of the world.

The Herald is a member of the Florida Press Association, and carries the news of the state.

FRIDAY, JUNE 25.

BIBLE VERSE FOR TODAY

THE PATH OF THE JUST—The path of the just is as the shining light, that shineth more and more unto the perfect day.

PRAYER—The just shall live by faith. Lord, increase our faith.

JUNE BEAUTIES

By Mary S. Hawing. In The New York Times.

Oh, the red rose is a vagrant dark-haired gypsy queen, with swirling skirts of scarlet, and a jingling tambourine.

The pink rose is a maiden, in days of wig and sword, who plays a faded, tinkling tune upon a harpsichord.

The yellow rose, a geisha girl from distant old Japan, trends measures of an ancient dance and waves her tiny fan.

And the white rose is a princess in silk from old Cathay, who waits, with lips half-parted, her coronation day.

He'd taken his fan where he'd found it, and he died from poisoned liquor.

They are building an overall factory in Bradenton, a good indication that it is not all over there.

We hope the Democratic platform cracks a little. That will be a sign there's no oil in it.—Gainesville Sun.

They say the news boys in Houston have only one cry these days, "All about Al Smith!" That seems to be all that convention is about.

American Gum Chewed by World—headline. It looks to us like they'd chew their own darn gum.—Waynesboro Journal-Herald.

Mr. and Mrs. Byron West have resigned their positions on a local newspaper, and returned to their home in Jacksonville.—Tallahassee State. Well, well, well!

We don't see why they don't nominate another man named Smith for vice president so they could use "Try Smith Cough Drops" for a campaign slogan.

Mary Pickford came back to America from Paris with 34 trunks says a New York Herald news item.—Deland News. We thought they called them step-ins.

Florida stood for George of Georgia on the first ballot. There are enough Georgians in Florida to make that a popular move, and we believe the Florida crackers are pleased too.

With more than two hundred and fifty thousand voting in the Florida Democratic primary, we do not anticipate a Republican victory in this state for some time to come.

We see by the Sentinel that Orlando is going after the branch of the Battle Creek Sanitarium which is to be located in Florida. What a fine thing it would be for Sanford if that institution could be induced to come here!

Judging from northern newspapers it was quite a big thing for the Fourth District to nominate Nath Bryan Owen for Congress as it is for the Democratic party to name Al Smith for the presidency. One receives about as much publicity as the other.

For the sake of the more timid of our readers who are not well posted on gangster terminology, we will define for them "rackets" as being any illegal business such as a blind-tiger, rum den, or bawdy house, and a "racketeer" as a gentleman who engages in such occupation.

A fist fight free-for-all characterized one of the early parades of the Houston convention when a North Carolina delegate attempted to pierce the banner of his state in the Smith column. It looks as if the plea for harmony is not making much headway among a small group of Southern delegates. Who insist they have rights, even though minority rights.

Demanding Enforcement

Have you ever seen a man argue all evening that Sunday baseball or Sunday movies should not be tolerated, and then go right out the next Sunday morning and play eighteen holes of golf? Or perhaps you are more familiar with the kind that condemns a person for being a constitutional nullifier who thinks the Eighteenth Amendment should be repealed, and then turns right around and says the negro should not be allowed to vote? Human nature is a funny thing, isn't it? It's the most inconsistent thing on earth.

There is every indication that human nature is present at the Houston convention in super-abundance. We have been tremendously interested in the fight there over the prohibition plank. Of course, the dregs, which very largely means the South, have been insistent upon a bone dry plank. But the Tammany leaders have been shrewd enough to see that their man Al Smith could not stand very safely on that sort of platform. So they have been equally as insistent upon a wet plank. The result was, as it obviously would be, a compromise plank which, in a word, demanded enforcement. That is, this convention went on record as demanding enforcement of the prohibition amendment.

But quite evidently they were not serious. Houston bootleggers, who made every effort to prepare for this convention and to be ready to take care of the needs of the delegates, reported a deplorable shortage of their dry goods with the convention only two days along. At the time there were only three thousand cases, 36,000 bottles of one thing and another, remaining, and the dealers, fearing a complete exhaustion of their supply, were compelled to raise prices. They immediately apologized through the newspapers and deplored the necessity for appearing to gouge the delegates. Although the laws of their land apparently did not bother them, they were forced to recognize the laws of supply and demand.

As Arthur Brisbane aptly puts it, "It seems unnecessary to demand an end."

How To Succeed

Almost every business man can begin a long-winded speech with the assertion, "I attribute my success," and then follows the old line about getting up early, hitting the ball hard all day, not watching the clock, and finally honesty of purpose and all that sort of moth eaten bunk. A few, though, have more logical reasons. One of the best explanations of success is given by a large retailer who has prepared the following ten reasons on how to advertise successfully:

- 1. I advertise regularly. Every issue of the paper takes my story to its readers. 2. I make every ad look like mine. Years ago I adopted a distinctive style, and have stuck to it. I use plenty of white space my ads are never hard to read. 3. I put into newspaper advertising a definite proportion of my gross sales. I fix this at the beginning of the year. My rule is to make it three per cent of the previous year's gross, with more if special conditions justify it. 4. I brighten my ads with frequent illustrations, either humorous or practical. This costs me little, for I subscribe to an advertising cut service, and keep the cuts as I buy them listed to use again sometime. 5. I am careful never to over-promise. When I make claims I back them up with reasons. Then when I really have an unusual bargain, people believe me when I "whoop'er up a little". 6. I think advertising all the time. I buy goods that will advertise well. Sometimes I buy goods just for their advertising value. 7. I get good display for my ads by seeing that the copy is in the newspaper office in plenty of time. I do this by having a definite hour to write the copy. 8. Whenever possible, I carry the nationally advertised goods that are advertised in my own home paper. I feature them. Sometimes they give me a smaller margin than fly-by-night concerns, but I find that I sell faster and make more money in the end, pleasing more customers.

We are glad to use communications from our readers in the Sanford Forum, but we ask the writers to sign their names and addresses, and to make their comments as brief as possible.

The South can be depended upon to give its electoral vote to Al Smith or any other candidate who may be nominated at Houston.—Sarasota Herald. Absolutely true—no matter who.

Titusville complains about arrests made at Bithlo by speed cops. It might be well for Sanford motorists bound for Cocoa or the lower East Coast to remember this.

