

## SIGNS TRADE IN PEKIN

### Tariff Autonomy Nationalists In Side Bank Of Pact led On Thursday

### China's tariff autonomy is also under agreement

WASHINGTON, July 27.—A treaty annulling tariff treaties between United States and China and substituting autonomy for China in Peking on July 27, 1928, was announced by the Department of Commerce.

The new tariff law, now in effect, was announced under the terms of the provisions of the treaty, which became effective Jan. 1, 1929. If ratifications are not by that date, or four subsequent to such expiration date.

The tariff law is an internal tax in the various provinces, and a bone of contention between business interests.

## As Boon To Health Gets From Army Surgeon-General

July 27.—The health of the nation may be improved by the use of cod liver oil, according to a report by the Army Surgeon-General today.

## Navy Plane Dives Into Bay; 1 Killed

NEW PORT, R. I., July 27.—(INS)—Naval Reserve Officer McGoff was killed and two flying companions were seriously injured this afternoon when the seaplane they were flying 500 feet above the scouting fleet went into a nose dive and shot beneath waters of Narragansett bay. It was the third naval seaplane to fall here this summer and McGoff's death brought the death toll up to four naval men killed.

## COX AND DAVIS JOIN CAMPAIGN FOR AL SMITH

### Raskob Answers Bolt Movement With Announcement Of Enlistment Of 2 For- mer Democratic Nominees

### Ex-Ohio Governor Is Slated For Big Role

NEW YORK, July 27.—(INS)—Democratic campaign managers today answered the incipient "bolt movement" in the South with the announcement that two standard bearers of previous years had enlisted "for the duration of the war" in the front ranks of the aggressive Smith-Robinson force.

They are James M. Cox of Ohio and John W. Davis of West Virginia, Democratic presidential nominees of 1920 and 1924 respectively.

Davis, told Chairman John J. Raskob at national headquarters here that he is subject to call for any part of the national executive committee may select for him in the campaign.

## Nobile And Party Face Stern Inquiry By Italian Premier

ROME, July 27.—(INS)—When Gen. Umberto Nobile and his fellow survivors of the Italia disaster arrive here from the Arctic early next week, probably on Tuesday, they will slip into Rome quietly. It will be a home coming far from their dreams when they set out three months ago.

## Obregon Followers Work To Unite Party To Carry On Slain Chief's Policies

MEXICO CITY, July 27.—(INS)—Leaders of the Obregonista party were today making every effort to reconcile all its various factions into one harmonious group determined to carry on the policies of the assassinated president-elect Alvaro Obregon.

Representatives of various groups of the party from all parts of the country met here last night and definitely approved this program of harmony.

As explained to the delegates by Deputy Antonio Diaz Soto Y. Gama, Agrarian leader, the program calls for cooperation between President Calles and the other leaders of the Obregonista party and the elimination of all laborite officials from all government offices.

## HOOPER FORSEES NEW TRADE ERA IN FRISCO SPEECH

SAN FRANCISCO, July 27.—The outlook of the world today is for the greatest era of commercial expansion in history.

Hoover spoke first of his early days off the coast, when he went around hunting a job. The he told of a trip to Europe on a mission for the city of San Francisco, a trip that eventually won him world renown.

## Jury Probe Of Miami Killing Opens Monday

MIAMI, Fla., July 27.—(INS)—The case of Mrs. Dorothy Thurland, charged with murder of her husband, Conrad, who was found beaten to death with a rusty hatch, set July 11, will be presented to the Dade County grand jury probably Monday. It was announced today.

## Quality, Price And Variety—

Feature the advertising of Sanford's leading food merchants on the grocery pages of The Herald today.

## GAS COMPANY PIPELINE TO BE RUN TO DELAND

Program Of Expansion Will  
Include The Installation  
Of Service In Orange City  
And Other Towns On North  
Company To Spend  
Close To \$80,000

New Generating Unit Will Be  
Installed In Sanford Plant  
At Cost Of Nearly \$40,000

A program of expansion which will include the laying of a three-inch, high-pressure gas main from Sanford to Deland and the opening of gas service there about Jan. 1, 1929, was announced today by P. E. Scott, manager of the Sanford Gas Company.

The entire cost of the expansion program will be between \$30,000 and \$80,000, said Mr. Scott. Of that amount, approximately \$40,000 will be expended in the installation of a new gas generating unit in the Sanford plant which the company purchased from the City early this year.

The principal engineering feat of the program will be the laying of two mains under the St. Johns river between here and Deland. The two mains will be put down to give Deland and intermediate towns, including Orange City, absolutely reliable gas service, said Mr. Scott.

## Women Crowd Jail; Chief Decides To Do Housecleaning

A housecleaning campaign was started this morning by Chief of Police Roy C. Williams in an effort to provide work and entertainment for the excessive number of negro women inmates of the City Jail. This week's crop of Municipal Court trials has left the City's municipal labor department badly depleted and overstocked the housecleaning division.

