

Sanford Herald... Subscription Rates... Single Copies...

Celery Freight Rates

The information that freight rates on a certain few vegetables are to be increased on an average of \$36.00 per car comes as somewhat of a shock to our celery farmers...

It seems that the general decrease in First Class Rates did apply to celery, as at first reported, but a correction of a long existing error in weight schedules of from 50 pounds per crate to 71 pounds per crate resulted in an increase in rates amounting to more than the general decrease...

It is particularly unfortunate that the increased rates should be made at this time. The outlook for the coming season is none too good at the present time, and with markets throughout the whole world generally shot to pieces, it seems a poor time to be increasing costs for anything...

At the same time, we understand that the increased rates are optional with the railroads, and it is quite within the realm of possibility that, if the matter were properly presented by a representative group of celery farmers, the railroads might agree not to make the increased rates effective...

At the same time, we understand that the increased rates are optional with the railroads, and it is quite within the realm of possibility that, if the matter were properly presented by a representative group of celery farmers, the railroads might agree not to make the increased rates effective...

Protecting Our Streets

Chief Williams' ultimatum that there shall be no driving on rims over city streets, as a City ordinance specifically provides, is timely and should receive the unqualified support of every right thinking citizen...

More than likely the motorist who thus drives his car about the city, does so thoughtlessly, with no intent of damaging costly city property. He has just had a puncture or a blowout, and that in itself is quite sufficient to upset his normal trend of thinking...

One such driver, or one such ride, over city streets, probably would not render them completely useless to future generations. It is perhaps regrettable, but true, however, that what is one man's privilege is also another's, and that if one of our citizens can so misuse our highways, so can any of the other ten thousand residents of Sanford...

Quimet's Victory

Age was vindicated on the golf links last Saturday when the 28-year-old veteran, Francis Quimet, beat off the challenge of youth and won the national amateur championship by defeating Jack Westland 6 and 5 in the thirty-six hole final at the Beverly Country Club of Chicago...

The fact that the Boston linksman went unrewarded for seventeen years does in no way indicate that he had a lapse of golfing skill. On the contrary Quimet has always been a dangerous contender for the title and his disappointments can be attributed to the fickleness of the golfing gods rather than to any diminution of prowess...

That Quimet's victory will be a popular one goes without saying. The man who has assumed the mantle left by Bobby Jones has the same sporting qualities that made the pride of Atlanta such a popular figure. The new title holder is no alibi artist. When he loses he doesn't pout; when he wins he doesn't boast; and when his repeated efforts failed to win again the amateur crown, he didn't give up...

HE SERVED MAMMON

Twenty years after he was honored with the election to the United States Senate by the Legislature of Tennessee, Luke Lea has been convicted of a great bank fraud. Found guilty not merely by a "hectic" press that sought to destroy him, but by a jury of his peers in a neighboring state, Colonel Lea has been sentenced to serve from six to 10 years in the North Carolina penitentiary...

TEN YEARS AGO TODAY

The new Benjamin aviation field in Tampa will be formally opened Sept. 14th. Aviators from Carlstrom field will be the chief performers. The visiting flyers will be given a public reception, banquet and dance.

Unprecedented exports of wheat during August showed favorably on agricultural and business conditions throughout the country. Secretary of Commerce Hoover declared yesterday. According to his reports, wheat exports during the past month amounted to \$2,506,000 bushels or about four times the volume of any previous time for the month of August.

The entire State of Florida is booming as never before, and the visitors to the state are struck with the signs of prosperity and progress on every hand. Sanford's record for August is not as large as usual, although it seems that mere buildings are going up than

few men at any age and to almost none in the early thirties. Personal charm was his in unequal degree. Even his bitterest enemies melted under the spell of his engaging personality. He seemed a welcome addition to any company. Long is the list of fraternal orders that offered him their fellowship—in college Alpha Tau Omega and Phi Delta Phi; later, Masons, Elks, Knights of Pythias, Red Men and others too numerous to mention. Politicians were at his beck and call. The United States government pinned the Distinguished Service Medal on the uniform that he wore in France in the World War. The bankers of the South showed their confidence in him by electing him a district director of the Federal Reserve. Other honors were his for his asking.

HOOVER SEEKS TO AID COTTON MEN IN CRISIS

(Continued From Page One) pending on cotton," said Senator Caraway. "They didn't buy anything last year and they can't buy anything this year. It is my belief that this plan would be just the kick to break the psychology of this depression. Certainly it would make buyers of these 10,000,000 people and that would start factories to going again."