Including second choice votes Carlton won by some twenty-nine thousand votes. This is not crowing; it is simply recording for the first time the official count.

The November election should be a real Indian pow pow. Senator Curtis has plenty of Kaw blood in his veins, and Al Smith comes from a wigwam himself.

Hoover plans to resign from the cabinet as soon as the campaign gets under way. We wonder if Al will resign as governor of New York.

Melbourne, Lakeland and Daytona are planning big Fourth of July celebrations. Take your choice.

LEGS!!

BALTIMORE SUN. Legs. Legs. Legs. Once modestly concealed and mentioned blushing as lower limbs. Now just plain legs and open to full view. Thin legs, fat legs, bow legs and bandy legs; legs of flappers, legs of grandmothers, daughters, aunts, sisters, cousins. Legs to the right of you, legs to the left of you, legs in front of you, shambling and stumbling. Legs photographic to sell the opera; chorus girls' legs to put pep in the show. Legs from behind that can not see themselves. Legs that make you whistle and legs that make you laugh. Legs that punctuate your paragraphs when your companion, who has an eye for them, says "look!" Legs of pretty team workers which by every psychic law, should make you give to charity. Legs of delegates, legs of college girls; legs classical of murderers, novelists' legs and legs of peep-

SANFORD FORUM

Editor Sanford Herald:

The time has come when the farmer must use his head, as well as his hands, if he is ever to emerge from his present position of feeding the world without any profit to himself. The balance of the population is not concerned with the farmers personal welfare as long as he is able to continue to produce wealth for them to take from him. Legislation, such as has been contemplated, will not be of material benefit. The farmers must grow from within themselves, the same as everything grows. They must solve their own problems if they are to be solved at all, just as all other "Big Business" have solved are solving theirs.

The citrus industry of Florida has at last awakened to these facts. They are organizing to control the distribution of their product thru the Clearing House idea. After struggling for 30 years in competition with each other, they finally realize that they must unite and control the distribution and marketing of their own product or continue the downward road to financial destruction. Whoever it was that said competition is the life of trade, did not know his stuff. Competition is the death of trade. All other big business has long since recognized this fact and has contrived some means, by "Gentlemen's Agreement" or otherwise by organization, to control the distribution and marketing of their

product are Standard Oil, Gulf, Sainclair and Pan-Am in competition with each other in consummable markets? Do, we tell them what we will pay them for gas and oil? There are more than a thousand oil companies thruout the country and if the price varies a cent on the gallon with one, it varies the same with all. The same is true with lumber, coal, iron and steel, sugar, flour and practically every other manufactured article. This does not mean that the consumer pays more for these products than he otherwise would. In fact he pays less, because of the more economic handling thruout the country. Yet these producers make a profit.

It may not have occurred to the farmers of Sanford that the production of Celery exceeds that of any other vegetable raised in Florida, both in tonnage and in money value. Celery exceeds all other food products shipped out of the state except citrus fruit. The celery farmers are paying \$307,500 annually for marketing the crop to some six or eight marketing agencies all of whom are working in direct competition with each other

40 ACRES unimproved celery land in heart of celery section with house, 4 acres cleared. Will lease, sell to responsible party or give interest. For address RX Herald.

In the markets of the country. The case of celery, with the celery shippers are in indirect competition with each other with the farmer celery, is vital; and the celery farmers cannot hope for better conditions until this competition is removed. Every thinking farmer knows that whatever success we had this last season was due to an act of Providence. Had the season been normal for other crops, celery would not have brought a profitable price. This condition is not likely to happen often.

Can anyone explain why there are at least three large Celery Growers organizations at Sanford, organized for identically the same purpose, yet working in direct competition with each other? Is it still possible that men are letting petty jealousies defeat the very purpose for which these organizations were formed?

We cannot lay any blame to the agencies who are operating for the

profit they make in the marketing business. The situation suits them, and they are doing just what any good business man would do in their place. Nor can we expect any action from them tending toward a better organization. They could not take any such action legally if they were so inclined.

The apparent indifference and lack of interest shown by the growers in the importance of complete organization, which means the life or death of our leading industry is amazing. We are lack numbers; our methods of marketing are antiquated and will lead to ruin. By dropping petty differences and erroneous ideas that complete organization would be detrimental to individual profits, the clearing house idea can be worked out beautifully and successfully for the celery industry. Shall we do it now or wait until we are compelled to do it thru dire necessity?

B. A. Howard.

LOSSING'S QUICK SERVICE TRANSFER. Builders, Crating, Shipping, and Storage.

STEARNS' Electric Paste. Easily Kills Cockroaches, Waterbugs, Rats, Mice, Etc. Used by housekeepers for 50 years to get rid of these greatest known food destroyers in almost every household.

PEP SERVICE INC.

has returned to its old location at 105 North Palmetto. Next Door To Ford Garage. Expert Repairing - Servicing - Overhauling.

BATAVIA TIRES NOT CHEAP They are good and GUARANTEED for 12 MONTHS Meaning that your money will run you for one year if the tire fails to do so. WAGONER Furniture Co. 313 E. First St.

Is It Right? You check up on your watch every little while to make sure it is keeping good time. Check up on your insurance the same way. See that your policies are keeping a full and accurate measure of what you stand to lose. See what your indemnity is really worth. See this agency. We write policies right. A. P. Connelly & Sons

15 eggs to the DOZEN! That's the way one man who feeds his hens Ful-O-Pep Egg Mash expresses his increased production. "I gather 15 eggs for every dozen that I got before I used Ful-O-Pep," he says. You can increase the number of eggs you are getting every day, too. Right now is the time to do it. This is the famous feed that contains Cod Liver Meal to make the other ingredients give additional value. Every mouthful gives the hens all feed—no waste—and young and old layers keep right on producing. Ful-O-Pep EGG MASH Made by The Quaker Oats Company H. B. McCall Industries, Inc. Sanford Fla.