With Barbara Jones, negro, this morning convicted of disorderly conduct because she beat her boyfriend with a stick, the other inmates became cleaning up the police station by sweeping the corners off the ceiling and doing other odd chores.

## Champion Batters Way To Knockout Over Tom Heenev

### Referee Stops Title Scrap In Eleventh After Gene Scores Knockdown In 10th

### Challenger Gets Only One Round

By Davis J. Walsh  
NEW YORK, July 27.—(INS)—I have fought the good knight; I have kept the faith," said Tom Heenev in his stirring way, and, if he had it to do all over again today, he probably would have centered his lyrical attention upon Gene Tunney's successful defense of his heavyweight championship at the Yankee Stadium last night.

"His head was bloody but unbowed!"

## Sanford Buick Co. Agency Purchased By Volie Williams

Announcement of the transfer of the Sanford Buick agency from the Heenev Buick Company of Orlando to Volie Williams of Sanford, Fla., was made today. The name Sanford Buick Company will be continued by the new agency.

## Thousand Fight Fans Get Returns On Titular Scrap At Herald's Show

Between 1,000 and 1,200 men, women and children—all fight fans—last night jammed the Herald office and the street outside to listen to the returns from the Tunney-Heenev heavyweight championship battle in the Yankee Stadium in New York City.

It was the largest crowd that has ever attended a Herald boxing show. Every inch of space in The Herald's office was occupied, and Magnolia Avenue for half a block in front of the building was packed from curb to curb.

## CITY WINS POINT IN BANK SUIT ON \$51,000 WARRANT

Judge Rules Receiver Must  
File Amended Declaration;  
DeCottis Declares None Of  
City's Warrants Is Legal

E. H. Ashcraft, receiver of the Seminole County Bank yesterday lost a point in his fight to recover \$51,000 on a City warrant when City Attorney George A. DeCottis declared to two points in the bank's declaration was upheld by Circuit Judge J. H. C. Koonce at Tallahassee, where the case was heard following the disqualification of Judge Wallace W. Wright, of Sanford.

In his declaration, Mr. DeCottis held that the declaration filed by J. R. Dighton, attorney for the bank receiver, should have alleged the legality of the warrant, by a statement issued last night. Mr. DeCottis said that in his opinion the warrant and all other time warrants issued by the City are illegal because "the legislature has conferred no power on the City of Sanford, Florida, to issue time warrants."

Mr. Dighton announced today that an amended declaration carrying a statement of the legality of the warrants would be filed in the bank receiver's case.

Judge Koonce did not hold that the warrant was illegal, declared Mr. Ashcraft. "He held that the bank must allege that it is a legal obligation of the City. We believe that was a matter of defense to be pleaded by the City."

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### MIND TELEPATHY THEORY SCOUTED BY PROF. COOVER

Authority On Psychiatriy Declares Fakirs Are Responsible For Popular Notion Of Reading Of Minds

By STANLEY A. WEIGLE  
International News Service Special Correspondent  
STANFORD UNIVERSITY, Cal July 27.

The human mind is still safe from prying eyes and mental telepathy and is no more likely in this day of television than it was in the dark ages in the opinion of Dr. John Edward Coover, Stanford and world authority in physical research.

"We see many fakirs," said Dr. Coover in an interview with an International News Service correspondent, "and we have many experiences that make us wonder if there isn't something in the popular notion of mental telepathy."

"But fakirs are fakirs nevertheless, and our surprising experiences are always explainable on some other ground than the popular notion of mind reading."

Common Thoughts  
Dr. Coover cited the case of two persons, one of whom says something that the other person was thinking at just that time. They think it with mental telepathy, but what actually happened, unless it was mere coincidence, was that they both saw the same person, sign or thing and that common experience started a common train of thought.

This explains, according to Dr. Coover, the fact that twins frequently think much alike. The reason is that they have usually been together since childhood and shared the same experiences.

"Another every-day experience wrongly attributed to mental telepathy," says Dr. Coover, "is when John Jones thinks of Mary Smith and then Mary Smith appears."

"It may be that John was thinking of Mary most of the time. But more likely John saw Mary out of the corner of his eye before he really thought he saw her and so started thinking of her."

Dr. Coover explained that humans see and feel much more than they are aware that they see and feel. That is because they focus their attention on one thing at a time and are actively only aware of that thing.

No Mind Reading  
Thus a boy absorbed in a dime novel forgets that he is sitting in a chair in his home. Yet, without being cognizant of it, he feels the chair and is dimly aware of the room.

Many fakirs have been exposed by Dr. Coover including Madame Ellis, who mystified thousands at the 1915 World's Fair in San Francisco. Madame Ellis' method was the common one of using a confederate with a code.

