

The Sanford Herald

AN INDEPENDENT DAILY NEWSPAPER

Partly cloudy and possible showers tonight and Tuesday.

VOLUME XXI

Leased Wire International News Service

SANFORD FLORIDA, MONDAY, SEPT. 30, 1929

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NUMBER 18

SHEARER GETS HOT AS SOLO QUESTIONS HIM

Big Bass Drum of 27 Arms Conference in Huff As Interrogation Gets Started

WASHINGTON, Sept. 30.—(INS)—William B. Shearer, who described himself as "the big bass drum" of the Geneva naval conference, told a Senate committee today an entirely different story of his mission abroad from that hitherto related to the committee by the shipbuilding officials who employed him to represent them at Geneva.

All of the shipbuilding officers testified that Shearer was employed merely to "observe and report" the trend of the conference, but when Shearer himself got on the witness stand today he said: "I was to go to Geneva to see that the United States would get our side of the story—and to see to it that we got a treaty of parity with Great Britain. If no treaty was made, I was to return to the United States and report to the committee."

Shearer then quieted down and answered in the affirmative to Shortridge's question as to whether he was the one who had fled anti against the New York, Bethel and Newport News Shipbuilding companies for money advanced to him for work as the 1927 Geneva arms conference in 1927 and in other places.

City, County Schools Reopen This Morning

Sanford's primary and grammar schools, reopened this morning, with what is expected to be an attendance equalling that of last year. Schools throughout the county, except at Palatka which resumed school today.

Diamond Ball Loop To Organize Tonight

Plans for the inauguration of the Y. M. C. A. city-wide diamond ball league will be discussed tonight at 7:30 o'clock at a meeting at the City Hall. Notices to 100 business men have been mailed out.

Crash Probe To Be Kept Secret

WASHINGTON, Sept. 30.—(INS)—The results of the post-mortem investigation into the crash of the T. A. T. airplane crash in New Mexico, in which eight persons were killed, will not be made public, Secretary of Commerce Clegg announced today.

1 Balloon in Race Has Not Reported

ST. LOUIS, Sept. 30.—(INS)—The fate of only one balloon of the field which started in the eighteenth annual Gordon Bennett international balloon race here Saturday was in doubt according to the air-board of the local chamber of commerce, sponsors of the event. This balloon was the Belgian, the Belgian entry.

STRIKERS FACED BY TRIAL FOR 3RD TIME FOR KILLING

Beal and 15 Co-Defendants Charged With Slaying Police Chief

COURTROOM, CHARLOTTE, N. C., Sept. 30.—(INS)—The spectre of the electric chair today faded before the eyes of Fred Erwin Beal, communist generalissimo of the Gastonia strike on trial for murder and conspiracy in the assassination of Police Chief O. F. Aderholt.

Earle Peacock Goes To Sing Sing Where He Will Pass Term

WHITE PLAINS, N. Y., Sept. 30.—(INS)—Looking happier than he has at any time in the last fortnight, Earle P. Peacock was taken from the county jail here today and started for Sing Sing prison at Ossining where he will begin serving an indeterminate sentence of from 20 years to life for the murder of his bride, Dorothy Henselman Peacock.

CONTINUE HONEYMOON

GREENVILLE, Me., Sept. 30.—(INS)—Major John Coolidge and his bride today entered the second and last week of their honeymoon at the Moosehead Lake camp of the bride's father, Governor John H. Trumbull of Connecticut.

SCORES ARRESTED

LONDON, Sept. 30.—(INS)—Recent attempts on the life of President Hoover, according to the British government, have been followed by scores of arrests, it was revealed in a Shanghai dispatch to the Daily Mail today.

JEFFRIES STALKS GAME

TORONTO, Ont., Sept. 30.—(INS)—Jim Jeffries, former heavyweight champion, today was stalking deer and mountain lions in the Table Mountain country 80 miles northwest of here.

WORD IS STILL MISSING FROM TWO AVIATORS

PARIS, Sept. 30.—(INS)—Mystery today surrounded the whereabouts of Captain Diederone Costes and Maurice Bellonte, famous French aviators who are missing on an attempted record-breaking distance and endurance flight.

Costes and Bellonte, On Attempted Hop To Tokio, Have Not Disclosed Any Trace

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Schmidts Are Back From 10,000-Mile Motor Tour Covering Twenty States

They from a three months' motor trip, which took them through 20 states, and covered 10,000 miles, Mr. and Mrs. W. H. Schmidt today reported, a most enjoyable summer vacation through the West.

LABOR SQUABBLE CALL LOAN RATE SEEN FACTOR IN SOARS AS STOCKS EDITOR'S KILLING

JACKSONVILLE, Fla., Sept. 30.—(INS)—A split among the "blue shirts" local labor hitherto, as the outgrowth of a controversy over the leadership of the organization, today was seen by police as the background in the killing of Billy Parker, 56-year-old Jacksonville publisher and nationally known anti-Catholic crusader.

George A. Radford, Engineer For Forty Years, Dies Sunday

George A. Radford, for 40 years a railroad engineer and one of the oldest in the service in the Jacksonville district of the Atlantic Coast Line Railroad, died early Sunday morning at the C. L. Hospital at Waycross, Ga., following an illness of several months.

Police Arrest Trio Of Alleged Rum Offenders, Including White Woman

Sanford police, under the direction of Chief Williams, made three liquor raids over the weekend and nabbed a trio of alleged violators, including Bertha McEvans, a white woman, whose case was continued today until Friday after she had employed an attorney to fight the charges.

TO MANAGE BOX

CHICAGO, Sept. 30.—(INS)—Donie Bush, former manager of the Pittsburgh Pirates who resigned, has been signed as manager of the Chicago White Sox, it was learned here today.

U. S. BUSINESS FOR '29 SHOWS FINE CONDITION

American Industry Is Operating At Appreciable Higher Rate Than During Year '28

(Copyright, 1929, by International News Service) NEW YORK, Sept. 30.—American basic industries are operating at an appreciable higher rate than at this time last year, despite the spread of the season let-down that was observed a month or two ago.

Big Ten Arbitrator Is Dead From Attack Of Heart Trouble

URBANA, Ill., Sept. 30.—(INS)—Professor Edwin A. Goodenough of the University of Illinois, chairman of the western conference faculty committee on Athletics and head of the Big Ten eligibility board, was dead here today, the victim of heart disease.

COOLIDGE "AIR MINDED"

NORTHAMPTON, Mass., Sept. 30.—(INS)—Former President Calvin Coolidge was revealed today as becoming "air minded" while both Mr. and Mrs. Coolidge refused to make a flight they consented to in a trim-motored plane here and inspected the giant ship with interest.

Hurricane Is Nearing Pensacola In Direct Path Of Disturbance

Rising Winds And Lowering Barometers Warn Residents Of Storm's Approach

PENSACOLA, Sept. 30.—(INS)—Thousands of residents of the northwest line of Florida, imperilled by the West Indian hurricane, that for a week has spread terror over the entire peninsula, cringed in fear today as the disturbance swept northwestward over the gulf of Mexico.