EVERY DAY SOME NEW IDEA FOR YOU AT HODGKINS AND FISKE'S. The Last June Days Bring Exceptionally Low Prices! SEASONAL stocks are rolling in daily. Our buyers, now in the markets, are speeding many new items to us for early showing. To make room for these we offer a great many special prices on suites and single pieces now on our floors. It will pay you well to drive many miles for these exceptional opportunities. They are not advertised. We are ready to share profits with you to create space for more. Furnish every room Conveniently!... New Arrivals In Rugs Smartly Beautiful (Mezzanine Balcony) Just ask to see our showing of rugs. An easy chair and the best of daylight will help you to realize how beautiful the collection is. All sizes in WILTONS and AXMINSTERS or the popular FIBRE RUGS for summer use. Pleased to have you look through the hundreds of new designs that are as interesting as pictures. HODGKINS & FISKE CO. Furniture "The New Furniture Headquarters" 2021 TO 2101 NORTH ORANGE AVENUE, ORLANDO, "ON THE WHITE WAY." Telephone, Orlando 6451



### Celery Growers Warned Against Excess Acreage

(Continued from page one)

wise they will not buy from him. The successful merchant is the one who most accurately gauges the price at which he can sell the greatest volume at the largest profit to himself. If he finds that the cost of potatoes is so high that he cannot sell them readily at a profit, he will not carry very many in stock, but will exercise his salesmanship in an effort to push his more profitable articles. The effect of this passes rather rapidly down the line. The grower finds that he has to reduce his price in order to sell and to do this he must buy at a lower price from the wholesaler, who in turn demands the lower price from the shipper. So the consumer makes the price and it is generally a mistake to ignore the wholesaler's demand once lost or diverted into other channels is hard to regain.

Recognizing that the above conditions always exist, the question naturally arises, what can we do to prevent low prices. There are only two practical means of stabilizing the market and they are by curtailing production or increasing consumption. We have discussed reducing the celery acreage in the past, but in spite of all that has been said in favor of this reduction, the acreage has steadily increased. Judging from present indications, there will be an increase of from 10% to 20% in the celery acreage in the Sanford district.

The increase in the celery acreage in Sanford and in other sections of the State, will continue to increase until some such disaster as Hastings has suffered this season forces the growers to produce other crops or abandon sufficient acreage to materially reduce the output of celery. Furthermore, we are not at all sure that a reduced celery acreage in Seminola County is necessary or desirable. Sanford owes its growth and development largely to its celery crop, and it is exceedingly important that we retain our leadership in this industry.

Much can and should be done in connection with the second method suggested for stabilizing the celery market, that is through stimulating consumption. This important question has also been discussed at various times in the past, but has always been placed on the shelf, and like our sister potato section we have disregarded the experience of others, and have put all our faith in Lady Luck.

Herbert Hoover taught Hastings and ourselves a lesson which we apparently have forgotten in less than 10 years. During that tragic year, immediately after the war when the question of the world's food supply was uppermost in our minds, the farmers of the United States, in response to the frantic appeals from the Food Administration, produced the largest crop of potatoes ever produced in the United States up to that time. About 400,000,000 bushels in 1919 as compared with a normal pre-war production of around 300,000,000 bushels. This tremendous increase seemed to spell nothing but disaster for the growers and handlers of potatoes.

At this point Herbert Hoover, United States Food Administrator, stepped in and with a campaign of publicity so stimulated the consumption of potatoes that

### Daily Fashion Hint



TWO-PIECE COSTUMES

The costume consisting of an over-blouse and separate skirt is practical and attractive because it allows numerous fabric combinations and color contrasts. The blouse shown at the left has a hip band, which gives the popular swathed effect. Made of beige satin and worn with the circular skirt of black satin it is dressy enough for informal afternoon wear.

The same is true of the model at the right consisting of a trim blouse which ties at one side and a two-piece skirt. This may be shirred at the center-front to give a flared effect, or gathered across the entire front. Figured and plain flat crepe may be

by early spring of 1920 there was an actual shortage of potatoes. Hastings commenced shipping at this point and sold the bulk of her crop at from \$15.00 to \$23.00 a barrel. Apparently she has been waiting patiently for a recurrence of this miracle entirely ignoring the circumstances which brought it about and the important lesson that it taught. A fund of 25c a barrel on Hastings million barrel potato crop would have put advertising pressure enough behind this season's crop to dispose of the troublesome surplus, as well as the entire crop at profitable prices to all concerned.

This is not theory, it is actual fact that has been demonstrated again and again. Well directed publicity took the California raisin growers from the depth of disorganization and chaos to the level of a well managed profitable industry. The cranberry growers, producers of a purely non-essential food product, discovered the value of advertising during the war and remembered it. They would not think of attempting to market their crop now without the help of an advertising campaign that varies in proportion to the size of the crop.

Advertising has been a life saver to the citrus industry with its enormous increase in production. In fact, the great stimulation in the consumption of citrus fruits resulted from well thought out publicity, mainly on the part of California interest, has almost eliminated the fear of over production in this important industry. The same is true of the effect of advertising in many other lines of agricultural production. Publicity with special reference to the celery crop will be discussed in the next article.

LAKE CITY—G. Holt erecting 20-room hotel south of here. BONIFAY—Work progressing rapidly on construction of new school building here.

### Big Demonstration Staged At Albany For Party Nominee

(Continued from page one)

women who swarmed over the lawns of the executive mansion and crowded up to the very front steps of the home of the New York governor.

The impromptu demonstration began with a dozen or more women who walked up under the wings of the executive mansion, before the roll-call of the states was even begun, one of them with a sign in her hand, and serenaded their governor who they were sure was to be their favored presidential candidate.

Gradually the group grew, by the time the roll-call of the states was well under way there were two or three hundred, some outside the mansion. When the states and territories had all responded for the first time, the crowd was shouting and cheering, the first extras were being called. They knew what had happened, and they wanted to see "Al" Smith.

The governor took his time about responding, however, he wasn't going to have any make-made. He was going to be the nominee of his party certainly and irrevocably before he responded to the cheers of the "neighbors". In fact, he repeated with evident relish, the radioed words of the convention chairman, trying to hold the delegations in order as they sought to switch their votes to Smith.

"There is no need for excessive hand-wagging."

But finally there was no further resisting. He stepped out on the front porch, as the crowd pressed about him and fares and axes threw a weird light on the throng, as cameras ground reels for history.—Al. Al. was the shout from every throat.

"Then, 'speech, speech, speech.'"

A hush fell as he began:

"The returns in the news from Texas indicated that New York State, myself, my family and all my friends are greatly honored by the confidence placed in me by an overwhelming majority of the delegates. Here in Albany, as I am now, surrounded by friends and neighbors, the only thing I can say is what I just told the newspapermen, that I am overwhelmed by the news and my heart is up where my palate ought to be."

