## BUSNIES MEN cive viris on HutTON CLAIM

 Survey Shows Majori-ty Favor Gf A
Court Deternint Court Determinat ion Before Payment

## 47 Prominent

Men Interviewed One Favors Early Payment But Many Fail To Make Comment the leading businesess and





# n the World of Sports 

Sportwriter Chooses His ENROLLILNT OF List Of Leading Pugilists COLUMBIA LEADS For High Ranking In 1.927 ALL UNIVERSITES

Rickard Selects Windsor
Canada ForNext Big Bout
Because Of Low Tax Rate




Bud Taylor Meets Canzoneri Friday


## Three Wonderful Gifts

## First-

A beautiful Chevrolet Coach, Lates Model, completely equipped,

## Second-

A model 16 Radiola. The Last Word in Radio, with all accessories, loud speaker, etc., installed in your home.

## Third-

One hundred dollars worth of those Good Diamond Tires:

All to be given absolutely free to our Customers

- Ask -

Wiglat Bros. Company
White-Highleyman Company Cherrolet Cars and Service
Jones Tire Shop

## Three meals a day, seven days a week!

NO EASY order, that. If any man hinks it is, let him try to plan just seven consesutive dinners without repeating a single item on any one menu. A woman must have considerable ingenuity to plan - and considerable executive ability to prepare - 21 meals a week

In recent years, many new dishes have graced the dining tables in our homes. Delicacies that were once secrets of resturant cheis are now prepared quickly and easily in our own kitchens.

And advertisements have had much to do with adding to the variety of our national diet. A beautiful picture of a tempting dessert, with full directions for making it - another receipe for a luscious salad - a new use for an old familiar stape - in such ways do the advertisements continue to arouse the mọst jaded palate, and to save the perplexed housewife!

It is well worth while to read and study the advertising pages. To all that perains to he home, to all that perains to every-day life, the advertisements contribute. Whether meals, motor-cars or music, let the advertisements help you make the choice. You will find hem wise in council, trustworthy in service

Read the advertisements - hey help you get the most out of life and save you time and trouble doing it

Vew Period Of Prosperity Faced By Southern States Never Before Approached

 yites of the six statos, commo-
Hit movements and development
transportatlon and trading cen- PLAINT, OF BEEF The noutheat's a argicultural STTRS STOCKMEN

|  | ures Low | against the Boston Hotelmen's As. sociation reported action in print- ing on their menu cards an urge ing on their menu cards an urge that their guests cease ordering |
| :---: | :---: | :---: |
|  | LOW HIG | beef products until prices are lower and quality returned to normal. |
| an | 4488. | In an effort to remedy the situa.- |
|  | 4080. | tion amicably and without possible |
|  | $42{ }^{42} 4$. | so far as the beef industry |
| Denvep | $20 \quad 46$. | cerned, the Denver chamber of |
| DenMomos | 2448. | merce forwarded the followin |
| Galveston ${ }_{\text {Jeckionvile }}$ | (1)56  <br> 68 68. <br> 0.  | message to the Boston chan commerce. |
|  | $70 \quad 72$. | "We appeal to you to use |
|  | 58.64. | influence with the Boston Ho |
|  | 4084. | men's Association to cease the |
| North | 14. | beef by patrons and to enlist in |
| 酺 | 46 | est of hotel managers in othe |
|  | 5456. | des. The success of such a bo |
|  | $48 \quad 48$. | the most important ind |
|  | 5872. | that of growing and fanteni tle. Unquestionably Hotelm |
|  | $\begin{array}{ll} \\ 40 & 50 .\end{array}$ | working under a mistaken id |

## SATURDAY SPECIAS



Blue Rownet Market Vernay and Wm. Musgrave Pro

Many Mothers BRTTSH FILMS TO FIGHTING NAVIES


|  | BATTERIES |
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| Clasen nadid that herer | Gereretor: ind Starter Seriem |
|  | Renaud Battery shop |
| in the eratmont of wasase. |  |
| somso ofice enturiade on the |  |
|  | Drin |

## Saturday <br> Specials

5 lbs. Sweet Potatoes
18c
$1 / 2 \mathrm{lb}$. pkg. Cocoa
2 lbs. Nice Prunes
10c
$21 / 2 \mathrm{lb}$. Can Sliced Pineapple
25 c
29 c
14 oz . Bottle Catsup
24c
1 lb . Plee-zing Péanut Butter
29c
25 c
28c
25 c
cans Van Camps Baked Bean
15c
7 pkg. Van Camp Washing Powder 25c
McCuller's Grocery Co.
Basket Bldg.