Dr. Coover pointed out that these codes need not be spoken. Thus, a blindfolded person could see an assistant by using a tiny finger mirror seen through the crack of a blindfold.

But as for genuine mind reading, there isn't any.

### CONFEDERATE VET DIES

ATLANTA, Ga., July 25.—(INS)—Lorenzo Dow Grace, the oldest resident of the Confederate soldiers home here, died today. He was supposed to be 114 years old, claiming to have been in middle life when the war between the states broke out.

### Daily Fashion Hint



A MODEL IN CONTRASTS

Many original color combinations may be used in this two-piece sport frock featuring the wide irregular trimming-band. If contrasting colors are not desired, the frock is equally effective made up in one material. The sleeves may be made in two-piece style, with pointed sections gathered to straight cuffs, or in long plain one-piece fashion. In light shades of flannel, this frock is ideal for the golfer, while in darker shades of crepe de Chine it makes a practical tailored street costume.

Pictorial Printed Pattern No. 4262. Sizes 14 to 18 years and 34 to 44.

### FUNERAL RELICS OF ANCIENT KING ARRIVE IN LONDON

Remains of Eleven Women In Harem And 48 Slaves Tell Mute Story Of Murder At Ur's Final Rites

LONDON, July 27.—(INS)—Grim relics of the human sacrifices made at the funeral of the all powerful King of Ur, who ruled the ancient Mesopotamian Kingdom of Chaldea five thousand years ago, have reached London.

The remains of eleven women of the harem, blazing with gold jewelry, six soldiers and forty-two male and female slaves, who were murdered in the dark underground tombs of this King so that they might serve their master in the next world, are included in this valuable collection, now on exhibition at the British Museum.

Considered the most important discoveries since the tomb of Tutankamen was found in Egypt, these objects were dug up at Ur under the direction of the well-known archaeologist, Leonard Woolley.

Murdered People  
When the tomb was opened it was found to be a charnel house of decayed bones. The murdered men and women lay as they had fallen against the walls and on the floor.

The skulls of the soldiers, crushed by the weight of the earth which had fallen on them, lay in copper helmets, turned bright green with age. The women of the harem were piled against the wall of the tomb chamber, their skeletons, still wearing ornaments of beaten gold; beside them their make-up boxes in the form of little gold cockleshells and full of a hard green substance which 5,000 years ago had been face paint.

Thin bands of beaten gold, which the women twined in their hair, were visible around the skulls.

The most interesting object in the exhibition at the British Museum is the headdress of the mysterious Queen Shub-Ad. This queen's body is believed to have been placed in the tomb at a late date in order that she might lie near her husband.

Her skull being crushed, it was impossible to reconstruct her features, but the most perfect woman's skull in the tomb was taken and modelled after the face of the dead woman. On this the headdress has been arranged.

Fifty-dia Bodies  
It is formed of coils of gold ribbon. Across the forehead is a band of lapis lazuli beads, from which hang heavy rings of bright gold. Higher up the headdress takes the form of two floral wreaths, one of mulberry leaves, the other of willow or birch leaves, everyone beautifully formed of gold.

The final touch is a great gold comb which towers above the wreaths. It is like a seven-fingered hand, and from the fingers fall seven delicate golden flowers which swayed and tinkled together when she moved her hand.

Exactly how the fifty-nine men and women were murdered is a mystery, but from appearances it is believed they were all marshalled into the dim underground chamber and then, at a signal, slaughtered where they stood.

NEW PORT RICHEY—Gulf Utilities buys Cedar Key Light and power unit, for big expansion.

Value of Florida's fishing industry for 1927 estimated at more than \$25,000,000.

### RADIO CLEANUP UNLIKELY

WASHINGTON, July 27.—(INS)—So much political pressure is being directed at the Federal Radio Commission to prevent its much needed wholesale reduction in broadcasting stations that there apparently is little chance for the government to "clear the air," and offer the listening public good reception next winter.

### TO ATTEND AIR DERBY

John Henry Mears, journalist and B. D. Collyer, his air pilot, who last Sunday completed their record-breaking circling of the globe, will attend the Atlant air derby which will be held at Candler Field Saturday and Sunday, it was announced today.

## PIGGLY WIGGLY

FOR BREAKFAST, LUNCHEON OR DINNER

Piggly Wiggly is always ready to serve you with the best quality food for less.