A wild shout greeted him as scores pushed forward trying to shake his hand. For several minutes he stood there, then finally:

"I'll bid you all good night, I'll see you tomorrow. The next day and all the summer."



Miss O'Leary and Earl Lee in Governor's House—Fox Picture

### Saturday "Money-Savers" "Look These Over"

- 3 lbs. Sugar for ..... 19c
- Longhorn Cream Cheese, ..... 32c
- Quart Jar Sweet Pickles, ..... 28c
- Best White Bacon, lb. .... 17c
- Assorted Soups, can ..... 09c
- "P & G" Soap, cake ..... 04c

**R. W. Lawton**  
Corner Sanford Ave. and Eighth St.

MORE ARRESTS EXPECTED

NEW YORK, June 29.—(INS)—Police today forecast additional arrest of night club operators and employes as a result of the raid

NEW ROTARY PRESIDENT

MONTREAL, June 29.—(INS)—L. B. Sutton of Tampico, Mexico, recently elected president of Rotary International for the ensuing year of 1928 at its convention here today.

### RED STAR GROCERY & FEED CO.

215 Sanford Ave. Phone No. 31

Wholesale and Retail  
Saturday and Monday  
Specials

Oleo Butter, prepared for use, lb	25c	3 3 oz. Libby's Queen Olives	30c
Post Bran Flakes, 2 pkgs.	25c	Pillsbury Health Bran, pkg.	11c
Shredded Wheat, 3 pkgs.	30c	Kellogg's All Bran, 2 pkgs.	25c
Rollod Oats, 3 Minutes or Plain	25c	Kellogg's Pep Bran 2 pkgs.	25c
3 pkgs.	25c	3 1-4 Mustard Sardines	09c
Chipso, 3 pkgs.	27c	Spaghetti, 3 pkgs.	25c
2 6 oz. Libby's Sweet Mixed pickles	34c	2 6 oz. Andalusia Sweet Pickles	25c
		25 lbs. Egg-O-Fide Lay Mash	\$1.10

We Deliver

### PICNIC BASKET VALUES!

Sandwich spreads and fillers... olives, pickles and relishes... cookies and crackers... and beverages to please and quench your outing thirst... all are offered at your A & P store at prices that are unusually low!

OCTAGON	Super Suds	Pkg.	9c
	Colgate's Fab		9c
KELLOGG'S OR POST TOASTIES	Corn Flakes	2 Pkgs.	15c
	Lifebouy Soap	6 Bars	35c
KELLOGG'S	Pep Bran Flakes	Pkg.	10c
OLD DUTCH	Cleanser	3 Cans	19c
IONA BRAND NO. 2 CAN	Tomatoes	3 For	25c
PACIFIC	Toilet Paper	5 Rolls	25c
Fanning's Bread & Butter	Pickles	16oz. Jar	25c
A & P 8 OZ. PKG.	Macaroni or Spaghetti	2 For	13c
8 O'CLOCK	Coffee	Per Pound	37c
	Snowdrift		1 lb. 21c 2 lbs. 39c 4 lbs. 72c 8 lbs. \$1.29
SWEET MIXED	Pickles	Quart Jars	29c
ASSORTED FLAVORS	Jello 3 Pkgs.	JELLO ICE CREAM POWDER	25c

A & P stores will remain open until 8 P. M. Tuesday, July 3rd. They will be closed all day July 4th and reopen July 5th.

### SATURDAY SPECIALS

Creamery Butter, lb.	.45
8 lb. Can Snowdrift Lard	\$1.49
3 No. 2 Cans Baked Beans	.25
7 Pkgs. Naptha Washing Powder	.25
2 No. 1 Cans Peas	.25
No. 1 Can Corned Beef Hash	.15
15 oz. Jars Jam	.15
No. 1 Cans Cherries	.18

### McCULLER'S CASH GROCERY

117 Magnolia We Deliver Phone 671

### PIGGLY WIGGLY

#### YOUR PICNIC

insures its success by buying your supplies from Piggly Wiggly

Ginger ale, watermelons, cantaloupes, bananas, oranges, apples, cakes, olives, crackers, pickles, cheese.

U S. NO. 1	LARGE YELLOW
Potatoes 10 Lbs. 23c	Bananas 3 Lbs. 10c
BEST FOOD MAYONNAISE	SWEET MIXED
3 1/2 oz. 10c 8 oz. 20c 16 oz. 40c	Pickles Quart Jar 29c
All Nat'l Biscuit Co. 5c pkg crackers	5 pkgs 19c
KELLOGG'S	RUMFORD BAKING
Corn Flakes 7 1/2c Pkg.	Powder 1/2 lb 15c 1 lb 25c
BEST FOOD RELISH	DEL-MONTE CRUSHED
3 1/2 oz. 10c 8 oz. 20c	Pineapple no 2 can 19c
DEL-MONTE	POST'S BRAN
Sardines Can 13 1/2c	Flakes Pkg. 10c
IN TOMATO SAUCE	
QUICK SUDS	SO EASY TO MIX
Chipso Pkg. 8c	Snow Drift 4 Lbs. 72c

### PIGGLY WIGGLY

All Over The World  
222 First St. 405 Sanford Ave. 120 Magnolia Ave.



# Social And Personal Activities

MRS. FRED S. DAIGER, Society Editor  
Telephone 148. Residence Telephone 37

## Social Calendar

**BATURDAY**  
Cecilian Music Club will give a concert at the...  
**MONDAY**  
The Guild of Holy Cross...  
**FRIDAY**  
The church at 8 o'clock. The...  
The church at 8 o'clock. The...

## Sharon Hostess Delightful Party

Members of the Every Week Club were most delightfully entertained Thursday afternoon at the home of Mrs. James G. Shabert on Tenth Street. The party was given by Sharon, who was assisted by her mother, Mrs. J. B. Smith. The menu was a delightful one, and the evening was most enjoyable. Games were played and prizes were awarded. The party was a great success and all enjoyed it very much.