## NOW GO MARKETING!

Note these rock bottom pricea . . . . . mark the savings offered on your favorite brands of foods.
You will find these to be representative of the values to be found every day at your A \& P Store

## W. H. LONG ,

| EXPERT |
| :---: |
| Winio REPAIRING |
| Work Guaranteed |
|  |
| Crosley receiving sets, |
| Tubes, Batteries and Elim- |
| inators |
| SEMINOLE RADIO CO. |
| 323 Sanford Ave. |
| Phone 630-J. |
| Call Us For Repairs |
| and Demonstrations |

## SNOWDRIFT

lb. Can
2 lb . Can
$4 \mathrm{lb} . \mathrm{Can}$
8 lb .
$\underset{\substack{2 k \\ \text { anc } \\ \text { and } \\ s .29}}{20.0}$
Figs $7 / 2$ oz. pks. 3 for $25 \phi^{\prime}$
Black Eye Peas 3 for 25 ¢
Evaporated Milk tall can $10 \phi$ $=24=30$ Western Pot Roast of Beef 12.151822
 Western
STEAK 35



Amporthine Myner

## 㢶角

Fear Of Life Said Chief Cause Of All Mental Disorders

## 

GAS

## 21 Cts.

MPes \& Fubss
CBCIL L RINTE

Myoterious White Woman 10,000 Minors Listed As Maintains Complete Rule Crooks In Recent Survey Over London's Chinatown Made In New York State French Colony Of 5,000
For New Tire Factory Is
Planted In English Town


## RED STAR GROCERY \& FEED CO.

> White Bacon, lb.
> White Bacon, 10. ..........
Pure Vegetable Lard, lb
> Goldon Dass Self-Rising Flour, 24 lbs.
> Btown Mule Tobacco, plag
> Pure Wheat Bram, per 100 lbs .
> No. 1 Timothy Hay, per, ton

16 c
81.20
$\$ 31.50$

Pitts \& Littrell Say"You can buy oil at all prices" We Sell

## QUAKER STATE

at 35 centa a quart

## Pitts \& Littrell

EXPERT AUTO REPAIRING
105 N. Palmetto
Phone 406


General Repairing in Work Cara
 bOB ISHIES garage


Barrow's View Of BUSINDSS MEN
Social Stucture GUV KTFWS O Wrong, SaysMayer HUTION CLAMM =x
 New Hear Night Yoimay lowitp to allypurleconorny res detion ewithout,

## Irish

Potatoes of obe
Potatoes $2 \mathrm{~m}, 21 / 2$
porment
Peaches No. $219 \%$
"Ye Only One
Corn no. $z$

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| $- \text { Rice } 4 \text { be. } 25$ |
| Prunes 2l. artor 22\% |
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| Mazola Oil, Pi One Can Oranke Label Syzup. - Free |
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## Snow Drift

Meat Department ${ }^{\text {Har }}$ Compound Lard in 15 White Bacon ${ }^{11} 1$ d Pisgly Wisgly Racien's 5incere Hams lb.

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20 C
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28 c
27 c
20)
SATURDAY SPECLAES

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| Western Pork Chops, lbs.Hib. Peanut Butter, in bulk |  |
| $\frac{12}{}$ |  |

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Callfornia oitrus growers, the Times-Union remarks, are launching an advertising campaign for the extension of interest in oranges as a health preserving food. The Cali
fornia growers' action follows recent statements of scientists who have definitely declared that oranges are of high val

Experiments in this connection, the Jacksonville paper notes, have proved that this delicious fruit has sustaining use by well people and sick people; by rich people and poor people, nid generously, will tend to better general health "Florida will benetit no little through the efforts
loing made to popularize the orange. It will he a good thing for all growers of citrus fruits, everywhere. Flor ida oranges are known to be as fine as any grown in the
world. and they are preferred by many people, who have had the chance to use and appreciate the fruits of many lands and all rections. California oranges will be recommended, by the ndwertising that is being sent from that
section of the country, but there can be no claim sul)stantiated that would cause anyone desiring oranges to turn nway from Florida fruit
"Magazine advertising and newspaper advertising to incrense the use of citrus fruits will be useful to the industry, wherever carried on. Florida advertises her cit rus fruits extenstvely, but there will be no harm done by
any good word anid for the fruit emanating from any source. The endorsement of the physicians is certain to have a good effect, as it will certainly increase the use of oranges - and increased use of citrus fruits means
better health. for America." While it is true that Florida oranges will benefit in
inecti. from the advertising campaign of the Culitorn growers, that does mot seem to be any reason why citru men of this state should not conduct one of the r own. Flor is recognized by a large port:on of the country; but if we ar to sit idly by, while our compectitors tell about the food val
ue of their producis, then our fruit will soon be forgotten. Fensive advertising and it is serving to inclease the deman all the time, but general advertising will not suffice to mee the latest move of the Californians. If already many people
know that our oranges are the best, it should not take very has that much more fool vilue

What Good Hotels Mean
Running through the exchanges the other day, we
und this rather interesting bit in the Fort Myets Press. quotes from Edson R. Waite of Shawnee, Gklahoma, whi under new be of interest to reproduce it here, as follows The reputation of a city of good hotels goes far and
wide. It brings favorable mention from every section. Good hotels brink much business to every city. They bring
outside money that is spent in every line of business. They bring shoppers galore. They bring buyers to wholesalet and manufacturers. They bring many salesmerb to acits: The better the hotes, the longer they stay.
 to a city. The first impression a visitor gets of a city is the hotels. If they make a good impression, they stay day:s ing for or howadays the man looking for an openautomobile. If the hotels are good, he thinks while city. Good hotels often bring homeseekers and nel
industries to a city, thus assuring a steady, healthy Boost yood hotels!