GEORGIA RIVERS BEGIN RECESSION AFTER OVERFLOW

NO FURTHER FEAR HELD FROM FLOOD WHICH DID HEAVY DAMAGE

AUGUSTA, Ga., Sept. 30.—(INS)—After piling up an immense damage to property, the turgid yellow overflow from the Savannah river was ebbing from the low sections of Augusta today and no further fear for the safety of the city was felt.

LABOR SQUABBLE CALL LOAN RATE SEEN FACTOR IN SOARS AS STOCKS EDITOR'S KILLING

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The Sanford Herald
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WILLIAM L. DEAN, Editor
 HOWARD BIRD, Manager
 MARIE E. JONES, Managing Editor

SUBSCRIPTION RATES
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 Six Months .60
 Three Months .35
 By Carrier per Week .06

The Herald, Sanford's pioneer newspaper, has been published for over 30 years. It is the only newspaper in the city which covers all the leading events of the entire world.

MONDAY, SEPT. 30, 1929
BIBLE VERSE FOR TODAY

THE LORD'S REQUIREMENT
 —He has showed thee, O man, what is good; and what doth the Lord require of thee, but to do justly, and to love mercy, and to walk humbly with thy God.—Micah 6:8.

Everything that goes up comes down, except the high cost of living.

Doyle Carlton is writing articles for Nature Magazine. We expect him to join Conkling in the Cosmopolitan at almost any time.

When the Miami weather man issued the statement that the hurricane could not hit that section, he was probably having a brain storm.

When it comes to trading cruisers with Ramsey MacDonald, President Hoover should remember that the English premier is a Scotchman.

Hawaii's earthquake, causing one hundred thousand dollars damage, is thought to be the forerunner of a volcano. The elements are unfriendly not only to Florida.

Senator Duncan U. Fletcher, judging from press editorials, is more popular than ever before. Senator Fletcher is certainly a great credit to Florida—Marianna Field. And it certainly helps to have credit these days.

A writer in the Tampa Tribune corrects a statement made recently by Arthur Brisbane in his daily column. If the writer would check up everything he reads in Mr. Brisbane's column he would have a fairly busy time writing correctives.

Marianna is making elaborate plans for a "Saturna Orange Festival." Statistics show it is about to hit off more than it can chew, but we believe in hitching one's wagon to a star. As a matter of fact, it seems to us that this is the time for Sanford to stage a big celery festival.

Seminole County has just cause to be proud of its growth, having shipped more vegetables last year than any other county in the state. Over seven thousand crates of vegetables were shipped from here, while Duval county which ranked second shipped only 4,181 crates.

There were nearly as many people in town Saturday night as there were last Wednesday at the After-Supper Sale, but the merchants were not doing as much business, possibly because they had not advertised with as large space. It never pays to whisper, someone has said, when you can afford to shout.

Mind is going after airplanes, and bids fair to establish itself firmly as the only mode of travel in Florida, but of the entire southeastern United States, as well. It already boasts six lines and (counting stage lines) is making plans for the construction of another. Soon it will be to aviation what New York is to steamshiping. It is indeed well that a big air transport center can combine well with a foremost tourist resort.

Sanford is again indebted to Frank Forster for the rare collection of pictures and papers pertaining to Sanford through out a period of nearly fifty years, which he has recently given to the Sanford Library. Often gifts of this kind are not appreciated until years after, until their real worth is made manifest by some man of wealth who would purchase them, but we believe in this case that there are many in Sanford who know how much the Library has been benefited by Mr. Forster's contribution.

Procox killed his wife, and under the laws of the land, he might well have expected to sit in the electric chair, but because he had been struck her, she called the home he had provided for her, "that old dump." The jury decided there was "extenuating circumstances" on account of which his punishment should not exceed life imprisonment. Personally we should prefer death to life imprisonment, but it seems to us that Procox might have acted less sensationally if he had secured a divorce from his wife when she called his home a "dump" instead of killing her.

Dr. Kellogg Likes Florida

Dr. John Harvey Kellogg, head of Battle Creek Sanitarium, who for a while was said to be considering Sanford as a location for the Florida branch of his great institution, is still making plans for transferring at least a part of his northern plant to this sunny state which he likes so well. In Moses Folsom's column in Sunday's Florida Times-Union, Dr. Kellogg is quoted at some length, as follows:

"This sunny land is, perhaps the most favored section of the whole United States, considered from a health standpoint. The whole state of Florida is a great sanitarium. While now and then a few persons lacking foresight to properly protect themselves, lose their lives by hurricane visitations, at the same time tens of thousands of men and women are in the north dying from tuberculosis, Bright's disease, rheumatism, and other maladies due to the low vital resistance which naturally results from the deprivation of sunshine to which most people living in the United States east of the Mississippi river are continually subjected. Throughout a large portion of this area the total amount of sunshine received during the winter months is barely 20 to 30 per cent of the normal—less than one-third that enjoyed by the people of sunny Florida.

"Florida is the one state in which one can find everything worth while which pertains to tropical climates without the disadvantages of the extreme tropics. Mangoes, avocados, papayas, all the citrus fruits, and, with special culture, a hundred other tropical fruits, flourish, and a dozen varieties of palms, including the graceful coconut, and the stately date palm, grow in such profusion in properly selected places, that it is possible to find in Florida bits of scenery as thoroughly tropical as are often encountered in regions much closer to the equator.

"For every year of life lost in Florida, by hurricane, Florida sunshine will add at least a thousand years of life in the hundreds of invalids and semi-invalids who are flocking to this sunny land not only from Northern states, but from foreign lands, for Europeans as well as Americans, are rapidly discovering the American Riviera offers climatic as well as other advantages far superior to those offered by the justly famous regions which border the north shore of the Mediterranean.

"The writer believes that within a quarter of a century, Florida will be one of the most populous states in the Union. The American people are just beginning to discover the value of sunshine of which, unfortunately, during five months of the year, dwellers in the North are almost wholly deprived. Winter sunshine in the Northern states is not only scant in amount, but is almost wholly lacking in the ultraviolet rays which are regarded by many as the essential health-promoting elements of the sun's rays."

A Good Fish Story

How Captain Charlie Thompson, famed East Coast angler, who recently accompanied Commodore Vanderbilt on his fishing trip which took him to the East Indies and thence around the world, captured a mammoth of the deep after a battle lasting forty hours is told in a recent issue of Popular Mechanics. This fish is the largest ever caught in this section and has since been exhibited in every state in the Union.

"Two fishermen had chartered my boat for a week's cruise," Captain Thompson said. "When the lookout sighted the monster, I ordered our thirty-one-foot motor tender lowered. The boat was outfitted with fish-fighting equipment. One seaman accompanied me. As soon as our boat was in range, I began firing at the mammoth with a high-powered rifle. Most of the bullets found the target but, apparently, made little impression.