## Robinson Selected For Second Place On Democratic Ticket

(Continued from page one)  
...of Kentucky, who was a contender, took the platform and changed the Kentucky vote that had been cast for him to Robinson. The addition of the Arkansas Senator to the ticket insures a "fighting team" to represent the party in the campaign at hand. There are few more vigorous campaigners than Governor Robinson himself and Robinson likely will prove a militant partner. It is a coincidence without parallel in party history that both the Republicans and the Democrats went to the United States senate this year and selected the rival party leaders there to carry the vice presidential banner. The Republican at Kansas City nominated Curtis of Kansas, the majority leader; the Democrats here today picked Robinson of Arkansas, the minority leader. No delirious demonstrations accompanied the completion of the convention work. Everybody was too tired. The total of 1,032 1-6 votes that Robinson received out of a possible 1,100 was pretty conclusive proof of the harmony that prevailed. It took the tally clerks half an hour to arrive at the final figure because of so many shifts and switches, and by the time the totals were announced, large numbers of delegations had gone train ward.

## Democratic Platform Aggaled By Norris

WASHINGTON, June 29.—(INS)—Senator Norris (R) of Nebraska assailed the Democratic national platform today declaring that it is "remarkable for what it avoids rather than what it says." "Like its Republican predecessor at Kansas City it is silent on the sinister and deceitful activities of the water power trust," Norris said. Despite his severe criticism of the platforms of both major parties, Norris admitted that for practical purposes a "third party is an impossibility."

## Church Union Honors Mrs. Herman Morris

One of the prettiest and cleverest social affairs of the early summer season was the surprise show given Monday evening by the Ladies Union of the Congregational church, at the Parish House, honoring Mrs. Herman E. Morris, Jr., a recent bride.

## Personal

W. H. Lowry leaves Saturday for Quitman, Ga., where he will visit his parents for a few days.  
Warner Seegren and Frank Bartholomew left Friday morning by motor for points in the north.  
Miss Betty Dunbar of Lake City is expected to arrive here Friday to be the house guest of Miss Lenabelle Hagan.  
Mrs. W. B. Zachary and son, Billie, left Wednesday for Jacksonville where they are visiting her mother, Mrs. Flansberg.  
Miss Louise Russell has returned home from Okeechobee where she has been visiting as the guest of Miss Etta Russell.  
Mrs. K. B. McCracken and small son, Dudley, leave Tuesday for Wisconsin where they will spend some time.  
Mr. and Mrs. Raymond Phillips and daughter, Emily, and L. R. Phillips are now at home to their friends at 717 Park Avenue.  
Mr. and Mrs. Wathen announce the birth of a son Friday 22 at their home on Palmetto Avenue. The baby has been named Joseph Edwin Wathen Jr.  
Mrs. James Belghie of Philadelphia, Pa., who has been the guest of Miss Lenabelle Hagan, left Thursday for DeLand where she will visit relatives.  
Mr. and Mrs. J. C. Bennett and two children and Braxton Perkins Jr., motored to St. Augustine, Wednesday where they spent the day.  
Mr. and Mrs. Porter Whizham and two young daughters, Elizabeth and Jane left Friday morning in their car for points in Alabama where they will spend six weeks.  
Russell Wallace, who has been spending the winter at Clifton, S. C. with his aunt, has returned to Sanford to spend the summer with his parents Mr. and Mrs. A. B. Wallace.  
Miss Pearl Robson, Miss Ethel Tatterson, Miss Louise Russell, Miss Helen Vincent, and Miss Lillian Schwartz spent the day Wednesday very pleasantly at Daytona Beach.  
Rev. Mortimer Glover, Miss Henrietta Edwards, Mrs. Amelia Noble and William Morrison returned home Thursday from Camp Wing near Miami where they spent the past fortnight.  
Enoch Partin of Oviedo, Luther H. Walker, Charles R. Lord and James G. Sharon were among those from Sanford attending the Spanish War Veterans reunion, Thursday at Daytona Beach.  
The many friends of Mrs. Lloyd Boyle will be glad to learn that she has recovered sufficiently from her recent illness at the Fernald-Laughton Hospital to be removed to her home at Palmetto Avenue.  
Miss Florine Davis, who has been the guest of Miss Georgia Mobley for the past week, leaves Saturday for Jacksonville where she will visit friends before returning to her home at Coral Gables.  
Miss Katherine Symes, a student at Sargeant's School, and who has been attending a camp at Peterborough, N. H. is expected to arrive here next week to spend the summer with her parents Mr. and Mrs. Roy F. Symes.  
Miss Georgia Mobley, Miss Florine Davis, Miss Margaret Peters, Miss Marie Gene Gray, Miss Margaret Cowan, Miss Mildred Holly, Miss Camilla Puleston, Frank Woodruff Jr., Hope Huff, Harry Woodruff, Robert Dodson, Evans Spencer, Arthur Zachary Jr., and Algernon Spear were among those from Sanford attending the dance Wednesday evening at Orange Court, Orlando.  
Mrs. B. F. Whitner and Miss Elizabeth Whitner accompanied by Mrs. George McCulloch and Miss Elizabeth McCulloch of Orlando, are expected to return home Friday evening from Leesburg where they have been spending several days.  
Miss Minnie Stewart left Friday afternoon for Chattanooga, Tenn., where she will spend a week before going to Mentone Springs, Ala., where she will spend a fortnight attending the Baptist Sunday School Assembly.