The Agriculture Department's forecast of 15,985,000 bales was not unexpected in view of the August forecast of 15,594,000 bales and apparently the market was braced for it. The August estimate, over a million bales higher on the average than private forecasts knocked price props from under the staple.

BIRDS AND WORMS

All creatures of the earth but Man are free, Except the beasts that Man tries to enslave. And hamper with such barriers as he submits to from the cradle to the grave. The bird soars out upon his trail of blue. Without thought of stop-signs in his path, Free to fly upward toward the sun and view The universe—without an after-math!

The worm crawls from his hole up to the light— Of course he may get stepped upon, but still, He's exercised a fine worm-given right To live according to his own free will. Yet Man stays shut within his self-made cage Through which he peers with dull, guessing eyes— Docility is his impotent rage, Like stifled breath, eventually dies. The cunning Hand of Crede points out his way, His slender groove between the "right" and "wrong"; His hopes, long centered on some distant day, Are frustrated and frustrated long. There he remains; subjectively inert A prisoner of pre-destined thought, Who moves in rats that finally revert To his first starting place. Long has Man known that nothing can be free Except to live and worm depravity! Edna Harriet Barrett.

NO WORD HAS BEEN RECEIVED FROM 2 FLIERS

(Continued From Page One) immediately. "Don was confident from the start," said Miss Bresson. "He has been talking of the flight for months."

Allen's fiancée was killed in an airplane crash here last March. She was Alina Miller. A deferred 30-day jail sentence also awaits Moyle. He pleaded guilty in superior court here July 15 to a charge of driving an automobile while intoxicated and was sentenced to 30 days in jail with three years probation added.

Allen was selling washing machines at Santa Ana, Cal., when he struck up an acquaintance with Moyle, an agent for a motorcycle factory. They both were interested in aviation. As the friendship progressed Allen instructed Moyle in what he knew of aviation. Moyle obtained a transport pilot's license later and Allen is understood to possess a private pilot's license.

Moyle previously was erroneously reported as being married.

AUTHORIZED AUTO RE-FINISHING STATION ROY SCHMIDT

SPENCER'S NEW DAIRY On Country Club Road And See For Yourself Why Our Bacteria Count is Maintained Under 10,000. U. S. Standard For CERTIFIED MILK. Inspection Invited At All Hours. SPENCER'S DAIRY, INC. Geo. C. Harden, Mgr.

Mexico Extended Invitation To Join League Of Nations

GENEVA, Sept. 9. (A.P.)—An invitation to Mexico to enter the League of Nations was extended yesterday by the League's assembly, which also heard Foreign Minister Dino Grandi of Italy propose an immediate armistice truce to be effective until the end of next year's disarmament conference.

The assembly's extension of its hand to Mexico was described by statesmen as a rectification of an unfortunate "error" by which the league organizers 12 years ago omitted Mexico from the list of states invited to membership. Signor Grandi's proposal for an armistice truce was delivered in an address in which he said Italy regards disarmament as the world's most pressing need and the base on which political tranquility and economic stability may be re-established.

He made it clear that Italy expects the general disarmament conference to take place as scheduled next February. Security can not be realized until the burden of fighting expenses is reduced he said.

SEE — PLAYBOY — HEAR Creaky new eight tube Push-Pull Pentode output Exponential or Variable W. Super-toroidal RADIO with Creaky latest type Dynamic speaker—the only 8 tube set that sells for less than fifty dollars. Cabinet models at \$25.00, \$75.00 and \$85.00. SAN JUAN GARAGE CO. Phone 449

Hutchinson Tractor Equipment Co. 1216 W. Central Ave., Orlando Phone 2530 AUTHORIZED DEALER OLIVER HART-PARR TRACTORS AND IMPLEMENTS USED TRACTORS AND IMPLEMENTS 1 International 18-28 3 Farmette, \$125.00 to \$225.00 Used Oliver harrows, \$25.00 to \$50.00 One Ton Hoston side plow, \$45.00

I Haven't Any Money But I'LL SWAP PERHAPS YOU, TOO, HAVE NO READY CASH BUT WOULD LIKE to trade some article, which has lost its service to you, for something else. Maybe you have a radio, an ice box, a dog, a cat, a piano, a piece of furniture you would like to exchange for a cow, a charr, a victrola, or a farm implement. If you have, you can probably effect a trade by using The Herald Swap Column. Merely fill in the coupon below and send it to The Herald. The ad will appear three times for the low rate of 25 cents. It will be given a serial number thereby making the transaction confidential. No names will appear. OLD TIME SWAPPER, C/O SANFORD HERALD. I have a _____ (State Condition of Article) and would like to swap for _____ (What Have You?) Please fill address _____

PURE • CLEAR • SOLID C

Social And Personal Activities

MISS MARGARET PETERS, Society Editor

Office Telephone 148.