PILLSBURY FLOUR 6 LB. SACK	35¢	PILLSBURY FLOUR 12 LB. SACK	65¢	PILLSBURY FLOUR 24 LB. SACK	\$1.25
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LEMONS DOZ.	25¢	POTATOES 10 LBS.	21¢
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BANANAS LB.	5¢	CABBAGE LB.	3½¢
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PEACHES 4 LBS.	19¢	ONIONS 3 LBS.	12¢
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PICKLES QUART JAR	29¢	Tuna Fish ½ LB. CAN	19¢
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PRESERVES 5 OZ. JAR	10¢	Corn Flakes PKG.	7½¢
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SUPER SUDS PKG.	9¢	MALT 3 LB. CAN	63¢
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TOMATOES NO. 2 CAN 3 FOR	25¢	LYE HOMINY NO. 2 CAN	9¢
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SANIFLUSH CAN	19¢	Snow 2 LBS.	39¢
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		DRIFT 4 LBS. PURE AND FRESH	72¢
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We carry every thing in fresh fruits and vegetables obtainable.

### Market Department

"SAME OLD PRICES"

Sugar Cured Boiled HAM lb.	60¢	Sugar Cured, Boiled, Spiced And Baked At Home. HAM lb.	70¢
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FRESH PORK SHOULDERS lb. 20¢

The BEST ON EARTH—Whole  
SWIFTS PREMIUM  
HAM 30¢ lb.  
Center Cuts  
50¢ Pound

Try Shopping The Piggly Wiggly Way  
And You'll Shop No Other Way.

## PIGGLY WIGGLY

All Over The World  
222 First St. 465 Sanford Ave. 120 Magnolia Ave.

### SPECIAL!!

Large Size Malaga Variety  
Avocado Pears

--25¢--

Watermelons On Ice  
50¢ To 75¢

Other Fruits And Vegetables

### BLUE BONNET

Wm. Musgrave 2nd And Sanford Ave.

## LAWTON'S

### Saturday "Money Savers"

5 lbs. Best No. 1 Potatoes	11¢
No. 2½ Can Fancy Peaches	21¢
3 lb. Can Crisco	63¢
3-10¢ Rolls Kewpie Toilet Paper	19¢
3 Packages Jello	25¢
No. 2 Can Pineapple	22¢
1 Pint Pure Grape Juice	25¢

We carry a full line of fresh fruits and vegetables

"We Deliver"

## R. W. LAWTON

106 S. Park Ave Phone 672

## The highways buying

"Follow the highway markings can't go wrong."... That's the Automobile Club gives you before ing on a motor trip. You follow known, well-marked roads. A reach your destination the safe comfortabe way.

Why not follow the same rule shopping? Why not stick to the ways of buying? They have been as carefully plotted, and are just fully marked as the great motor you've come to depend upon. the trade-marks of reliable, products.

The next time you go shopping these "highways." Before you step through the advertisements in the umns. Pick out the products you Notice the names and trade-marks identify them. And then ask for the name.

The advertisements are sign-post guide you to the best and most

Merchandise

**Timony in Court**  
 ALA., July 27.—Marshall supreme court on to de-...  
 Emma Marshall following her con- court declaring

**JACKSONVILLE**—Carac...  
 WINTER HAVEN—Good...  
 HARTOW—Building permits...

**ORLANDO**—C...  
**ROCKLEDGE**—Brevard County...

**A MUCH TRAVELED BEVERAGE**

**CANNED sauerkraut juice**—travels over 74,294 miles of railroads throughout the United States, extending from the northernmost reaches of the Great Northern line to the southern extent of the Missouri, Kansas and Texas line and from the eastern limits of the Central Railroad of New Jersey to the western end of the Texas and Pacific routes.

**ABE MARTIN**  
 Copyright John F. Miller Co.



**The Kraut Cocktail**  
 The most popular sauerkraut drink as it appears on the menus as a dinner cocktail or relish, is merely as an à la carte item, is "iced Sauerkraut Juice". Many housewives serve "Kraut Cocktail" made as follows: Mix two tablespoons tomato catsup, one-half tablespoon Worcestershire Sauce, one-half tablespoon sauerkraut juice and one-half tablespoon vinegar. Add a small ball of sauerkraut to a sherry glass of this sauce mixture. Garnish with a spray of parsley, and serve with celery and salted soda wafers.

**A Popular Beverage**  
 The superintendent of dining car service on the Illinois Central System wrote: "I believe that this company was the first in this part of the country to use this product on all of its dining cars. We sell considerable quantities. The Texas and Pacific Railway Company stated: 'We have been serving canned sauerkraut juice on our dining cars for some time and are having very good success with the same.' From the Fred Harvey at Springfield, Mo., the superintendent of dining cars wrote: 'We have been serving sauerkraut juice on our dining cars and in the eating houses of the Frisco and Santa Fe for some time. We show it on the special selection of dishes of our breakfast meal that is made out each day. We find the beverage to be reason-

**Chest Treasures**



prosaic but oftentimes more desirable...  
**Useful and Practical**  
 Contributing small cases of food for the hope chest is a rather new but very popular custom for the 1928 bride. Not only are these cases just the right size to open up in a hurry during the days of card housekeeping when one is being entertained at a continual round parties, but they add to the bride's limited knowledge of the good foods which are available ready prepared.