## Strict Dry Law Plank Voted In Party Platform

(Continued from page one)  
"The solution of this problem would avoid government subsidy to which the Democratic party has always been opposed," said the platform. "The solution of this problem will be a prime and immediate concern of a Democratic administration."  
A pledge was made to create a federal farm bank to assist the farmer and stock raiser in the marketing of their products as the federal reserve board has done for the banker and business man.  
"There is no doubt that under the provisions of the platform the farmer will obtain the relief to which they are entitled," declared John Simpson of Oklahoma, who led the farm fight in the resolutions committee. "Millions of tillers of the soil will thank God for this earnest effort to do justice to a great industry."  
The high light of other planks follow:  
Economy and reorganization—"no economy resulted from the republican party rule."  
Finance and taxation—"We favor a further reduction of the internal taxes on the people."  
Tariff—"duties that will permit effective competition, insure against monopoly and at the same time produce a fair revenue for the support of government."  
Mining—"it is the duty of our government to foster this industry and to remove the restrictions that destroy its prosperity."  
Foreign policy—"The republican administration has no foreign policy; it has drifted without policy. We declared for a constructive foreign policy based on these principles with foreign nations, freedom and outlawry of war, freedom from entangling political interference in the purely internal affairs of latin-American countries must cease."  
"We condemn the Republican administration for lack of statesmanship and efficiency in negotiating the 1921 treaty for the limitation of armaments. In consequence, the race between nations in the building of unlimited weapons of destruction still goes on and the peoples of the world are still threatened with war and burdened with taxation for additional armaments."  
"Water power, waterways and flood control—"We favor and will promote deep waterways from the great lakes to the gulf and to the atlantic ocean. We favor expeditious construction of flood relief works on the Mississippi and Colorado rivers and such reclamation and irrigation projects upon the Colorado river as may be found feasible."  
Transportation—"common carriers, whether by land, water or rail, must be protected by an equal opportunity to compete so that governmental regulation against exorbitant rates and inefficiency will be aided by competition."  
Labor—"labor is not a commodity. Human rights must be safeguarded. Labor should be exempt from the operations of the anti-trust laws. We recognize that legislative and other investigations have shown the existence of grave abuse in the issuance of injunctions in labor disputes."  
Veterans—"generous appropriations, honest management, the removal of vexatious administration delays and sympathetic assistance for the veterans of all wars, is what the Democratic party demands."  
Women and children—"we declare for equality of women with men in all political and governmental matters."  
Immigration—"laws which limit immigration must be preserved in full force and effect, but the provisions contained in these laws that separate husbands from wives and parents from infant children are inhuman."  
Campaign expenditures—"We condemn the improper and excessive expenditures for political campaigns."

## Democrats Choose Smith As Nominee For The Presidency

(Continued from page one)  
When the sardonic, stilted "Jim" Reed of Missouri, smiling through his disappointment, faced the convention which had refused him, pledged his support to the ticket, and in a characteristic speech denounced Herbert Hoover as a "renegade American," and sarcastically invited the movie magnates to "restate Fatty Arbuckle so he could fire Willis Hays."  
For a little while, after the official figures had confirmed the figuring on the floor with respect to the nomination, the scene in the big tabernacle was reminiscent of Madison Square Garden in one of its wild moments.  
The aisles were filled with hysterical people, marching, sweating, yelling, in a delirium of political and emotional ecstasy. All the state standards were swept into the whirlpool of Smith enthusiasm; three hands came down from the galleries and tooted into the show with the inevitable "Sidelwalks of New York;" a blonde cowgirl rode an "Old Gray Mare" through the perspiring mass of humanity; a man dragged a tiny burro into the arena. They made of it an unforgettable spectacle, a sort of combined circus, county fair, carnival and riot.  
The riot part was furnished by the quarreling of some of the southern delegates, Mississippi, Tennessee, Oklahoma; in the first two there were scuffles that sprang up in the aisles as a danger threatening the very existence of Democratic institutions. "Monopolies and anti-trust laws—honest business, no matter its size, need have no fears of a Democratic administration. The Democratic party will ever oppose illegitimate and dishonest business."  
The exalted Secretary of the Treasury Mellon for formulating tax policies "which saved his own corporations nine millions of the ninety millions saved to the country" in the first Mellon tax reduction bill after the inauguration of President Harding.  
Reverting to the liberty bond

## Robbery Is Discovered

LONDON, June 22.—(AP)—A bold registered mail robbery upon the United States liner Savannah, in which the loot is conservatively estimated at \$500,000, was discovered today when the ship's mail bags reached New York. The robbery was committed before the mail bags were placed aboard the liner in New York. The American postal authorities were immediately notified and are now investigating the matter.

## Jim Reed Pleads For Party Harmony In Ringing Message

(Continued from page one)  
"They were as much as a bunch of cysters decaying on the beach in the month of August. When Grant discovered that he had let none of the guilty escape. Has anybody heard anything like that from Coolidge or from Hoover?"  
He exorted Secretary of the Treasury Mellon for formulating tax policies "which saved his own corporations nine millions of the ninety millions saved to the country" in the first Mellon tax reduction bill after the inauguration of President Harding.  
Reverting to the liberty bond

## May-Vaughan

MR. AND MRS. A. W. MAY announce the marriage of their daughter, EMMA ELIZABETH to ANDREW A. VAUGHAN June twenty fifth, nineteen hundred and twenty eight Orlando, Florida.

## MILANE TO DAY CONTENTIOUS 1 TO 11.

Victor McLanglen, star of "What Price Glory," in the greatest role of his career, a soldier of the Foreign Legion on leave to avenge his family honor—A fascinating romance of Ireland—racing horses—blazing castles and a love that conquered jealousy and won to happiness.

## SATURDAY SUB CAROL IN WALKING BACK COMING

THE HUNCHBACK OF NOTRE DAME

## SEMINOLE HOTEL

215 Ocean Blvd. Daytona Beach  
Attractive Rates—Rooms With Private Bath  
ENJOY A WEEK-END IN DAYTONA  
At The Seminole

## Don't even think of it!

Don't pay 50 cents for a half-pint of any liquid insect-killer. Black Flag—the deadliest of all—costs only 25 cents for the same quantity. Black Flag wipes out every insect pest that invades your home. (Money back if it doesn't prove.) Black Flag comes in two forms—Liquid and Powder. Both are sure to kill on flies, mosquitoes, roaches, ants, bed-bugs, bees, etc. Powder, 15 cents a tin up.

## When foods exposed use FLY PAPER

Think twice and you will never use any destroyer other than Tanglefoot Fly Paper when food is exposed to the air. Under such conditions it is the only sanitary means of killing flies.

## SAVE FLAVOR WITH ICE

BEHIND this emblem of service are our entire resources. Our first thought is purity of the water that makes your ice. Our second thought is solid frozen ice that lasts longer. Our third thought is prompt delivery and courteous treatment. The basis of these thoughts is your health and happiness. Remember the truck or wagon with the orange oval emblem.

## FLORIDA POWER & LIGHT COMPANY

4th and Maple Phone Number 207

## S. S. IROQUOIS

Direct non-stop sailings. No loss of time from business. New S. S. IROQUOIS leaves Jacksonville every Saturday at 3 P. M. and after only two nights out arrives New York Monday morning. Fastest steamer line ever made between these ports.