Reception Given Last Night At Holly Home

Approximately 150 guests attended the reception given last night from 8:30 o'clock to 11 o'clock by Mr. and Mrs. R. J. Holly at their home, 518 Park Avenue, in honor of their son-in-law and daughter, Dr. and Mrs. Beach Hazard, of Boston, Mass., whose marriage took place Thursday of last week in Hingham, Mass.

The guests were received at the door by Mrs. Mattie G. Pace and then introduced to the receiving line composed of Mr. and Mrs. Holly and Dr. and Mrs. Hazard. Mrs. Holly wore for the occasion an evening gown of beige colored silk lace fashioned along simple lines, with a long full skirt. Mrs. Hazard's gown was of eggshell georgette and silk lace made with a fitted waistline and long skirt. Both wore shoulder corsages of pink rosebuds. Mrs. Pace received the guests in a long, close-fitting black silk lace dress worn with a corsage of pink gardenias.

The rooms of the Holly home were opened en suite for the occasion and decorated with a profusion of pink radiance roses, other pink flowers and shrubs accentuating a color scheme of pink and green. Quantities of white star jasmine were banded in various parts of the rooms. The refreshment table was overlaid with a lace cloth and centered with a large bowl of pink rosebuds and ferns. Four lighted candles in silver holders cast a soft glow about the table.

Refreshments were served throughout the evening by Mrs. G. T. Kellam, of Daytona Beach, and the Misses Helen Vernay, Thelma Benson, Kitty DuBose, Margaret Zachary, Frances Dutton and Margaret Peters. Assisting the hostess in entertaining the guests were: Mrs. J. G. Sharon, Mrs. Samuel Puleston, Mrs. J. C. Benson, Mrs. Fred Williams and Mrs. Henry McLaulin.

Mrs. B. E. Beck was elected chairman of Circle Number Seven of the First Baptist at its regular meeting held on Tuesday afternoon at the home of Mrs. G. S. Selman, 918 Palmetto Avenue. During the business session other officers were elected for the coming year and it was decided that the next meeting be held at the County Home.

During the social period refreshments were served by the hostess assisted by Mrs. A. J. Walker. The following members of the Missionary Society have been selected to be members of Circle Number Seven: Mrs. H. R. Derrick, Mrs. Wiley Teuton, Mrs. F. W. Stanley, Mrs. Alfred King, Mrs. James Horton, Mrs. H. Q. Touchton, Mrs. Clifford Walker, Mrs. W. B. Boecher, Mrs. Vivian Spear, Mrs. A. L. Myers, Mrs. Albin Kendall, Mrs. J. P. Wilson, Mrs. W. B. Sewall, Mrs. C. L. Pagenhart, Mrs. David McNab, Mrs. J. B. Williams, Mrs. James Chestnut, Mrs. M. F. Collins, Mrs. E. M. Carroll, Mrs. R. W. Ware, Mrs. H. D. Smith, Mrs. B. H. Anderson, Mrs. Robert Meriwether, Mrs. Martin, Mrs. W. C. Satcher, Mrs. Moss, Mrs. J. B. Lawson, Mrs. Sara Davis, Mrs. S. A. Edenfield, Mrs. Homer Little, and Mrs. A. L. Barneau.

Mrs. Beck Is Elected Chairman Of Circle

Also Mrs. A. C. Grissett, Mrs. L. A. Palmer, Mrs. D. J. Garrett, Mrs. Leo Howell, Mrs. William Allen, Mrs. George McCall, Mrs. H. N. Lumley, Mrs. Joe Cameron, Mrs. Byron Stephens, Mrs. A. J. Walker, Mrs. A. B. Lovejoy, Jr., Mrs. B. R. Beck and Mrs. G. S. Selman.

During the business session plans were made for the coming year. A social period was then enjoyed when refreshments were served by the hostess, assisted by Mrs. W. D. Gardner. Those present were: Mrs. C. H. Pearce, Mrs. W. D. Gardner, Mrs. J. N. Boudick, Mrs. Homer B. Harris, Mrs. Mary Stewart, Mrs. Boston Stone, Mrs. J. E. Laing, Mrs. L. C. Kinard, Mrs. O. C. Gibbs and Mrs. G. S. Selman.

