# Che Sanfurn Hatly 2hrali <br>  






## Dickson-lves Company

Orlando's Favorite Shopping Place

Saturday and Monday SPECIALS

Beautiful Green Gingham piped in plain
green and black. Regular price. $\quad \$ 1.79$
\$2. Sat, and Monday, special........


Sant.ani M Morinay, precial $\$ 1.79$


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 Sllk department

Price, per yanil .......
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## 解ren's Ginghum Dresses: Realy maite.

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py, and chrysanthemum. Size 68x72; 70x
All linen. Regular value a
$\$ 5.75$. Sat. and Monday, special. $\$ 4.98$
HOSIERY
ure Sik Hose, Silk op with Lisle Sole. Col.
ors: black, white, fawn, grey, cocoa and
biegre. Regular price $\$ 3.00$, on 50
Saturday and Monday, special ... $\$ 2.59$
UNDERIVEAR
vight Gowns. Comes in white, flesh and
ink. Regular value $\$ 1.25$. 98 .
RIBBONS
nkance and Rainbow, soft finish satin row-
hon in widl ha $80-70 c ; 100-\$ 1.00: 150-$
$\$ 1.25 ; 200-\$ 1.50$. Colors: White, $8 k y$ nnd
flesh. Saturday and Monday, special \&
yards for the price of one.
TOILET GOODS
pecial in Vantines Tollet Goods, incluling
Solta, Shampso, Hand Lotion and CIId
HOUSEFURNISHING DEPARTMENT
large assortment of Aluminum Conking
Utensils. Saturday and Mon-
- (Fourth floor), special......... 98C
CHILDREN'S DEPARTMENT
Saturday, special ......................290
MEN'S DEPARTMENT
at received light weight Foulard and Pus-
$\begin{array}{lll}\$ 1.00 & \$ 1.50 & \$ 2.00\end{array}$

## Big Auction Sale!

## J. C. STAPLER FARM

 Farm Horses and Mules

Mr. L. E. Bates, who tas been recog nized as one of the largest Horse and Mule Men of Floridh is positively re tiring from active business. With that thought in view he has leased his stables out for othier purposes; and is selling everything he has got connected with his stable wach 18 Horsc8, Saddles and some Batromath ons, and some extra
Mr. Rates hak thipped one complele cartoad of these fing big Horses and Mulea to gan-.
 head EXTIA GOOD SADDLETPONIES HOR COW HUNTNG, ETO
 musf and shall be made any time before the nuction starts when every repradan aiflimai or expect to need "Hurse or Mule of any deserintlay, cume and pick gae of thaye good

This Auction Sale Will Positively Take Place Rain or Shine Saturday, July 7th, at 1 P.M. At J. C. Stapler's Farm, on West First Street; Dastonathoadin SAM SANFORD, GIORIDA


SanfordDaily Herald




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 "Giovernor Hardive Has Heturned
 ulng evor anil Ginvornar Hardee
ing linck to Tallohe



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# mider springes watrer 

 on aecount of its purity is fast becominh the drinking waterfor Central Florida. It is also recominaded for use in bat-
teries. If you are not drinking Elder Snrings Water nom teries. If you
give it a trial.

PHONE 311-WE'LL DELIVER

## Elder Springs Water Company

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## VALDURA

Preserves, stops leaks and is fire proof. Use it on ariything, wood or iron THE BEST PAINT FOR NLLiL USES

## .WHAT THIS BANK DOES FOR YOU..

$4{ }^{\text {later }}$
Let us pass over the protection of your surplus cash with just a word or two. You know the danger of theft if you read even a weekly paper; and you would notice liow often the fire-bell rings and the siren sounds, even if you didn't read at all. It is worth a lot to have your cash protected; but that is only the beginning of this bank's possible value to you.

# SEMINOLE COUNTY BANK 

WE PAY $4 \%$ INTEREST ON SAVINGS ACCOUNTS
STRENGTH

| GOLF |
| :---: |
| BOWLING |
| TENNIS |
| BONING |

base ball News
yestridays results Florida State League Orlando 3, Lakeland 4.
Bradentown 6, Dyytona 3
 National Lengue
 Boston 3, Brooklyn
Others mot shehedule American League Shinoit 0 , Cloveland 10 , Chieaso 3, St, Lovis 4.