"Finally, we approached close enough for me to throw a harpoon into the floundering giant. Quickly, I fastened the line to the prow of the boat. Embraced, the mammoth began a blind fight, towing our boat as though it were nothing at all. From then on, for the next two days and a night, it was a mad, exciting battle. Our fishing yacht followed us as the monster towed the small boat several hundred miles. The big boat could not get close enough to offer much assistance, and our supplies of food and water were soon exhausted. Our condition was becoming desperate, while the monster, as it became more infuriated, seemed to gain strength.

"Finally, when our ammunition was exhausted and all of the harpoons were creased in the mammoth, we signaled to the pursuing yacht. In desperation, the fishermen hunched a rowboat and tried to bring us food and more fighting supplies. The monster, sensing the presence of the boat, made a wild charge and smashed the frail craft. Just when my companion and I had about resigned ourselves to a terrible death, the frantic efforts of the monster to break free from the five harpoons became feebler. And, almost before we comprehended what had happened, it was floating like a derelict on the ocean. The mammoth was forty-five feet long, weighed 30,000 pounds, and its body circumference was twenty-three feet."

Electric Power Of The Ocklocknee

CALLAMASSEE DEMOCRAT

Commencement of operating by the West Florida Power company at the hydro-electric plant on the Ocklocknee river at Jackson bluff, southeast of Tallahassee, in an auspicious event not only for this region but all west Florida.

The population of the United States, and Florida has increased immensely in the last forty years, but the increased demand for heating, power and light has increased in much greater proportion. The discovery of the many uses to which electricity can be put and the certainty that it can be put to many more makes sure that it will not only dominate most industries but control them entirely.

The one impediment to the general use of electric power that its generator have been burning up ahead of them has been the excessive exhaustion of fuel. Wood long ago proved inadequate, not so much in quantity as in lack of proximity to the plants and its compactness. Coal is doing most of the work now, supplemented by oil, but the cost of the fuel and the expense of its transportation is so great that its exhaustion is not many generations, if decades, away. As for oil, scientific men tell us that for all its profusion now it may play out at any time, and when the wells are dry they do so without warning. In hydro-electric energy, the

Job, Man, and Life

Columbus Enquirer-Sun

It is the general American custom for a man to retire from active work only when he is too old or too feeble to stay on the job any longer.

Young Mr. Jed Harris, however, seems to operate on a different theory.

Harris was a Broadway theatrical producer. He was young and exceedingly able; in the course of a few years he was able to lay away a couple of million dollars for himself. So, at the age of 29, he found himself a very wealthy man.

The other day Harris announced his retirement. He is giving up all of his business, he said and is going to move to Europe to enjoy life. At 29, he feels that his job is done. He has all the money he will ever want—so why work any longer?

There aren't many Americans who look at things that way. We take it for granted that the only way to keep happy is to keep busy.

But Harris has a different philosophy, and it may be that he's right. There are jobs which are worth the whole of a man's life—jobs that are so much worth doing that the man who holds one of them cares for nothing else. They include a strange mixture of callings; you'll find ministers who feel that way about their work, and aviators, and artists, and, once in a while, a newspaperman. The man whose job provides his life with richness and significance is lucky and rather rare.

Most of us aren't that fortunate. We work chiefly because we have to. Our jobs are jobs that other men could do quite as well; indeed, sometimes they are jobs that the world could really get along without. But we keep at it for the simple reason that we must do it in order to live.

Nevertheless, we are so convinced that there is something noble about any kind of work that the spectacle of a man retiring at the age of 29 is apt to seem almost improper to us.

Perhaps we're wrong. Life is something more than a mere process of eating and eating and sleeping, it is, or ought to be, an adventure, the only chance we shall ever have to explore a profound mystery. It is often a humdrum, but it is filled with strange hints—hints of a glory and a mystery, lying behind and around it, which beckon through our lives now and then to remind us that we are better than we appear.

Staying on the job year after year, we get to ignoring those hints. We don't try to follow them up. Instead of an adventure, life becomes a routine. Of course, we can't do what J. J. Harris did. But, if we are wise, we can let his action remind us that there is more to life than appears on the surface. The job, after all, isn't everything.

The average motorist might well regret if he got back from a week's road trip with nothing worse than jammed fenders. Det. Moore reported.

Officials of the state highway department were here the past week, and in company with the county road bond trustees looked over the 29-mile stretch of road from Lake City to the Georgia line, known as Road 82, or the Lake City leg of the Wilson highway. The trustee understands the arrangements were made between the county road bond trustees and the highway authority to turn over to the state Road Department the \$250,000 bond for the grading and paving of the 29-mile section, above mentioned, on or before the first of January, when grading of the state road forces will begin. Lake City Gazette.

Announcement was made this week that Road No. 29 will be completed this year in Oklawaha county. The funds provided by the State Road Department in the payment of its debt to Oklawaha county, amounting to \$210,000, will only complete the road to a point about one mile or less north of Fort Drum. All the rock work was completed this week, and now the surface will be oiled and then graded and work will begin on the highway until further funds can be provided. About seven miles will remain unfinished between Fort Drum and the Oklawaha county line. One may drive to Fort Drum now all the way on a paved highway.—Oklawaha News.

It is always water, but that troubles arise soon turn to deserts. Conservation of the forests and reforestation has been the policy of the national government for the last twenty years, and many of the states have taken it up. Florida, not yet but soon, and when the sources of the rivers are again shaded, droughts and floods alternating will be a thing of the past.

There is not much shape that the Oklawahas will ever be dried up. Most of its present flow is through forests and long before they are destroyed it is more than probable that the wise policy of tree conservation and replanting will prevail.

T-U-E-S-D-A-Y
IS THE
LAST DAY
 In Which To Take Advantage Of The Herald's SPECIAL

6 TIMES FOR PRICE OF **3**
 RATE ON CLASSIFIED ADS

DON'T DELAY

CASH IN ON THIS OFFER NOW
 Ads At This Special Rate May Be Placed Until 8 P. M. Tuesday

PHONE 148

We Will Take Your Ad Over The Phone And Send A SPECIAL MESSENGER TO COLLECT

CLASSIFIED
ADVERTISING DEPT.
THE SANFORD HERALD

Social And Personal Activities

MISS MARGARET PETERS, Society Editor
Office Telephone 148. Residence Telephone 413.

Social Calendar

TUESDAY
The Board of Managers of the Woman's Club will meet at 10 o'clock in the club house.

The monthly business meeting of the Daughters of Wesley Sunday School Class of the First Methodist Church will be held at 8:30 o'clock in the class rooms of the church.

The Woman's Missionary Union of the First Methodist Church will hold a social meeting at 8 o'clock at the church's auditorium. All officers and members are urged to attend as important business will be taken up.

The Seminoles High P. T. A. will meet at 8:15 o'clock at the school auditorium.

The board of managers of the Garden Club of Sanford will meet at 8 o'clock at the home of Mrs. Henry Wright, 1700 Park Avenue.

The Ladies Union of the Congregational Church will meet at 8 o'clock at the parish house.

The Woman's Missionary Union of the First Baptist Church will meet at 8:30 o'clock at the church and will have as its afternoon subject, "Winning Florida Through Consecrated Living."

WEDNESDAY
The general business meeting of the Woman's Club will be held at 8:30 o'clock and will be followed by a reception at 4 o'clock honoring the teachers in the public schools of the City.