Officers Are Named By Circle Of Church

The following officers were elected at the meeting of Circle Number Five of the First Baptist Church held on Tuesday afternoon at the home of Mrs. Homer B. Harris, 1201 Magnolia Avenue: Mrs. C. H. Pearce, chairman; Mrs. O. C. Gibbs, vice-chairman; Mrs. E. C. Harper, secretary; Mrs. Boston Steele, treasurer; Mrs. Homer B. Harris, mission study chairman; Mrs. Leonard Bible study chairman; Mrs. L. C. Kinard, personal service chairman; and Mrs. Mary Stewart, reporter.

During the business session plans were made for the coming year. A social period was then enjoyed when refreshments were served by the hostess, assisted by Mrs. W. D. Gardner. Those present were: Mrs. C. H. Pearce, Mrs. W. D. Gardner, Mrs. J. N. Boudick, Mrs. Homer B. Harris, Mrs. Mary Stewart, Mrs. Boston Stone, Mrs. J. E. Laing, Mrs. L. C. Kinard, Mrs. O. C. Gibbs and Mrs. G. S. Selman.

During the business session plans were made for the coming year. A social period was then enjoyed when refreshments were served by the hostess, assisted by Mrs. W. D. Gardner. Those present were: Mrs. C. H. Pearce, Mrs. W. D. Gardner, Mrs. J. N. Boudick, Mrs. Homer B. Harris, Mrs. Mary Stewart, Mrs. Boston Stone, Mrs. J. E. Laing, Mrs. L. C. Kinard, Mrs. O. C. Gibbs and Mrs. G. S. Selman.

During the business session plans were made for the coming year. A social period was then enjoyed when refreshments were served by the hostess, assisted by Mrs. W. D. Gardner. Those present were: Mrs. C. H. Pearce, Mrs. W. D. Gardner, Mrs. J. N. Boudick, Mrs. Homer B. Harris, Mrs. Mary Stewart, Mrs. Boston Stone, Mrs. J. E. Laing, Mrs. L. C. Kinard, Mrs. O. C. Gibbs and Mrs. G. S. Selman.

During the business session plans were made for the coming year. A social period was then enjoyed when refreshments were served by the hostess, assisted by Mrs. W. D. Gardner. Those present were: Mrs. C. H. Pearce, Mrs. W. D. Gardner, Mrs. J. N. Boudick, Mrs. Homer B. Harris, Mrs. Mary Stewart, Mrs. Boston Stone, Mrs. J. E. Laing, Mrs. L. C. Kinard, Mrs. O. C. Gibbs and Mrs. G. S. Selman.

During the business session plans were made for the coming year. A social period was then enjoyed when refreshments were served by the hostess, assisted by Mrs. W. D. Gardner. Those present were: Mrs. C. H. Pearce, Mrs. W. D. Gardner, Mrs. J. N. Boudick, Mrs. Homer B. Harris, Mrs. Mary Stewart, Mrs. Boston Stone, Mrs. J. E. Laing, Mrs. L. C. Kinard, Mrs. O. C. Gibbs and Mrs. G. S. Selman.

During the business session plans were made for the coming year. A social period was then enjoyed when refreshments were served by the hostess, assisted by Mrs. W. D. Gardner. Those present were: Mrs. C. H. Pearce, Mrs. W. D. Gardner, Mrs. J. N. Boudick, Mrs. Homer B. Harris, Mrs. Mary Stewart, Mrs. Boston Stone, Mrs. J. E. Laing, Mrs. L. C. Kinard, Mrs. O. C. Gibbs and Mrs. G. S. Selman.

During the business session plans were made for the coming year. A social period was then enjoyed when refreshments were served by the hostess, assisted by Mrs. W. D. Gardner. Those present were: Mrs. C. H. Pearce, Mrs. W. D. Gardner, Mrs. J. N. Boudick, Mrs. Homer B. Harris, Mrs. Mary Stewart, Mrs. Boston Stone, Mrs. J. E. Laing, Mrs. L. C. Kinard, Mrs. O. C. Gibbs and Mrs. G. S. Selman.

During the business session plans were made for the coming year. A social period was then enjoyed when refreshments were served by the hostess, assisted by Mrs. W. D. Gardner. Those present were: Mrs. C. H. Pearce, Mrs. W. D. Gardner, Mrs. J. N. Boudick, Mrs. Homer B. Harris, Mrs. Mary Stewart, Mrs. Boston Stone, Mrs. J. E. Laing, Mrs. L. C. Kinard, Mrs. O. C. Gibbs and Mrs. G. S. Selman.