Others not thedululed | Southern $\Lambda$ ssoctation |
| :--- | Alirnink ham 2N, Mubile 1


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## REALM OF SPORTS

R. L. SHIPP, Editor

Jack is Now on


Brooklyn Loses When Henry Cuts Loose Wild One

## $\stackrel{8}{\mathrm{c}} \mathrm{a}$

FOOT BALL
BASKET BALL TRAP SHOOTING

FOR THE

MILD beverages under can


## 




And lost you forget tomarrow nigh
atating at $7: 000$ oclock Walter Ileir In "Sixty Cents nii Hour" with Inter There will the sixty laughs a minuto
in this fine piecure, soo dontit fail to to
nop it ns it will te hero only one night se

Exhibition Game
Sces Ruth Clout


 knoked the ball over the right field
fence. Hendrielas hit for four baise.
 Piparas, Roctger and Rengrough
Boohlor and Mattoz:

## TAMPA LOSES

## HARD ONE TO THE SAINTS

 TAmPA, July 0 0- - se Petersturg id in locating Fisher Ror three neces
ary runst to win by 4.1 , The score: St Pete
$000.001000 .03-1$
010.00000000

## Vegro Association

Calls on President For Protection of Takeece Whate LIt of Thategee
 the live of R. R, Moton, president o
Tuskegee Innitute and of the negro Tuskegee Institute and, of the negro
surgeons at the United State Veter ans. Hospital at Tuakegce, Ala., ha
been threatened by makked mobs th National Assolition for Advance
ment of Colored Peoplo ment of Colored People today wiry Sederal troops to protect thein.

In connection with pur tranifer, wo
hove atorago poong where



Enjoy Every Summer Day with a Buick Sport Car

Carc. frect vacation time has a pertect companion in flu appearancecievery parakic of tity luxuriouif fittinge
reflect the opirit of summer days with ther many recicect enho binitit.
And the Buick Sport Touring car h more than a playevery day motorng because it in a Buick- with ail the traditional Buick dependable performance, ablity nod stamina.
1 Fowat:


## SAFFORD BUCK COMPANY

When better automobiles are bullt, Butck will build them


Roofs that Challenge Weather It was Mark Twain who atid, "Eyerybody
talkg a lot about the weather but nobody does anything about it.,
But there fo ane thing you cars do about the ellect of weather on the roofc of your bultding. Cover that at lntence hane, pounding rains, drivine mow stocis and suvere cold.

Free booklowe and samples. Cill at our ofion eip. let ue bell you how rood roofinge will cive moncyifor chrough their cheerful colong.
HILL LUMBER CO.


 WORKS
V．C．COLLER，Prop
General Shop and Mill Work
CONTRACTOR and BUILDER
B．W．HERNDON INSURANCE AGENCY

S．O．Shinholser
Contractor and Bulider
ANPORD $\%$ \％$\because \because$ PLorib
A．P．Connelly \＆Solis
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SANFORD MA

w．s．Leak J．H．Coriclough
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No． 3 First Natif Bink Bidg Annex
SANFORD

FOUND－Florida license tag，Own－
er can have same upon identifica－ or can have same upon identulica－
tion and payigg for ad．Call at Her－

## LOST

LOST－Thursday Evening between
Sanford and Daytorn，small black
week－end bag．Liberal reward if re－


Hidden avay among the moun－



 Tong poot Pie．It ayr that lougs yovng，therc cmo among the Printe
 hey，myd ought to lead them into
noyry thing and liripg，to
gratiry hio own oril end．In ：星
 ${ }_{4}^{\text {gr }}$