The Woman's Missionary Union of the First Baptist Church will meet at 7:30 o'clock at the church and have as its subject, "Winning Florida Through Consecrated Living."

THURSDAY
The Worthy Grand Matron of the U. E. S. of Florida will make her official visit to the local chapter here at 7:30 o'clock at the Masonic Hall.

The Woman's Missionary Union of the First Baptist Church will meet at 8:30 o'clock at the church and will have as its subject, "Winning Florida Through Consecrated Living."

FRIDAY
The T. Y. I. Commandery of the Order of the Eastern Star will meet at 7:30 o'clock at the Masonic Hall.

"Winning Florida Through Consecrated Living" will be the subject of the meeting of the Woman's Missionary Union of the First Baptist Church which will be held at 8:30 o'clock at the church.

J. S. BUSINESS FOR '29 SHOWS THE CONDITION

(Continued From Page One)
Business conditions, Stinson said, "Among the industries that sell their products direct to consumers, the automobile manufacture has one of the most conspicuous problems. Reports show that the stocks of automobiles are piling heavily, due to some extent to be re-stocking with new cars. But current estimates of production for the year point to a considerable recession in plans for the coming year over the remaining months of the year."

The building industry, another important consumer of steel and lumber, has also been active in comparison with other periods except the recent past. There has been a material decrease in new buildings for the past year.

Although erection of residential and commercial buildings has not been reduced to definite lower levels, the enormous volume of highway construction, to a less extent, the expansion of the public-utility industry, and strong sustaining factors will doubtless continue to be maintained.

The country's foreign trade is in an exceptionally healthy condition. Both exports and imports for this year easily exceeded 1928 totals. Since there has been no change in commodity prices during the year, the increase in the total represents genuine expansion in the volume of shipments. The export surplus has not been exceeded by any other year in the past, apparently, to the extent of higher tariff rates on the pending bill.

WOMAN MURT IN WRECK

CLAY CENTER, Kan., Sept. 29.—Five persons are in hospital here and 12 others are recovering from injuries sustained as a result of a Rock Island passenger train wreck here. The train was derailed at about 1 o'clock this morning on a curve west of here. The victims are in critical condition. It was said.

W. O. O'Rourke's law firm is conducting operations in the case.

Mesdames Allen And Meisch Give Party

Mrs. Linton E. Allen and Mrs. John Meisch Jr. entertained a number of friends with bridge and luncheon Saturday afternoon at the home of the former in Rose Court, in honor of Miss Olive Newman, whose marriage to W. A. Adams will be an event of Oct. 16.

The guests arrived early in the afternoon and were seated at the round luncheon tables which were covered with linen cloths and centerpieces with silver baskets of pink and white roses and lavender. The cards which marked the places of the guests were designed with flowers in shades of lavender and pink, with numerous vases and bowls of similar flowers were used for decorations in the living rooms of Mrs. Allen's home.

Luncheon was served in four courses by the hostesses after which bridge was enjoyed until late in the afternoon when scenes were related and prizes awarded. Miss Ruth Henry had high score and was given silk lingerie while Miss Newman received as a memento of the occasion, a silver London dish.

Those present were: Miss Olive Newman, honor guest, Mrs. Ben Cantwell, the Misses Naomi Seagran, Ave. Wright, Ruth Henry, Camilla Pulestin, Elizabeth Turnbull, Margaret Zachary, Lenabelle Hagan, Helen Matentette and luncheon guests, Miss Kitty Hulbos and Miss Margaret Peters.

Miss Sesy Is Honored Last Friday Evening

Miss Minnie Sesy of Bartow was honored with a wicker toast given Friday evening by a number of her friends at Palm Springs. During the evening, games and dancing were enjoyed and at a late hour a picnic lunch was served.

Those present were: Miss Minnie Sesy, honor guest, the Misses Pauline Stinson, Jessie Gattner, Gladys Hickson, Loyce Martin, Marie Hickson, Grace Oviatt, Ruby Martin, Louise Goldman, Alma Roberts, Frances Loring, Thelma Knight, Nell Williams, Madge Phillips and Jack Sapp of Deland, Charley Hasty of Stuart, He man Sapp, Mrs. Moore, Charles Calhoun, Gene Wathal, Harold Hiltz, W. Calhoun, Mommie Harlick, George Oviatt, Julian Wilson, Tom Batner, Denver Cordell, Milton Moore and Mr. and Mrs. Cecil Flowers.

Schmidts Are Back From Motor Tour Of Western States

(Continued From Page One)
The trip to Juarez also afforded a delightful diversion. Mexican boys who followed the party trying to sell them cigars and trinkets, were so persistent in their salesmanship they attempted to extract money from the men's pockets.

Mr. Schmidt said California was a great state, but that it does not compare to Florida in the possibilities that it holds for investor and business alike. Of all the states, when he visited, he said he liked Utah best. There he found the country being developed rapidly and business conditions thriving. Salt Lake City, he declared, is making great strides.

Pumber Is Arrested On Assault Charge

RICHMOND, Va., Sept. 30.—(INS)—Murley L. Craig, 36, plumber, acquitted here last year of murdering William P. Liggon, 28, was arrested today charged with assaulting William Fowler, constructional iron worker with intent to kill. Fowler, struck on the head with a piece of iron, is in a hospital with a fractured skull.

Craig was alleged to have cracked Liggon's skull with a blunt instrument when a boat in which they were rowing in the James River, capsized. Later he married Liggon's widow. He is alleged to have assaulted Fowler when the two had an altercation where they were working together.

WOMAN POUND GUILTY

BELAIR, Md., Sept. 30.—(INS)—Mrs. Hattie V. Stone today was found guilty of second degree murder for poisoning her son, George, 18. The jury deliberated an hour. Sentence was deferred by Judge Walter Preston pending the appeal of defense attorneys for a new trial.

Personals

Albert Connelly left Saturday for Tallahassee where he expects to spend the week-end with friends.

Charley Hasty will return this week to Stuart after visiting friends and relatives here for the past few days.

Miss Annie Nelson has returned from points in New Jersey where she spent the summer months.

Mrs. M. Fleischer returned Friday from New York City where she visited relatives for several months.

Mrs. Virginia Connell has returned from Los Angeles, Cal., and points in Texas where she has been spending the summer with relatives.

Miss George Mobley, Miss Helen Verway and Dick Verway returned Sunday evening from Tallahassee where they spent the week-end.

Mr. and Mrs. Frank Woodruff, Frank Woodruff, Jr., and Frank Woodruff III arrived Saturday afternoon from Hendersonville, N.C., where they have been spending several weeks.

Friends here of V. L. Clute of Citrus Heights will be interested to learn that he has returned to his home after undergoing an operation recently at the Orlando Florida Sanatorium.

Miss Emily Lingle has arrived to spend the winter here teaching at the Sanford Grammar School. Miss Lingle formerly resided here but has been with her parents in Illinois during the summer months.