During the business session plans were made for the coming year. A social period was then enjoyed when refreshments were served by the hostess, assisted by Mrs. W. D. Gardner. Those present were: Mrs. C. H. Pearce, Mrs. W. D. Gardner, Mrs. J. N. Boudick, Mrs. Homer B. Harris, Mrs. Mary Stewart, Mrs. Boston Stone, Mrs. J. E. Laing, Mrs. L. C. Kinard, Mrs. O. C. Gibbs and Mrs. G. S. Selman.

During the business session plans were made for the coming year. A social period was then enjoyed when refreshments were served by the hostess, assisted by Mrs. W. D. Gardner. Those present were: Mrs. C. H. Pearce, Mrs. W. D. Gardner, Mrs. J. N. Boudick, Mrs. Homer B. Harris, Mrs. Mary Stewart, Mrs. Boston Stone, Mrs. J. E. Laing, Mrs. L. C. Kinard, Mrs. O. C. Gibbs and Mrs. G. S. Selman.

Social Calendar

WEDNESDAY.
Annual business meeting of the First Baptist Church will be held at the church at 7:30 o'clock.

THURSDAY.
Banzai Currie and his 10-piece orchestra of the University of Florida will give a dance here from 10 o'clock until 2 o'clock at the City Hall.

FRIDAY.
The Women Golfers of the Sanford Country Club will have a benefit bridge party at 8 o'clock at the Country Club for the maintenance of the club house.

SATURDAY.
A musical program will be given at 3 o'clock at the studio of Miss Madeline Mallon, corner Oak Avenue and Eighth Street.

Williams Home Scene Of Circle Meeting

The home of Mrs. Robert Williams, Valencia Drive, San Lanta, was the scene of the regular meeting of Circle Number Six of the First Baptist Church held on Tuesday afternoon. The rooms where the meeting took place were decorated for the occasion with a profusion of bright-colored sinulas and ferns.

During the business session the following officers were elected: Mrs. George Huff, chairman; Mrs. T. C. Pitchford, vice-chairman; Mrs. L. B. Bragg, secretary; Mrs. Murray Jarvis, treasurer; Mrs. Robert Williams, reporter; Mrs. J. L. Lois, Bible teacher; Mrs. R. L. Glenn, mission study chairman; Miss Allie Trafford, stewardship chairman; Mrs. J. B. Fields, enlistment chairman; Mrs. I. E. Estridge, literature chairman; Mrs. R. Z. Johnson, personal service chairman; and Mrs. C. P. Henderson, program chairman.

A salad course was served by the hostess to the following: Mrs. L. B. Bragg, Mrs. J. B. Fields, Mrs. Murray Jarvis, Mrs. R. L. Glenn, Mrs. George Huff, Mrs. R. U. Hutchinson, Miss Allie Trafford, Miss Ruth Whittle, Miss Nancy Williams, Miss Aileen Bragg and Freddie Fields.

Mrs. Harris Hostess At Party Last Night

Entertaining for the members of the Philathea Class of the First Baptist Sunday School, Mrs. Homer B. Harris was hostess at a party given last night at her home, 1201 Magnolia Avenue. Miss Emily Boyd as president conducted the devotional and presided over the business session at which time plans were made for the work of the coming month and year.

Mrs. Harris, the new class teacher, gave a short talk urging the members to make study the important feature of the work of the class. Refreshments were then served to the following: Misses Emily Boyd, Dosta Stoudenmire, Mildred Nix, Ruth Whittle, Jodie Stoudenmire, Adele Rines, Charlotte Nix, Lillie Vickery, Lois Hunt and Essie Whittle.

Mrs. C. E. Chorpene Honored With Party

Complimenting Mrs. C. E. Chorpene, Jr., who celebrated her birthday anniversary recently, Mr. and Mrs. B. H. Squires entertained with a birthday party on Monday evening at their home on East Fifth Street. Quantities of antiques and fern were arranged about the rooms where the guests were entertained.

Supper was served buffet style to the following: Mr. and Mrs. C. E. Chorpene, Jr., and Mrs. C. E. Chorpene, Sr., and small son, Mr. and Mrs. B. H. Squires, Mr. and Mrs. A. Corpany and Mr. and Mrs. J. C. Ellsworth.