**Dinner For Four**



ing of staples combined with thoughtful use...  
 Corned Beef Hash  
 Spinach  
 Rolls and Butter  
 Pineapple Whip  
 Coffee

**A Lasting Confidence**

Today, as half a century ago, the A&P stores are re-warded with the loyal patronage of the keenest food experts in all the land...  
**WHERE ECONOMY RULES**

- RAJAH BRAND  
**Mayonaisse** 8 oz. jar 19¢ pints 29¢
- EXTRA SPECIAL  
**Snowdrift** 2lb. can 36¢ 8 lb. pail \$1.37
- SUN-MAID SEEDED OR SEEDLESS  
**Raisins** 2 15 oz. pks. 25¢
- SMITHFIELD BRAND  
**Corned Beef** 12 oz. can 21¢
- FRESH SUPPLY  
**Keebler Crackers** 39¢
- ARROW ROOTS—SALTINES—GRATAM—CHEESE WAFERS—ETC.
- DEL MONTE BRAND  
**Asparagus Tips** picnic tins 19¢
- LARGE-RIPE  
**Bananas** 6 lbs. 25¢
- ENCORE-BRAND  
**Spaghetti** 4 no. 2cans 25¢
- OUR-OWN-BLEND INDIA CEYLON JAVA  
**Tea** 1/2 lb. pkg. 25¢
- WHITE HOUSE BRAND CIDER  
**Vinegar** pts. 10¢ qts. 19¢
- Octagon Soap Powder** 6 pks. 27¢
- ASSORTED FLAVORS  
**Jell-O** 3 3/4 oz. pks. 25¢
- FABURA BRAND  
**Crab Meat** 6 1/2 oz. can 45¢
- EXTRA SPECIAL—A&P  
**Grape Jelly** 2 1 lb. jars 35¢

**NOTICE OF MASTERS SALE**  
 Notice is hereby given that under and by virtue of a Decree of Foreclosure and Sale entered in the above entitled cause on the 25th day of June A. D. 1928, I, as Special Master in Chancery, do hereby sell the said lot of land...

**Specials Saturday and Monday**  
**RED STAR GROCERY & FEED CO.**  
 213 Sanford Ave. Phone No. 31

No. 2 Red Riders Kidney Beans, Can	.11	Campbell's Tomato Soup, 3 cans	.27
Creamery Butter, lb.	.49	Smoked Bacon, lb.	.26
Kellogg's All Bran	.32	Pea	.12
Octagon Spec. Soap 6 for	.25	Bredded Wheat	.12
Plain or 3 Minute Oats, pkg.	.08	Micronut, 4 pkgs.	.25
LaGrande Corn, 2 cans	.26	1/4 Ma Beans, 2 cans	.22
Bullocks Preserves, 15 oz.	.22	Galvanized Wash Boards	.30
Fine Charcoal, 25 lbs.	.65	55 lb. Egg-F-File Lay Mash	1.10
Best Scratch, 100 lbs.	3.00	Poultry Wheat, 100 lbs.	3.50

Wholesale and Retail We Deliver

**BLITCH'S Red Front Store**  
 A FLORIDA CONCERN  
 In The Center Of Sanford  
 117—East First St.

- |   |   |
|---|---|
| EXTRA FANCY<br><b>Lemons Doz.</b> 25¢                     | V.A. COBLER<br><b>Potatoes 5lbs.</b> 11¢        |
| G.A. ELBERTA<br><b>Peaches 3lbs.</b> 14¢                  | FANCY YELLOW<br><b>Bananas lb.</b> 5¢           |
| FULL-FACED NO. 1 TIN<br><b>Tomatoes 3Cans</b> 25¢         | NO. 2 SIFTED VAN CAMP<br><b>Peas 2 Cans</b> 25¢ |
| SELF-RISING OR PLAIN—GEORGIA<br><b>Flour 6lb. Bag</b> 25¢ | DIXIE MAID<br><b>Syrup Gal. Can</b> 59¢         |
| 2 L.B. ROUND CARTON<br><b>Myles Salt</b> 6 1/2¢           | NO. 1 TIN WILSCO<br><b>Corned Beef</b> 23¢      |
| 1 L.B. CAN RUMSFORD BAKING<br><b>Powder</b> 25¢           | VAN CAMP<br><b>Milk small 4 1/2 tall</b> 9¢     |
| MED. CREAM W. G.<br><b>GRITS MEAL MEAL</b> 5 Lbs. 18¢     |   |

**Stokes Red Front Market**

<b>Bacon Per Lb.</b> 18¢	<b>Lard 2 Lbs.</b> 25¢
<b>Pork Chops</b> 25¢	<b>Pork Roast</b> 18-20
<b>Pork Saus.</b> 20¢	<b>Picnic Hams</b> 21¢