Mr. and Mrs. Frank E. Weldon Jr. will leave Wednesday morning for their home in Fanwood, N. J., after spending several days here with Mr. and Mrs. W. A. Pitts III. Mrs. Weldon will be remembered as Miss Mildred Hand.

Mrs. W. S. Hand and daughter, Miss Ruth Hand, arrived Sunday from Fanwood, N. J., where they went recently to attend the marriage of the former's daughter, Miss Mildred Hand to Frank E. Weldon Jr., which was solemnized on Sept. 14.

Several Are Injured In Building Collapse

CHATTANOOGA, TENN., Sept. 30.—(INS)—Three persons were known to have been injured and seven were reported missing following the collapse of a building formerly used as a Southern Telephone exchange collapsed in the heart of the Chattanooga business district today.

The crash was believed to have been caused by an explosion of a gas pipe. In the wild confusion that prevailed a few minutes later, it could not be learned whether anyone was buried under the great pile of debris.

DR. J. N. ROBSON

wishes to announce the removal of his office to the Seminole County Bank Bldg., entrance on Magnolia Ave.
Office hours: 9 A. M. to 11 A. M.—2 P. M. to 4 P. M. Evenings by Appointment.

SPECIAL ANNOUNCEMENT

to Parents of Prospective MUSIC STUDENTS
In order to be of greater service to students who do not live near the College—whether beginners or more advanced—

The Rollins College Conservatory Of Music

will re-open its branch in the McLander Arcade. Students will be taught all the major subjects such as violin, piano, voice, band and orchestral instruments and theory by regular staff teachers of the College Conservatory.
Registration may be made Monday and Tuesday, Sept. 30 and Oct. 1 at the studio between the hours of 9 and 5.
Address HARVE CLEMENS for full particulars

Tuneful And Catchy Musical Selections Feature Film Here

Six original and tuneful musical numbers were written for Paramount's presentation of the stage success, "The Dance of Life." The numbers are sung by Nancy Carroll, Hal Skelly, Dorothy Dandridge, May Boley and many other popular actors who make up the cast of this a talking melodrama of backstage life which will show again at the Milane Theatre, today and tomorrow.

The numbers include "Kitty of Jazzmania," "The Blue Lou," "Cuddlesome Baby," "Fifty-Fifty Flip," "Ladies of the Dance" and "The Midget's Matador." Richard Whiting, Leo Robin and Sam Coslow, well-known for scores of popular hits, wrote the music and lyrics.

In addition to these catchy popular tunes, many old-time favorites are heard throughout the picture. "In the Gloaming" is sung by Nancy Carroll. "Sam, the Accord Man," written by Walter Donaldson, is sung by Hal Skelly and a duet, "Sweet Rosie O'Grady" furnishes a song and dance number for Hal Skelly and Nancy Carroll.

Skelly, the star of the stage presentation of "The Blue Lou," plays the role made famous by Nancy Carroll, popular Paramount player whose successes in "Miss O'Grady" and "Close Harmony" have made her a fast favorite with moving picture audiences, has the leading feminine role. "The Dance of Life" is the story of backstage people—the troupe of the burlesque "wheel." It is a melodramatic love story against a vivid background of stage life and stage presentation.

You'll be held spellbound by the greatest story of show business ever screened.

SOUND NEWS TONIGHT 6 & 8:30
MILANE
TALKING COMEDY TUESDAY 1-3:30-6 & 8:30

GLORIOUS See and Hear GLAMOROUS



THE DANCE OF LIFE
with HAL SKELLY NANCY CARROLL
A Paramount Picture

AFTER SCHOOL

Satisfy Their Craving For Something Good With

PRINCESS ICE CREAM

When Billie and Anne come home tired out they need a healthful refreshment to tide them through the afternoon play. The purity and wholesomeness of Princess ice cream will give them strength. It is the most delightful, pure and healthful of all food treats for kiddies.

SEMINOLE CREAMERY CO.
SWEET MILK BUTTERMILK
SWEET CREAM ICE CREAM COTTAGE CHEESE
PHONE 634 EARLY MORNING DELIVERY 315 E. FIRST ST.

J.C. PENNEY CO. INC.
212 — EAST FIRST STREET — 214

Dress Up for Fall
Smart New Clothes and Accessories
Await You Here at Prices that Mean Savings

"The Forecast" It's a "Marathon"



Quality made and finished. A full shaped, snap brim fedora, offered in the favored shades for fall. An outstanding member of the "Marathon" group.
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"Kyber" Cloth Vat Dyed Shirts



Fast colors in neckband and collar-attached styles; fine ocean pearl buttons. Cut full all over. Every detail of make and finish of the very best. At our low price of—
\$1.98

Men's Fancy Broadcloth Shirts
Fancy vat printed broadcloth and woven madras.
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With Just the Right Amount of Snap!

The New **FALL SUITS**

Everything considered—Quality, Style, Workmanship—these suits at \$19.75 are one of the leading values we have been able to offer for the men folks, at our store. When you see them, you will agree that here is just what you have been looking for—good looking clothes at just the price you want to pay.

\$19.75
Extra Pants at \$4.98



Good looks... service... comfort... that's all in these. Can call Orlando for more!

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Pure Silk Hose
Our "No. 701" Brand
Made with the new "Tu-Ton" double-strength toe, mercerized top and sole. In black and plain colors.
49c



Spend Your Money Where You Get It — at Home

HOW long would you prosper if this community did its buying outside of Sanford?
How long would this City endure?

Most people trade at home because they know the greater values and satisfaction of doing so.
— and have civic loyalty.

Everyone in Sanford would trade at home if they gave the subject serious thought: The business interests of our town—are also interested in your welfare, prosperity, satisfaction.
—and contribute through taxes and other means. Shouldn't you be interested in theirs?

*It Pays
to Trade
at Home!*



THE CLASSIFIED SECTION BUY AND SELL HERE

WANT AD RATES

Sanford Daily Herald Terms: Cash in Advance Telephone ads. will be received for patrons and collector sent immediately for payment. 1 Time 10c a line 3 Times 25c a line 5 Times 40c a line Time rates on request. The reduced rates are for consecutive insertions. Five words of average length are counted a line. No ad under 3 lines accepted. All advertising is restricted to proper classification. If an error is made The Sanford Herald will be responsible for only one incorrect insertion, the advertiser for subsequent insertions. The office should be notified immediately in case of error. TO ADVERTISERS A Herald representative thoroughly familiar with rates, rules and classification will give you complete information. And if you wish, they will assist you in wording your want ad to make it more effective.