## NEW YORK

SAILINGS TO NEW YORK  
S. S. IROQUOIS June 30, July 1, 11, 21, Aug. 6, 16, 26, 31  
S. S. CHRONOS July 1, 11, 21, Aug. 6, 16, 26, 31  
S. S. MOHAWK July 1, 11, 21, Aug. 6, 16, 26, 31  
S. S. HEMLOCK July 1, 11, 21, Aug. 6, 16, 26, 31  
All New Steamers. Outfits 60 days free.

## CLYDE LINE

NEW YORK, One Way, \$37.00 up; Round Trip, \$69.50 up  
\$3.00 extra fare each way on Direct S. S. IROQUOIS  
CHARLESTON, One Way \$12.00 up; Round Trip \$22.00 up  
BOSTON, One Way \$15.00 up; Round Trip \$28.00 up  
Through tickets and bookings made through all agents.  
Agents for Jacksonville: The Florida Power & Light Company, 4th and Maple, Jacksonville, Fla.

## Health HINTS

DR. J. C. HOWELL  
30 West Gore Avenue  
AMBULANCE PROCTOLOGY ENGINEER  
300 West Gore Ave.  
Orlando, Florida

## Health HINTS

SICK PEOPLE  
Should know that indigestion, constipation, and renal disease is back of most of their troubles. Write or phone 300 West Gore Avenue for free literature and prescriptions.  
Dr. Joseph Corvita Howell  
300 West Gore Avenue, Orlando, Florida  
P. O. Box 1000  
We are getting splendid results in the removal of gall stones and kidney stones by the use of our special diet and electricity.



# Buy Your Bargains Across the CLASSIFIED COUNTER

Elton J. Moughlan  
Architect  
First Nat'l Bank Bldg.  
Sanford, Fla.

## AD RATES

Cash in Advance  
Ads. will be received and collector sent for payment.  
10c a line  
8c a line  
7c a line  
on request.  
Special rates are for insertions.  
of average length  
a line.  
charge of 30c per  
Using is restricted  
classification.  
is made The San-  
ford will be responsible  
for incorrect insertion,  
earlier or subsequent  
to. The office should be  
immediately in case of

## Help Wanted—

**YOUNG LADY—YOUNG MAN—**  
Four months ago you read the ad for apprentices on the Linotype machine and then you wished you had a position. One young lady took advantage of that ad and after three months and one week of study is now holding a good position in Mobile and is independent. You are still looking. Will send another young lady to same shop in two weeks. Last week the father of one of our students stated that his 17 year old daughter had made \$35 the week before. Five months from now she will be getting from \$40 to \$60 (guaranteed) per week. What will you be getting. Better snap out of it and quit waiting. Plenty of good jobs when you are trained to hold them. Call for C. A. Haines at Herald office and he will be glad to explain details.

## 10—Livestock

**COW, GIVING** four gallons of milk. Price \$50.00. K. H. McIntyre, W. 1st St.

**WANTED JOB** as foreman on farm. 14 years trucking experience. Best of references. W. R. Provatt. R. F. D. 1, Box 112.

## 11—Miscellaneous

**BETTER FURNITURE** for less money. Gilbert-McGriff Furniture Co. Orlando, Fla. 23 E. Church St.

## 12—Wanted

**BUY YOUR FURNITURE** from us. Free Delivery by truck right to your home. Gilbert-McGriff Furniture Co. 23 E. Church St. Orlando, Fla.

**TO CUT YOUR HAIR**—McMullin's Barber Shop. Between Fire Station and 1st St. Palmetto Ave.

## 15—Apartment For Rent

**FURNISHED APARTMENT.** All conveniences. First floor. 301 Fifth and Palmetto.

**FURNISHED GARAGE** apartment. 1101 Elm.

**ATTRACTIVELY furnished** two room apartment, private bath, sleeping porch, and back entrance. 311 Magnolia Ave.

**MAHONEY APTS.** One apartment for rent. 1000 Park. Phone 13-J.

**RENTALS,** houses and apartments. The coolest spot in Florida, Daytona Beach. Interested parties address Righttime Realty Co., Inc. Daytona Beach.

**THREE ROOM bungalow** apartment, completely furnished, nicely located. Phone 99.

**TRY THIS—If you have an apartment** to rent give complete details in a Herald Classified ad. . . . tell everything there is to be told about it and you will find it much easier to secure a tenant. Call 148.

**FOR RENT** furnished 5 room garage apartment all modern conveniences. Phone 207.

**FURNISHED** four rooms and bath, close in 211 Laurel Ave. Phone 190-W.

**MODERN furnished apartments,** Frigidaire, Murphy steel kitchen. Garage; excellent neighborhood; rent very reasonable. Park Apartments, No. 3, or Phone 57, Sayer.

**THRASHER APARTMENTS:** Reduced rates. 317 Park. Phone 859-J.

**LEFFLER APARTMENTS:** furnished. 3 room and garage. Attractive summer rates. Apply 804 Magnolia. Phone 280-W.

**Small garage apartment.** Call 251.

**16—Houses For Rent**

**FURNISHED 5 ROOM bungalow** for rent for 5 months or possibly longer. Everything ready for occupancy. \$35 per month. 804 Magnolia.

**FIVE ROOM furnished house.** See V. A. Speer, 411 Park Avenue.

**FOR RENT—\$40 monthly,** attractive five room furnished house. Nicely located. All improvements. References required. Phone 868-J.

**FOR RENT** new Duplex house in nice location with all modern conveniences. Will rent cheap to permanent tenants. Phone 207.

**20—Farms for Sale**

**FOR SALE—This week only,** my 15 acre farm at Cameron City, 1/8 acre tilled 2 acres cleared. L. A. Renaud, 804 W. 2nd St.

## 21—Acreage For Sale

**ACREAGE FOR SALE:** suitable for poultry farm. Located four miles south of Sanford on old Orlando road. 33 acres, part high land and some of it low, ideal for chickens and ducks. Can be bought for \$100 per acre on your own terms. Address R. J. Holly, First National Bank Building, Sanford, Fla.

## 22—Real Estate For Sale

**WILL TRADE—Properties in Northern State** for land here. Box 177, Oviedo, Fla.

## 24—Lots for Sale

**20 FIRST CLASS Building lots** in colored section, Goldboro, almost at your own price. Enquire at store, corner French and 13th St. or phone 298.