**Fresh Dressed Hens & Fryers**

**CALL NOW**  
 for Your Celery Seed  
 Golden Puffin  
 Golden Self Blanching  
 Supply Of Other Vegetable Seeds For Fall Planting  
 Type—Disinfected—Tested For Germination  
 Dependable Stocks  
**C. Stokes & Co.**  
 TABLE SEED SPECIALISTS  
 SANFORD, FLORIDA MANAGER  
 Arcade Sanford Phone 184



# And Personal Activities

MISS GEORGIA MOBLEY, Society Editor  
148. Residence, Telephone 268J

## Calendar

July 28—Methodist church members of the congregation will meet at 8 o'clock.

## Boys

Methodist church members of the congregation will meet at 8 o'clock.

## Allen Party

Allen party given by Mrs. Allen at her home.

## SOCIETY RED BY RASHES

Groups of society members are suffering from rashes.

## Suspect In Jewel Fraud Believed To Have Prison Record

New York, July 27.—(INS)—Possibility loomed today that Maria J. Leslie, who is to be questioned soon in connection with her purchase of \$480,000 worth of jewelry which she sold for \$63,000 before it was paid for, is the former Maria J. Eastwick, twice convicted in Old Bailey, London, 20 years ago, of charges of fraud similar to those she now faces.

## Playing Tennis In Bathing Suits To Be Band By League

Hard-worked officials of the League of Nations who sought relief from a heat-wave here by playing tennis in their bathing suits have been severely brought to task by order from high quarters intimating that the practice must be discontinued.

## Hunter Wins Easily From Italian Netter

LONDON, July 25.—(INS)—Rumors were current today that Capt. Mariano, rescued survivor of the Italia tragedy, had died of the effects of his long exposure to arctic weather conditions.

## Mrs. Phillips Gives Courtesy At Osteen

Mrs. W. Z. Phillips entertained Wednesday evening at her home in Osteen with a lovely birthday party honoring her daughter, Mrs. Nash Phillips.

## Betty Bronson And Monte Blue Star In Milane Picture

Monte Blue and Betty Bronson are co-starring in "Brass Knuckles" the Warner Bros. production, which comes to the Milane Theatre today.

## Daily Fashion Hint

For the woman whose figure still retains its youthful grace, and for the woman who depends on the cut of her frock to achieve this appearance, this frock is especially designed.

## Paris Populace Peeved As Statue Of Patron Saint Turns Back On City

PARIS, July 27.—(INS)—The statue of Sainte Genevieve has her back turned to Paris and the populace is peeved.

## TAMPA—\$3,000,000 cold storage and pre-cooling plant under construction on water front here.

## PASADENA—Five-mile rural extension of Dade City Utilities Co. power line being constructed through Oklawaha and Pasadena communities.

## FOR SUMMER COLDS

Advertisement for Bogart's Saline Cold Tablets, featuring a bottle image and text: "At All Druggists".

Advertisement for Bogart's Saline Cold Tablets, featuring a bottle image and text: "At All Druggists".

Advertisement for Sanford General Hospital, 417 W. First Street, Sanford, Fla.

Advertisement for Health Hints, featuring a large 'H' logo and text: "By DR. J. C. HOWELL".

Advertisement for Elton J. Moughton Architect, First Nat'l Bank Bldg., Sanford, Fla.

Jacksonville—\$300,000 new home of Jacksonville Chamber of Commerce at Julia and Duval Streets.

MEYBOURNE—Good at Lam-ber Company erecting new lumber storeroom warehouse.

## Simple Desserts Kiddies Can Make



"I MADE it all, a very quick, myself," announces Mary Jane whose chubby hands grasp a tray of custard-filled cups.

Advertisement for Country Store Tonight, The Milane, featuring a sign for "Monte Blue Betty Bronson Brass Knuckles".

Advertisement for Quality Bakers America, featuring a logo and text: "This Mark Stands for Bread Goodness".

The real truth of the matter is, good folks, and we want you to know it and believe it that we put so much quality in our product that we make less net profit on a loaf of our bread than the average business man would consider as a safe margin.

But we are not the average business man—a claim that we are justified in making and for this reason:

WE AS INDIVIDUALS DO NOT STAND ALONE IN OUR PRODUCTION EFFORTS.

We have the earnest co-operation of 89 other wholesale bakers in our production efforts; so we are actually a composite of 90 men (90 men rolled in one, if you please).

At a recent conference at the Production Managers of Quality Bakers of America held in New York City, under the auspices of our Central Service Bureau which maintains headquarters at 469 Fifth Avenue, the most noted "Quality" avenue in the world, there was displayed, almost a truckload of samples of the products of members so that there might be "a pick-to-pieces" party—and believe us they did a lot of "picking."