Announcements

ARE YOU MOVING? Do you want your goods crated? Do you want to store your goods in the best warehouse in Seminole County? Then call 498 Loring's Truck Service Transfer. SANFORD DRUG CO. We Deliver—Phone 323 For Roofing or Roof Repairing. Phone 440. All work guaranteed. English Bros. SUBSCRIBERS PLEASE NOTICE—If you fail to get your paper please notify Circulation Department before 8 P. M. A special delivery service is maintained until that time. We will be glad to send you a copy of the paper if it has not arrived. Circulation Department Phone 148. Am leaving Oct. 1 for Spartanburg, S. C. Wang passenger to share driving expenses in Model Ford. Call Keith, Phone 607-W. BUILDING REPAIRS, PLUMBING, ESTIMATES, FURNISHING. Phone 182, MIKE WILSON, 182 W. 1st Ave. Lost and Found Tortoise, shellrimmed, in brown case. Reward, \$7.11—J. Box 1503 or 1924 Avenue. Collie dog, white undercoat. Named "Dimitri". Return to Guthrie, Dreamworld, receive reward. Automobiles ASSURE PAYMENTS on car either four or six months in full shape. State can total amount due and pay in monthly payments in later. Address HUDSON, The Sanford Herald. AUTOMOBILE FOR SALE Cadillac Sedan—\$750. 1927 Buick. Business Service. WASHING MACHINES—Irrigation pumps. Call cement work. Sells Concrete Co., J. K. Terhove, 1st and Elm. Help Wanted—Male MAN WANTED to open store in Sanford. Experience unnecessary. \$500 weekly and expense free. \$1000 cash down. Features on Goodie Manufacturing, 471 Peachtree St. N. E. Atlanta, Ga. Single man with car as DIRECT SALES representative in Sanford and nearby counties. No commission necessary. Mutual opportunity for advancement. Must be willing to start on reasonable basis. SYNORO MOTORS COMPANY, Battle Creek, Mich. Financial (A) To borrow \$2,000 on 12 months at 6% interest. Call at Park Avenue. (B) To borrow \$2,000 on 12 months at 6% interest. Call at Park Avenue. (C) To borrow \$2,000 on 12 months at 6% interest. Call at Park Avenue. (D) To borrow \$2,000 on 12 months at 6% interest. Call at Park Avenue. (E) To borrow \$2,000 on 12 months at 6% interest. Call at Park Avenue. Poultry Several fat young hens, 30c per lb. Hood brooder, \$7.00 B. T. Paola. Miscellaneous chickens, Rhode Island Reds, White Rocks, three other breeds. Mrs. Doudney, 1811 North Avenue. Phone 555-W. Flowers and Plants Delivery Plants for Sale, H. Weeks, Cannon Avenue. Phone 4312.

Early Fall Opportunities ...

Things begin to look up in the fall—rooms, apartments and houses are being rented, for families wish to be permanently located for the winter.

Fall house-cleaning divulges many discarded articles, of value to someone... get in touch with them through a classified

There are many opportunities for profit and gain in the early fall—a classified will connect the wires for you

HERALD CLASSIFIEDS PAY

READ THEM FOR PROFIT — USE THEM FOR RESULTS —

12—Wanted

Furnished House, apartment or bungalow, large enough for three people. P. O. Box 821, City.

House, laundry wanted. Will call for and deliver. Special price on flat work. Call Jennie Boston Phone 2704.

Five or six horse power gasoline engine. In first class condition. Apply 300 East Twentieth St.

Will state and care for piano in return for using it. Phone 80.

11—Rooms Without Board

Two bedrooms. Apply 411 Park Avenue.

15 Apartments For Rent

Three and four room apartments. Small garage apartment. All furnished. Call 251.

FURNISHED APARTMENTS for rent—Park Apts.—Park Ave. and 18th St. Frigidaires. Rent reasonable. Phone 801-J.

CLEGGENTS APTS.—612 Park Ave. Apts. for rent, now available. Apply Apt. 3.

Garage apartment. Mrs. L. V. Bryan. 501 Palmtoe Avenue. Phone 284-W.

FOR RENT: Nicely furnished apartment with all modern conveniences. Phone 207.

FURNISHED—garage apartment for rent. Apply 803 Union Ave.

16—Houses For Rent

TWO good tenements, cheap, single and double garages. 1700 N. 17th St. Magnolia Ave. Phone 440.

FOR RENT—4 room houses, 300 Palmtoe Ave., bath, screen porch, new metal garage. \$18 month. Red Star Gro. Sanford Ave.

Six room furnished house. Has all conveniences also garage. 11 West 13th St. Telephone 518-H.

21—Acres

Celery Farms to Rent. 5, 10 or 23 acres every land, ready for two crops—early and late. Little fertilizer required. Attractive terms to those with satisfactory references. Frank L. Ferguson, Valdez Lobby.

26—Miscellaneous For Sale

Rowing and trailer. Original cost \$140.00. Will sell at a real bargain. H. M. Rumbley, phone 575-J.

One outboard Elio motor in good condition. Will sell at a bargain. H. M. Rumbley, phone 575-J.

As a bargain—1 electric washing machine; 1 1927 Model Dodge sedan. Will sell cheap. Both in fine condition. Call at J. H. Cramer's, West First Street, 3 blocks from DeLand Road.

30—Houses For Sale

FOR SALE: Five room stucco bungalow, two bed rooms, large living room, dining room, kitchen, bath, front and rear porches. Now rented for \$25.00 monthly. Total cost of house and lot before the boom \$6,000. Will sell for \$25,000 on easy terms. Will take good second hand car as part payment. Address R. H. H. care The Herald.

LEGAL NOTICES

NOTICE OF HEARING ON SALE OF REAL ESTATE. NOTICE OF HEARING ON SALE OF REAL ESTATE. NOTICE OF HEARING ON SALE OF REAL ESTATE.

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NOTICE OF HEARING ON SALE OF REAL ESTATE. NOTICE OF HEARING ON SALE OF REAL ESTATE. NOTICE OF HEARING ON SALE OF REAL ESTATE.

Business Places For Sale

FOR SALE: A good business, with valuable agencies, for sale. JNO. F. PEARSON

PICK THE WINNER!

Below are 15 football games for Saturday. How many winners can you pick out of the 15? Your every football fan in Sanford has his favorite team, but here's your chance to see how good you are at picking the winners. To the two fans who send in lists with the largest number of winners, the Milburn Theatre will award each two tickets. Clip out these coupon tickets with a check mark, your predictions to the winner. Mark the winning teams in this column next to their names. Sign your name and address and send it to the sports editor before 12 o'clock, noon, Saturday, Oct. 5.

Form for picking winners with fields for Name, Address, and a list of 15 football games to choose from.

Star Halfback



Goodbread, in whom the Florida Gators pin great hopes for another brilliant season in football.

GOODBREAD HAS MADE BIG NAME IN GRID CIRCLES

Star Gator Halfback Looks Forward To His Greatest Year

couch in the country, but because possibly the competition was not so keen, and possibly because football was not in his every life like it is in many boys' lives.