## 26—Miscellaneous For Sale

**KARPEN OVERSTUFFED** living room suites \$225 and up. Gilbert-McGriff Furniture Co. 23 E. Church St. Orlando, Fla.

**MUCK** in any quantity. Enquire at store corner 13th Street and French Avenue or phone 298.

**HOUSEHOLD FURNITURE—All antique.** Potted palms. \$300.00. Bronze. Elmer. 907-W Hughey. Phone 711-W.

**HOUSEHOLD FURNITURE—No doubt there are several pieces of discarded furniture in your home that are no longer of value to you—turn them into cash . . . a Herald Classified Ad will put your message before thousands of readers. Call 148 today.**

**POTATOES DELIVERED \$1.00** A BUSHEL—These are "culls" too small to ship; more trouble to prepare for cooking, but just as good to eat. Telephone 775.

## 27—Money To Loan

**ON WHITE** or colored property. B. W. Herndon 108 E. 2nd St.

## (Legal Ads)

**NOTICE OF APPLICATION FOR TAX DEED UNDER SECTION 575 OF THE GENERAL STATUTES OF THE STATE OF FLORIDA.**  
Notice is hereby given that SAM JUSTICE, Plaintiff, purchaser for Tax Certificate No. 232, dated the 7th day of June, A. D. 1928, has filed said certificate in my office, and has made application for tax deed to issue in accordance with law. Said certificate shall be redeemed according to law tax deed will issue thereon the 23rd day of July, A. D. 1928.  
Witness my official seal and signature this 15th day of June, A. D. 1928.  
V. E. DOUGLASS, Clerk Circuit Court, Seminole County, Florida.  
By A. M. WEEKS, Deputy Clerk.

**NOTICE OF APPLICATION FOR TAX DEED UNDER SECTION 575 OF THE GENERAL STATUTES OF THE STATE OF FLORIDA.**  
Notice is hereby given that D. DREVENY, purchaser of Tax Certificate No. 348, dated the 7th day of June, A. D. 1928, has filed said certificate in my office, and has made application for tax deed to issue in accordance with law. Said certificate shall be redeemed according to law tax deed will issue thereon the 23rd day of July, A. D. 1928.  
Witness my official seal and signature this 15th day of June, A. D. 1928.  
V. E. DOUGLASS, Clerk Circuit Court, Seminole County, Florida.  
By A. M. WEEKS, Deputy Clerk.

**NOTICE OF APPLICATION FOR TAX DEED UNDER SECTION 575 OF THE GENERAL STATUTES OF THE STATE OF FLORIDA.**  
Notice is hereby given that H. E. Squires, purchaser of Tax Certificate No. 285, dated the 7th day of June, A. D. 1928, has filed said certificate in my office, and has made application for tax deed to issue in accordance with law. Said certificate shall be redeemed according to law tax deed will issue thereon the 23rd day of July, A. D. 1928.  
Witness my official seal and signature this 15th day of June, A. D. 1928.  
V. E. DOUGLASS, Clerk Circuit Court, Seminole County, Florida.  
By A. M. WEEKS, Deputy Clerk.

## NOTICE

**List of Delinquent Taxes of the Town of Longwood, Florida.**

T. P. Lewis, Tax Collector of the Town of Longwood, Florida, hereby certify that the following is a true and correct List of Delinquent Taxes of the Town of Longwood, Florida, for the year 1927 as appear on the Assessment Roll, to-wit:

Description of Land	Section Township S.	Owner	Amount of Taxes
Longwood, as recorded in Plat Book No. 1 Pages 18 to 21 Seminole County Record.			
Lot 1 1/2, 2, 4		Joe B. Tinker	195.83
1/2, 1/2, 1/2		Morton Realty Co.	4.55
102, 102 1/2, 120, 122, 126		Jno. J. Decker	10.50
E 50' of S 100' Lot, 142.		W. M. Woodcock	21.07

## -Classified- Business Directory

**"TRANSFER"**  
CITY TRANSFER & Storage Co., Hauling, Crating, Shipping, Sled Track Facilities. Phone 899, 502 N. Maple. Ralph W. Lossing, Mgr.

**Batteries**  
**Exide**  
THE LONG-LIFE BATTERY  
Hoff-East Battery Co.  
117 East 2nd Street.

**Auto Tops**  
SPENCER TOP SHOP. Curtains Cushions and Seat Coverings. 305 West 2nd Street.

**HEMSTITCHING**  
Singer Sewing Machine Shop. Machines Sold, Rented, Exchange. Easy Payments. Phone 80 North Park, Valdez Bldg.

**Furniture**  
WE BUY or trade in used furniture. Wagner Furniture Co.

**Awnings**  
SEMINOLE AWNING SHOP. Awnings, Window shades, Tarpaulins. Anything of Canvas. 809 East 2nd Street. Phone 111.

144, 146, 148	R. E. Cobb	33.00
Lot 189		
Lot 170, 171, to 175	J. M. Chaffer	58.70
Inc 219, 217, 214, 213	W. C. Williamson	17.20
Lots 115, to 124, inc.	W. C. Williamson	2.70
Lots 232, 262	J. R. Robinson	2.70
Lots 232, 262	J. R. Robinson	2.70
Lot 434, to 439, inc.	Lake Jessup Land Co.	55.00
Lot 437, 439	Mrs. G. W. Lewis	7.10
Lot 563 to 553 inc.	Mrs. R. Long	18.65
Lot 520 to 524	Mrs. Lizzie G. Fitch	3.70
Lot 728	E. Louise Alden	2.00
62	Unknown	2.70
62	Unknown	2.70
126	Unknown	5.40
212	Unknown	2.70
357, to 402, inc.	E. W. Henck	60.10
509, to 523 inc. and		
524, 525		
Reg. 439, 1/2 of SR		
Cor. of Varrero and		
15 Lake Ave.		
Run 5207, 5, 200'		
W 520, 100 to Reg.		
LONGWOOD as 18 to 21 Pl. 1 CTD	W. C. Williamson	52.50
Reg. 350 ft. NW 1/4		
Cor. of SW 1/4 R 32		
20 30 Run 8, 422.85		
W 520, 100 to Reg.		
N 524.25 ft. to		
654.59 ft. to Reg.		
Reg. SR Cor. of E		
Lake Ave. and Jessup		
Ave Run 3 256.5 ft.		
SW 1/4 of NW 1/4 E		
313.99 ft. N 100 ft.		
to Reg. E and		
250 N of NE Cor of		
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