These production managers, full of the spirit of the organization, and knowing that they are always at liberty to speak their minds freely, had a spirited discussion, each one setting forth the merit of his particular product.

This is always a good way to get results from a discussion. There are no "yes, yes" men among so many stand-patters. They stand for what they believe is right, no matter how many stand-patters every one of them gets an idea how he can improve upon HIS IDEA OF WHAT IS RIGHT.

We wish you, reader, could have overheard this discussion. Then you would appreciate how a non-competitive but highly co-operative body of men can positively but good-naturedly trash things out man-fashion and then go forth with a better knowledge of how to produce the FINEST QUALITY OF BREAD.

You can't side-step men of the grit and skill of the Production Managers of America. They are your friends.

A young woman, a member of the staff of the Central Service Bureau, remarked that the bread made by ANY MEMBER of the Quality Bakers of America was too good to pick to pieces and thus waste it.

Advertisement for A.B.C. Bakery and Kew-Bee Bread, featuring logos and text: "Bakers of Kew-Bee Bread".

Large advertisement for Hodgkins & Fiske Company, featuring text: "SATURDAY-MONDAY & TUESDAY LAST THREE DAYS OF THE JULY CLEARANCE SALE OF FURNITURE AND RUGS" and "Discounts from 25% to 50%".

### Jazz Is of Churchly Origin, Says Musician



**RUBE WOLF**  
 Declares It's Rhythm Is That of Old Hebrew Chants

San Francisco.—Jazz will live longer than any other music," declares Rube Wolf, teacher of Fitch and Harve, who have been going on for some time in the city.

"Jazz will live as long as there is religion," he adds. "The rhythm is the rhythm of the old Hebrew chants. My father was a cantor, and ever since I can remember, I have heard the rhythms which are now called jazz."

Used in Church

"Music was first used in the church for emotional appeal, but the same idea is carried out in our modern jazz numbers. A number which tells the tale of sentiment should not be intellectual but emotional."

"The music of the Hebrew church which is probably the oldest in the world is very emotional, and I think it is safe to say that a great percentage of the modern dance music is based on these same themes."

### Color of World's Music Now Modern American



**ELLA SHIELDS**

Jazz Rhythm Has Had Far-Reaching Effect

New York City.—Modern American music has had a far-reaching influence. Wherever new music is being created, whether it be in England, France, Italy or New Brazil, the color is supplied by American rhythm.

This is the belief of Ella Shields, an American girl who has just returned to our shores after touring the continent of Europe.

"The color of the world's music today is American," she says. "I have seen the same thing in every country in the world today. The color of the music is American."

"The color of the world's music today is American," she says. "I have seen the same thing in every country in the world today. The color of the music is American."

## THE YOWELL CO.

# END OF MONTH CLEARANCE

### MEN'S SUITS AND FURNISHINGS

Here is just for men's suits that tells of high quality and good value at remarkably reduced prices. Suits, shirts, hats, hose, pajamas—in fact, almost every article of men's wearing apparel has been drastically reduced for this E. O. M. Sale. It will pay you and pay you exceedingly well to take advantage of this Clearance. All alterations extra.

**3 Days Only - Starting Saturday**

#### MEN'S SHIRTS

Plain white and colors, stripes, collar attached, wonderful quality. E. O. M. Sale, each **\$1.00**

#### MEN'S \$3.50 SHIRTS

Collar attached and neck band styles. These shirts \$2.75 are very dressy and will give long wear.

#### PHOENIX LISLE HOSE

A service hose for men's good appearance and quality, special for E. O. M. Sale **\$1.00**

3 Pair For

#### MENS BELTS

All leather, all sizes, tan, black, grey.

**79¢**

#### MEN'S FANCY

Linen handkerchiefs, 75¢ and \$1 values.

**2 For \$1**

#### WHITE DUCK TROUSERS

Preshrunk, all sizes, good quality.

**\$2.95**

#### MUNTING UNION SUITS

Sizes to 46, unusual quality, we advise early shopping for this value. **89¢**

#### PALM BEACH PANTS

Natural color and gray large sizes, you'll need **3.95** light-weight trousers.

#### MEN'S \$8 PANTS

These trousers regularly sell up to \$8—large group to select from E. O. M. Sale. **\$4.95**

#### ODD LOT

Linen and Palm Beach Suits

Sizes 36 to 44, values up to \$18.50. Wonderful quality, suits that will give months of service.

**E. O. M. SALE \$11.95**

#### ODD LOT TROPICAL WORSTEDS

To close out this odd lot of Tropical Worsteds values up to \$25, we have marked them at a price that makes a unusual bargain.