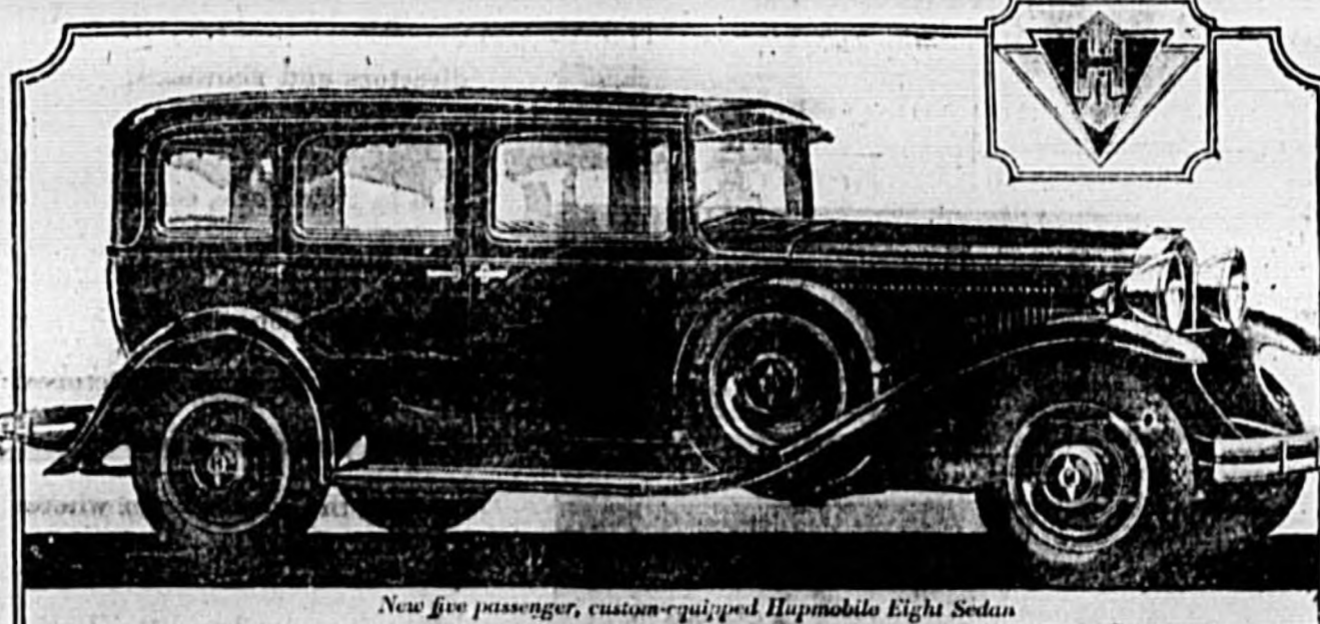
The second great event of which Royce can tell posterity was that he was a member of the foremost college football team in America in 1928.

Royce was born in Crystal River, August 23, 1907, but has lived in Sanford since he was six years old.

Royce looks to think of the high school game in 1925 in which he scored eight touchdowns, and lost the game with North Carolina State in which he galloped over for the yard and touchdown.

CLASSIFIED BUSINESS DIRECTORY with list of services like Furniture, Barber Shop, Shoe Repairs, etc.

INTRODUCING THE NEW 100-HORSEPOWER HUPMOBILE EIGHT



Supertrussed planes and forests are the keynotes used in the complete design of this unique body design. All bumper attachments, lights, fenders and tube rail brackets and all interior hardware bear the same new and simple motif.

NEW YORK 43-HOUR SERVICE BY SEA advertisement for T.M. PROQUOIS.

SCHMELING WILL RETURN FOR BOUT WITH BOSTON TART

Million-Dollar Gate Lures German Back To American Shores

By Davis J. Walsh International News Service Sports Editor

NEW YORK, Sept. 29.—Having discovered the other evening that the only fighter who really loses is the fighter who can't present when the help is paid, the Herr Schmeling is soon to emerge from his hiding place under the sauerkraut and rejoin the situation before somebody gives the heavy-weight title away for 10 profit-sharing soap wrappers.

They figure on digging him out within a month, as a matter of fact, and the Herr Jacobs is to be sent next week to Germany with some of the best sauerkraut diggers of modern times.

The answer is that there is a \$1,000,000 waiting for Schmeling here in a Sharkey fight, if they ever can get him away from the safe laps of his multifarious difficulties. It's a fight not to turn out to be one of the grapples of the general but only a chump would deny that today it stands as the fight of the year.

Sharkey has been built up bigger than a patrolman's foot with his three-round knockout of Lovrich on Thursday night. He has Mr. Muldoon's approval as the American champion and, as for John J. Spon-in-the-street, a scion of the socially prominent spon-in-the-street, the Sharkey gent can have the world's title and welcome. There is, in fact, only one man they figure belongs in the same ball park and that man is the Herr Schmeling.

The Garden spent all day yesterday trying to connive its way into another series of elimination, just to be sure that no mistake was made in this fit series. Actually, however, they only were after some haircut money with these, meant me saying Sharkey and Schmeling for the clean up position in the boxing order.

But the Herr Muldoon, being a man without the finer instincts of the life, spotted everything by blandly announcing that everybody had already been eliminated except Sharkey, Schmeling, and Scott. Scott? Where have a heart that name before? It must have been that time I became confused while looking for a vacant elevator shaft and wandered into the boxing commission office by mistake.

Yes, the Herr Scott, a very very "big" and he will stay in there until they catch him in a run-down pay between the bases and firmly tag him out. Fillup it be tagged, of course, but he is particular about who does it. The garden offered him Maloney, von Porat, Griffiths yesterday and he spurned them all brutally. There is no money in being tagged by that kind, so it looks as though Schmeling is elected. He was "it" the last time they were playing, anyhow.

Hurricane Nearing Pensacola In Path Of Tropical Storm

(Continued from page one) Miami and other cities along the Florida southeast coast Sunday were busily engaged in cleaning away the tree branches, glass signboards and similar debris which they found in their front yards as an aftermath of the hurricane which swept inland across the lower part of the peninsula Friday and Saturday. With sunny skies and a peaceful calm displacing the torrential rain, and high winds of the two previous days, public officials and officials of public service companies were able to set about checking up on the amount of damage which in Miami is confined largely to shrubs, awnings, and windows.

The lower end of the Florida keys, including the city of Key West, was still cut off Sunday night from the mainland as a result of the passage of the West Indian hurricane, through the straits Saturday with the possibility that neither railroad nor highway connections could be established for two or three days. Key West itself came through a 70-mile gale almost unscathed,

but a wind which in some instances was said to have reached a velocity of more than 100 miles an hour swept over the keys northeast of here, tearing away portions of the Overseas highway at Pine Key and washing up a large section of the Florida East Coast Railroad tracks above Marathon. The latter place is 50 miles and Pine Key about 38 miles from Key West.

It was reported early Monday by a railroad wrecking crew sent out from Key West yesterday to clear the tracks, that an aged negro woman had drowned at Marathon, but in the absence of telephone or telegraph communication with points farther north in the keys it was impossible last night to verify a report that a white woman and her two children also had drowned. Lima groves were whipped to shreds and dwellings were wrecked or badly damaged but no casualties were reported in the keys north of Tavernier. Thomas Felton, pioneer settler of Tavernier and his son, Berlin Felton, and other residents of the settlement met a relief party at the Key Largo washout. They reported that it was the worst storm which they had ever experienced on the keys and estimated that the storm at its height had a velocity of 150 miles an hour.