WILLINK-WILLIAMS

Mr. and Mrs. Fred J. Willink announces the marriage of their daughter
Marion Jean
to
Charles Elmer Williams,
Saturday, Sept. 5, 1931.
Dunedin, Fla.

ECONOMY BILL MEETS OKEY OF COMMONS

(Continued from Page One) start new taxes rolling into the depleted exchequer.

While the vote was being taken, a large crowd took part in an unemployment demonstration outside the houses of Parliament. Nine persons were arrested when police cleared the streets.

These demonstrators sang the "Red Flag" and jeered mounted and foot police who attempted to restore traffic lines.

Two procedure resolutions will come before the house today. One would appropriate all the session's time for government business and the other would seek the application of a closure rule to insure the passage of all urgent budget resolutions at the close of Thursday's session.

By enacting the taxation measures Thursday, the government expects the new taxes to come into effective operation Friday morning.

R. R. Pippin Is Host At Fish Fry At His Home

In honor of the members of the Big Bear Brotherhood Sunday School Class of the First Baptist Church, R. R. Pippin entertained with a fish fry last Friday evening at his home on West First Street. Early in the evening the guests were entertained on the lawn with miniature baseball and other outdoor games.

At a late hour, the host, assisted by Mrs. G. S. Selman, Mrs. C. H. Pearce, Mrs. Pippin, and J. B. Borland served fish and other food in camp style. About 25 members of the class were in attendance.

Chain Store Plan Will Be Tried By Independent Group

DAYTONA BEACH, Sept. 9.—(A.P.)—An organization of retail grocers, to be known as Florida Food Stores, Incorporated, has been formed here with A. R. Haile as president. It has been announced by Haile.

The organization is "a voluntary chain store system" whereby each retail merchant will continue to be owner of his individual store, Haile said.

Purpose of this corporation, which has already obtained a charter from the state, is to purchase goods in large quantities, thereby getting the maximum quantity discount which will enable the individual store to sell at a much lower price and meet competition, heretofore impossible, Haile said.

The organization, he said, will cooperate in buying, advertising through the local newspapers, and selling to the consumers. Already 12 local store owners have entered the organization and others are negotiating coming in, according to Haile.

After the organization is thoroughly established and is running along systematically, it is the plan of the members to extend their interests into New Smyrna and Deland, Haile said. Other officers of the organization are: L. S. Grabe, vice president; H. W. Wolcott, secretary. They, together with R. D. Johnson and C. W. Wehner, go to make up the executive board.

PIANT CITY—Work started on new strawberry packing house of Plant City Cooperative Association.

WEST PALM BEACH—County Board approved repair work on two of three bridges crossing from this city to Palm Beach.

ST. AUGUSTINE—Lillian's wearing apparel shop, opened for business at No. 63 King Street.

FORT PIERCE—Four dredges now operating on Fort Pierce-Melbourne stretch.

JACKSONVILLE—Purchase of 30.69 acres of land adjacent to Municipal Airport, facing on Atlantic Coastal Highway, recommended to City Council.

LAKE WORTH—Radio broadcasting unit installed at fire station on Lucerne Ave. by Fire Chief L. C. Engram and department.

TRY NEWZO
For Itching Feet, Eczema, Tetter, Ring Worms and all skin irritations or Insect Bites. Sold under money back guarantee. If not satisfied, For sale at ROUILLAT & ANDERSON
The Prescription Shop
Sanford Phone 24 Florida

W. H. LONG
HENS and FRYERS
DRESSED OR LIVE



On With The Dance!

THE best dancing partner, you know, won't keep your nicest evening gown spotless, but Semhole Dry Cleaners will make it immaculate and ready for another wearing in twenty-four hours.

"We Invite Comparison"

SEMINOLE DRY CLEANERS
220 Magnolia



"They speak my language!"

... and it's no "namby-pamby" talk, —either!

Words can mean lots of things—but you can always trust your taste. If a cigarette tastes right, if it satisfies you right down to the ground, then it is right.

There are all kinds of tobaccos—some good, some not so good. And there's the Chesterfield kind—the best Turkish and the best Domestic that grows. Full-ripe, sun-cured, aged in Nature's thoroughgoing way—and as mild and smooth and sweet as sun-ripened fruit. Chesterfields taste right

—because they are right. And something you can't taste—that's important too! The finest cigarette paper—so pure it burns without taste or odor!

And behind this unchanging good taste, all the resources of a great organization—men, money, science, experience. It takes them all to make a great cigarette, and they're all behind Chesterfield. Your taste is dead right. Chesterfields do satisfy.

GOOD... they've got to be good!