**E. O. M. SALE \$19.00**

#### FASHION PARK

TROPICAL WORSTEDS \$29.50

Values

Here is a group of Suits tailored by Fashion Park Quality tailoring and materials are unsurpassable, now reduced for

**E. O. M. SALE \$19.95**

#### MEN'S \$2.50 SHIRTS

One lot \$2.50 colored shirts, collar attached, E. O. M. Sale Price.

#### MEN'S BATHING SUITS

Values to \$7, all-wool, Bradley and Wil Wite, close-out E. O. M. Sale.

#### PHOENIX SILK

Here is a value that will appeal to men—Phoenix Silk. E. O. M. Sale.

#### BOYS Pajamas

Plain colors, wide range sizes, now priced. **\$1.00**

#### BOYS CAPS

Good quality, all sizes, now priced at **\$1.00**

#### BOYS Knickers

Linen and Palm Beach, val. to \$2.75 sale. **\$1.95**

#### CHILDREN'S UNDERWEAR

Sizes to 12, good quality and will give good wear. E. O. M. Sale Price suit. **\$1.95**

#### BOYS UNION SUITS

Good range of sizes and very special value. E. O. M. Sale Price, special **\$1.95**

#### BOYS FINE SHIRTS

Plain white and colors, stripes, collar attached, wonderful value, now priced at **\$1.95**

## Home Runs

Famous ball players have won more popularity through home runs than in any other phase of America's National Sport. The dope generally favors the team having the most players in the home.

Likewise ad messages in the Sanford Herald gain more reader attention because of the well-known fact that afternoon newspapers are safely delivered to or ultimately reach the home and the several members of each family.

Baseball stars and Sanford Herald ads are noted for speed and action. Score a hit by calling 148 for an adtaker.

#### AD RATES

Classified Ads...  
 12—Wanted  
 13—Wanted  
 14—Wanted  
 15—Apartment For Rent  
 16—Houses For Rent

#### LEGAL ADVERTISEMENTS

IN THE CIRCUIT COURT OF THE STATE OF FLORIDA...  
 JOHN H. BURKE and his wife, MARY COOK MITCHELL, vs. JOHN H. BURKE, Plaintiff, and MARY COOK MITCHELL, Defendant.

#### LEGAL ADVERTISEMENTS

IN THE CIRCUIT COURT OF THE STATE OF FLORIDA...  
 JOHN H. BURKE and his wife, MARY COOK MITCHELL, vs. JOHN H. BURKE, Plaintiff, and MARY COOK MITCHELL, Defendant.

#### WANTED

WANTED—Good cook. Must work for any price. Just come and talk. Box 30 Herald.

WANTED—Light housekeeping rooms for family of three. Prefer central location. Give details, price and location to C. A. H. Care Herald.

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

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## SEMINOLE HOTEL

215 Ocean Blvd. Daytona Beach

Attractive Rates—Rooms With Private Bath

ENJOY A WEEK-END IN DAYTONA At The Seminole

## NEW YORK

DIRECT non-stop sailings. No loss of time from business. New S. S. IROQUOIS leaves Jacksonville every Saturday at 7 P. M. and after only two nights out arrives New York Monday morning. Fastest steamer line ever made between these ports.

SAILINGS TO NEW YORK  
 S. S. IROQUOIS, June 26, July 7, 14, 21, Aug. 4, 11, 18, 25  
 ADDITIONAL SAILINGS FROM JACKSONVILLE  
 Every Monday and Wednesday at 3 P. M.  
 Calling at Charleston

## CLYDE LINE

Established 1864  
 101 N. Liberty Street JACKSONVILLE

Here's a quarter for you!

Black Flag Liquid saves you a quarter. And brings you the deadliest insect-killer made. (Money back if it doesn't prove so.) Black Flag costs only 93 cents for half a pint. Other liquids cost 50 cents.

For the same quantity, Black Flag comes in two forms—Liquid and Powder. Both are sure death to flies, mosquitoes, roaches, ants, bed bugs, fleas, etc. Powder, 15 cents and up.

## Lock Arlor

The place to build your home

## De Forest Sanford Realty Co.

## -Classified- Business Directory

Batteries  
 "TRANSFER"  
 CITY TRANSFER & Storage Co.  
 Hauling, Crating, Shipping, Truck Facilities, Phone 806, 22 N. Maple, Ralph W. Loring, Mgr.

Exide  
 THE EXIDE BATTERY  
 Hoff-Mac Battery Co.  
 117 East 2nd Street.

HEMSTITCHING  
 Singer Sewing Machine Shop  
 Machines Sold, Rented, Exchange  
 Easy Payments  
 Phone 20 North Park, Valdes Bldg.  
 201 West 7th Street.

Auto Tops  
 SPENCER TOP SHOP, Curtains  
 Cushions and Seat Coverings.  
 201 West 7th Street.

SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY

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