Mr. Felton, who had lived on the keys more than 50 years, declared the barometer at his settlement dropped to 28.41 and that the wind continued a pace of 150 miles an hour for 15 hours except for a lull of one hour and 35 minutes. This indicated, he said, that the center of the storm passed through Tavernier and vicinity, immediately north and south of it.

Al Colbold, weather observer at Port Myers, made the following report Sunday afternoon: "Barometer 29.61 and rising; wind 10 miles an hour from the southeast. Lowest barometer reading here at 11 o'clock last night 29.20. Highest wind velocity for five minutes 48 miles an hour at 10:30 last night. Number of palm trees were laid down, several tin and light shingle roofs damaged and some plate glass windows broken. General damage slight. Electric power and light maintained in business district all night. Sun shining today."

Forty persons were suffering from minor injuries today as the result of a freak cyclone believed to be an offshoot of the tropical hurricane, which struck Fort Lauderdale and vicinity Saturday night. Damage, estimated at \$250,000, was sustained by buildings in the business district while the residential district suffered to the extent of \$75,000. No serious injuries or deaths were reported. The storm, cutting a swath a hundred feet wide, struck the city without warning. From all indications, the storm did its worst damage at Nassau in the Bahamas, where 20 persons were killed and tremendous property damage inflicted. However, great losses, including the fruit and vegetable crops from that section, were reported from Homestead, 30 miles south of Miami, and from the Florida Keys came meagre reports of death and suffering.

Messages from Key West said several persons were drowned at No Name Key when the high waves inundated the land. Their identity is not yet known. Two feet of water was left spread over the entire lowland area of Key West by the flood which followed the brief, but disastrous storm. The water is now moving rapidly out of the district. No lives were lost when the storm hit Homestead, but the town suffered severely from the high wind. The Redlands fruit area, the largest unfested fruit section of the state, reported a tremendous loss, with millions of dollars in fruit, trees, and vegetables destroyed.

The whirling storm seriously endangered shipping off the coast and throughout Saturday night and early Sunday the air was filled with S.O.S. calls from vessels rendered helpless by the gale. The S. S. Scandia, a Danish tanker, is reported almost a total wreck off Caye's Ford, 40 miles below Miami. Some members of the crew have been taken off by the coast guard vessel Saukewick, reports received, and an effort was being made early today to rescue the remaining members before the ship grounds to pieces. The tanker Garnet Hulthins, a ground 10 miles south of Gun Key, was floated yesterday and

under its own power. The S. S. Wisconsin, swept ground off Abaco Island, has been reached by the S. S. Carlton and its crew taken aboard the latter vessel. Fate of the Isle of June, a small motor boat plying between Nassau and Miami, is still unknown, according to reports here. The Bahamian, which sailed from Jacksonville to Nassau just before the storm, was reported safe in dispatches from Jacksonville.

PARISH, designated by the State Road Department as terminus of new State Highway to be known as Highway No. 23, running from that point to Sumterville in Sumter County.

PERRY—Wages Barber Shop consolidated with Clayton Parker Barber Shop and will be known in future as City Barber Shop.

Two Girls Live On Hot Water and Rice Due to stomach trouble, Miss A. H. and sister lived on hot water and rice. Now they eat anything and feel fine, they say, since taking Adlerika.

Even the FIRST spoonful of Adlerika relieves astonishing amounts of old waste matter from the system. Makes you enjoy your meals and sleep better. No matter what you have tried for your stomach and bowels, Adlerika will surprise you. Sanford Drug Co. (adv.)

Life Insurance Saver

211 E. First St. Phone 21

The Greatest Shows of the New Show World are PARAMOUNT!



HAROLD LLOYD TALKING in "WELCOME DANGER"



THE TWO BLACK CROWS, MORAN & MACK



"THE VIRGINIAN" All-Outdoors, All-Talking



"GLORIFYING THE AMERICAN GIRL"



GEORGE BANCROFT "The Mighty"



"SWEETIE" College Musical



CLARA BOW "The Saturday Night Kid"

CREAM OF SCREEN AND STAGE STARS HAROLD LLOYD THE TWO BLACK CROWS, MORAN & MACK CLARA BOW GEORGE BANCROFT MAURICE CHEVALIER THE MARX BROTHERS CHARLES "BUDDY" ROGERS DENNIS KING NANCY CARROLL RUTH CHATTERTON WILLIAM POWELL JEANNE EAGELS EVELYN BRENT GERTRUDE LAWRENCE GARY COOPER RICHARD ARLEN ON THE AIR: Paramount Public Radio Hour, each Saturday Evening 10-11 P. M. Eastern Time, over the nation-wide Columbia Broadcasting System. Hear your favorite stage and screen stars in delightful entertainments.

Remember how you howled at the Marx Brothers in "The Cocoanuts"? Remember the chills and thrills of "The Mysterious Dr. Fu Manchu" and "The Green Murder Case"? The hair-raising drama of that great spectacle, "The Four Feathers"? That glamorous, glorious romance of the stage, "The Dance of Life"? They were all Paramount Pictures and only a few at that — the New Show World of entertainment at its most thrilling best. Now look ahead and see what great things are coming! Harold Lloyd talking in "Welcome Danger"; "The Two Black Crows", Moran & Mack, in a great talking, singing, dancing spectacle, "Why Bring That Up?"; "The Virginian"—"The Covered Wagon" of the New Show World; Ziegfeld's great girl-and-music extravaganza, "Glorifying the American Girl," with Mary Esjan and Dan Healy and such stars as Eddie Cantor, Rudy Vallee, Helen Morgan appearing in the revue scenes — to name a few. The talking-singing screen opened a great New Show World, and Paramount, with 17 years of supremacy back of it, and with the greatest resources and man-power in the industry, developed its possibilities to the fullest extent. With the cream of screen and stage stars. With the greatest music composers. With the leading directors and showmen. With the most advanced sound studios in Hollywood, and also in New York, center of the dramatic and musical world. Small wonder the greatest shows of the New Show World are Paramount Pictures! And they're yours to see and enjoy right around the corner from wherever you are. Your Theatre Manager will tell you when. If it's a Paramount Picture it's the best show in town!

WATCH FOR THESE PARAMOUNT PICTURES COMING! In addition to the productions shown on this page, ask your Theatre Manager when you can see any MAURICE CHEVALIER ERNST LUBITSCH'S "The Love Parade" With Jeanette MacDonald & "APPLAUSE" With Helen Morgan DENNIS KING in "THE VAGABOND KING" With Jeanette MacDonald "THE RETURN OF SHERLOCK HOLMES" Clive Brook and All-Star Cast "BEHIND THE MAKEUP" Hal Skelly, Fay Wray, William Powell "THE HEATERS" Harry Green, Mary Esjan, Nell Hamilton and others! PARAMOUNT SOUND NEWS—SILENT PARAMOUNT TALKING and MUSICAL ACTS CHRISTIE TALKING PLAYS SCREEN SONGS—TALKING CARTOONS

Paramount Pictures THE NEW Paramount SHOW WORLD Pictures PARAMOUNT FAMOUS LASKY CORP., ADOLPH ZUKOR, PRES. PARAMOUNT BUILDING, NEW YORK CITY