PLAY SPIRIT＂IN BUSINESS


## The best work is done in the epirit

 of play．Any man who goes to busi－ ness with hat one thought，askinggrimy how much he is going tog get out ot it in dollara ind cents，will
protably get actually less dollars pala litto it any of the oy of the the
man who approaches business from man who approaches busininss from
quite a diferent anglo－from the
ante angle of doing something worth
while，building，creating，kerving． while，building，creating，werving，
$I f a$ man likes adventure，be ought to find alventure in his lusi－
nese．It is ther．Al hie neess is
the wish and determination to dis－
 nechievenent or contact with ablo
and lert mind or tice training of
younc young men－the can find fhese，too．
The proft hat

 money part of the reward is too
manll，no matter if it is millions．
JTimes Simposon，Presidicnt Marshall James Simpson，Prestident Marshan！
Yield \＆Company，$m$ Forbes Naga－
zine．

 styLEs IN POCKET FLASKs Early in tho Ninetènth century
Inacy pocket flasks became popular in this country．Some bore the American oagle；somo were orna－
mented with mented with tho head of Washing－
ton zund woms with the head of Tay on zand toms with the hed of Tay－
lot In 1800 log cabin＂${ }^{\text {dealgigs }}$ In



 word was in common ustge until
July， 1018 ，nearly so years，when
it was supplanted by＂liooch＂and ＂white nule，＂
judgina ar appeatances
William Jones，returning to Han－ ver for his funior year at eollege， Leally obverred．his fellow pasean－
 ＂To Hatovere＂，replied the man， the man vas tooplot to be $A$ tresti． landith and tiaphys for on under． gradua
gin
your？ ${ }^{\text {man }}$


别录．
by the tate of Georgio feq the re．
tupe to Allintie of Raynond Bennett

st．peteresburg ciud

stick in thagus
$\qquad$ bank tr hutchinson．

IS SHORT S17， 000 $\qquad$ resentatives of the St．Petervberg
club agred to finance the clab and HUTCHINSON．Kan．，July 5．－to remain in the league for the rest
With an alleged shortage of $\$ 175,000$ ，of the season． the Fourth．State Bank of Hutchin－ son was closed yesterday by Car1 J．Tampa－Plans being made for new
Peterson，state bank commissioner．bridge aeross Hillsborough river． Responsibility for the shortuge was
placed by Commissioner Peterson East Grand Fork－Bids open upon Walter Grundy，former presi－
dent of the pactige of eity streets．
thouts Wauchula－
be erected．

## 

College Ought to Give Woman the Habit of Doing Well Whatever She Does

> By AuA LoUise coastock, in New York Timen.

When all is said and done，what is the main thing that college has to given girl－is it an accumulation of facts or an nttitude of mind？ rance about some things is not worthy of an educated person． But no necumulation of facts，howerer extensive，constitutes an
oducation．What college ought to give，first of all，is something yers different from a mass of knowledge and something more vital thum an attitude of mind．
－It Ahould give her a certain degree of intellectunl curiosity；a certai amount of a ctual information，a kerener abibity to apprceinte，the thing
of the mind nal all sorts of urtititie endeavor．Dut，affer all，ite grectest


## Things We Have Always Known

The recent business condition haa biough to the forefront of thought many funda－ mental considerations that have alway been known but have been damned with faint praise．
Iluman nature in the mass is very much like human nature in the individual．One of its dominant characteristics has been summed up in the observation，＂You nev－ er miss the water till the well runs dry，＂ We never appreciate fundamental things until we have occasion to do without them This observation has a special applica tion to the demand of the public for the products of industry．While the demand was at high tide und everybody was busy trying to supply that demand at a profit no onc，seemingly，gave a tho＇t to where the demand came from，how tong it might last，or what would happen if it should fail．We merely assumed the permanent existence of the demand，fust as we as sume the presence of water，air and fire． But $A$ day came when demanal began to subside，and in many industries It came al most to i full stop．And then wo missed it，and realized，as never boiore，what an important thing it was．And we began to
inquire where it came from in the first place，and how it might be restored．
We always knew－everybody knew－
hat desire for things made a demand for them in the market．That people desired things we accepted as an elemental fact． But when we discovered that desire flue－ tuated we began to appreciate that desire， as we know it，is a thing created by the art of man．It is a highly specialized form of an elemental need－just as a Louis XVI chair is made out of a tree．

This discovery led to another equally important discovery that the means of ro－ fining and specializing that dedire was ad－ vertising．The gigantic work that has been accomplished by modern advertising now stands out in bold rellef．It has been the means by which the refinements of civilization have been made known and mado desirable，and this deaire has been made into demand．It is a simple fiet that a million profitide forms of indus． trial aetivity owe their very existence to the fact that Advertising uphold the standards of living which in tuen provided the ？emand for their product．

