## The Santorn Tierali

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UTILTY FRM TO MAKEINDUSTRIAL SURVEY OF CTTY st Half Century

LEADERS PLAN Russian Inventor Thrills CHILDSLAYER

TO SPEED UP AudienceBy WavingHands IN ELD P To Develope MusicSounds


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| Defense Must Show Youth Unbalanced |  |
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Atlanta Officials Be lieve TheyHave, Aence That France:
Michigan 'Clerk
Recognizes Her
uthorities In EStates GaveInformationux
Girl's Whereanouns
ATLANTA. Ga, Jan. 22 .
NS) Sanch for

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Marines Commence Vigorous Campaign In Rebel Territory
Upton Sinclair Has Trouble Obtaining Book Publication




ford Kiwanians ar Judge Wright on Civic Spirit


## In the World ofSporis

Wall Street Odds Favor Yanks To Duplicate Their

AMLRICAN LOANS
IO CAUSE SOVIEI INDUSTRIAL ERA
Gene Tunney Faces Challenges From Would-Be Champs
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## Your Chance

of a life time to see your city from the Lieutenant L. H. Scott, ex-army avia-
 d, Ha., are going to have an opportun-
to ride in a real airplane during the enweek for the small sum of $\$ 1.50$, which ill equal former $\$ 5.00$ rides.

## Another Special

for this week will be trips to Daytona Beach and return for $\$ 12.50$. Also this week only will give flying instructions for 87.50 per lesson of $1 / 2$ hour.

keep house withou Por a time we tried to get along without
phone. Henry thought we could much. . . . but never again
It was the most ghastly fecling-: one's friends except the few times 1 coul wy from the house. And those trescom then rd use the neighbors stelephone, ars annoyed them, and embarrased ? he few cents a day we saved were not he worry of knowing-baby-and $\dagger$ Txe here without a telephone. And nowis couldn't kecp house without it
southern bell telephon
and telegaph Compa
Telephone rates are so low that
the scruvice of protection and col



## LEE MEADOWS

Famous Pitcher of the Pittsburgh Pirates, writ
 cgutar turn on the : nourd seasse: afier stason crad in looking for cigarette I was enxiouss to find ore which coridd be smoked
 I cun seflly suy thut i cm ne:er itosbled with " corshi cmad my wind is in splecrdid shacis

The Cream of
the Tobacco Crop Here in the Southland we know, good Tobacco. It is born in us and it is the livelitiood of most of us. 'The Cream of the Crop' is bourght for LUCKY STRIKE. I know for it has been my duty to purchase it on the markets for years for this brand.'


The Sanford herald


| For Better Marketing |  |
| :---: | :---: |
| In an interview nullishet recently in The Herald, Frank Forster, president of the Pirst National Bank, made a suggestion which we think should leave a deep, impreasion in ploring the present hit-or-miss systepi of marketing, he expressed it as his opinimn that "finer resiults could be ol)tained if the farmers would get together und form co-oper- |  |
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| not familiar with the intricate |  |
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| (the Pacific to the centers of tiopulation on the Alluntic Sen- |  |
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| same places. This, of course, has nothing to do with marketing, but it shows what can le done through co-operation. |  |
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| keting, but it shows what can be done through co-operation. Co-operation might well tee called "team-work" for want |  |
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| de mined. And sim- |  |
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| ilarily, the ends must lake out the interference if the backs are to get the man with the ball. |  |
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| apparently profit at certain man to ship his ceation or pros. a littld anonky, hut it does not serity of the entire county. It matem lo lenefit one far- |  |
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| mer to cut early and well at a low price when he anticipates a decline, but such action on his bart certainly dees not tend to stablifize the market. |  |
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|  it Sanford is to maintain its recobrized ascentency as an |  |
| agricultural community. We are not tactician enough tosuggest details for such a co-operative scheme, but we can |  |
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Dance
HOTEL
FORREST LAKE
DINNER DANCE
TUESDAY and SATURDAY
: We are Also Offerine 81.5
PECIAL SUNDAY DINNER
Music


## $20 \%$ saving

on'your cleaning, dyeing and laundry

## Do Your Own

 DeliveringThe Colonial Cleaners are known for thei excellent service throughout Centra Florida

## Colonial Cleaners

305 E. Second St.
 Hauling-Crating. Shipping Side Track Facilli
Phene
5966 Ralph W. Lossing

## Tirestone

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G. S. WITMER,
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Auto Laundry and reasing at popular priceen
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GIVE UST TRIAL. Seminole Tire Shop And Filling Station | Firsatene |
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Seminole
Securities Co.
H. C. Doup:.ass, , vkt

Used Car Itell.


## Mortgage Loans

Baldwin Mortgage Co.
"Electricity the Barometer of Business'

## Making up <br> a shopping list

The hall needs a new rug. More towels are needed for the bathroom, and the kitchen floor could certainly stand a coat of paint. The children need shoes. The car manem will soon need tires. Well, we buy a hundred new things every year.

Scattered throughout the United States are manufacturers who make the yery things we need. Their products are on sale in certain stores within easy reach. Certain of these products, and certain of these stores are especially fitted to take care of our special need. But which products and which Stores? Which can we afford, and which do we think is best? We must look to advertising for advice.

Advertising is the straight line between supply and demand. It saves time spent in haphazard shopping. It leads you directly * to your goal. By reading the advertise-ments,-we-can determine in advance where the best values are to be found.

From the pages of this paper you can make up a shopping list that will save you money.

## Social Calendar

$|$| Miss Farrar Meets |
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| With Much Sucess |
| In Three Versonals |
| Thent |


| Laney's <br> stunford <br> E. Second St. | "The Friendly Drug Store" <br> Prescriptions Filled Promptly <br> And Accurately |
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## Convenient

## Cleaning Service

Your telephone will bring a truck to your door

Excellent workmanship will bring back your clothes looking like new

USE YOUR TELEPHONE
Laney Dry Cleaning Co.
"Sanford's Leading Dry Cleaners"
Phone 465

## Opportunities 10 Readers Of Herald Ads.



A Public Institution
-This clearing house of wants, of fers and opportunities is like your telephone or your electric light--always ready, always efficient; It is helpful alike to the man in business, the woman in the home and the boy or girl seeking employment for the first time,
" 11.

Radio
Programs


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