I WOULD NOT be surprised to learn that Henry Ford is the greatest patron of journalism this or any other
comntry has yet produced. He has set the pace in adverlien ing. Now, if his new car shall add to Mr. Ford's billions.
it will be plain to the business world that to it will be plain to the business, world that to his seemingly
prodigal but in fact highly conservative advertising mnst be ascribed a very large share of the credit. In this connection, it is well for all advertisers to ask themselves why
Henry Ford, Master Advertiser of all time, did not turn to the bill boards. He has bought torests, and mines andi seems content to depend upon indoor advertisement upon the printed page.-From "Random Comment.

## FLORIDA ON SOLID BASIS



## As Bns anie Sees It

 Worked to Deatil.
Good-bye. Mistrece.
 NEWTON, KANS, DEC, 30--
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## NEXT IN IMPORTANCE comen me fact that $J$, Picruont Morgan














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Elion J. Moughton Architect

FROM FACTORY TO YOU extra service
TIRES \& TUBES
prices you would pay
Inferior. unknown.
F. P. IINES
${ }_{221}$ Fast Pirut $S$

BRAKE SERVICE
HYDRAULIC MECHANICAL AUTO REPAIRING
Sanford Auto
Brake Service

QUICK SERVICR
TRANSFER Hacling, Crating, Shippin and Storage. ind of transfer service REASONABLE IRICES. Phone 408601 E. 3rd.

FOR RENT In

LOCH ARBOR
One 4 room, one : r and one 6 room hous
These houses are modern
in every respect, in every respect,
rent is reasonnble.

Also have two " $\left.\begin{array}{c}\text { rim } \\ \text { apartments partly }\end{array}\right]$ ished.
You will have in
G. S. WITMER

Box 339 Sandford, F

## Three meals a day, seven days a week!

NO EASY order, that. If any man thinks it is, let him try to plan just seven consecutive dinners without repeating a single item on any one menu. A woman must have considerable ingenuity to plan - and considerable executive ability to prepare -21 meals a week.

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Read the advertisements - they help you get the most out of life and save you time and trouble doing it

Social And Personal Activities
office Telephone 140 MRS: FRED. S. DA IGER, Society Editor Residence Tel.

Calendar

\section*{



## Pot atr: $3: 00$ on

| Smat | Hazen-Woodeock |
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| Personals |  |  |
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## THE BIG SALE

## for

Friday and Saturday

is the price for
one pair of $\$ 10$ $\begin{aligned} & \text { ne pair of } \$ 10 \\ & \text { shoes }\end{aligned}$
$\left|\begin{array}{l}\mathbf{A} \\ \mathbf{N} \\ \mathbf{D}\end{array}\right|$
then you can
buy an extra
pair for 954
Odd pairs in sizes 2 1-2 to 4 , in fine ladies shoes. Assorted cobrs and designs.


Collagians
Sportlight
AND DOG
Gill be presehing Sund
toek at the Unfon Sun

## Lloyd Shoe Store

Woman's Club Gives Mrs. Thigpen Hostess
Welfare Department To Every WeekBridge Party On Wednesday


Ypece from the Finm and th
always been abla to carry away thy
lion's share of honors in these ev
conte

Orange \& Black Hotel

New Specia
Car's Dinner
$\$ 1.00$

## Hotel Forrest Lake <br> Announces the Opening of the Dining Room Special New Yearis Dinner <br> Price $\$ 1.50$ <br> R. O. Middleton <br> G. H. Schlosser

## FURS

FIELD'S FUR CO


## John Hancock's

## signature

$\therefore=$

You have heard of him, of course. Everyone has. His signature is the firet affixed, the most boldly executed, on the Declaration of Independence.

When that great document was drawn up and ready to sign, there was a pause. It was a moment of grave importance to all present. By placing their signatures on this paper, they would put themselves on record as avowed rebels against the British crown-a hanging offense. At this injuncture John Hancock stood up, seized the pen, and wrote his name on the parchment as large and black as he could, By this act he advertised to the world that he stood ready to make any sacifice-even life itself-in support of his principles and ideals. His signature afforded a permanent record of his good faith.

Advertisers who go to great expense to place before the public printed announcements of their products are offering similar evidences of good faith, equal: guarantees of fair dealing. Advertised goods are reputable, dependable, vouched for by manufacturers and dealers who are known and respected. By reading the-advertising in this paper you will acquaint yourself with the safest and mote economical sources of supply, the products which will serve you best and longest. Advertisements are the surest index to efficient buying. Do not negleet hom.
Tew Opportunities To Readers Of Herald Ads.

## TANT AD. RATES

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II an error is made The San-
Id Herald will be responsible
In

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Lost and Found


## ge, square, tan purse, property C. Mrs. C. Schultz. Reward if Red

 ned, and no questions askedC. Schultz. County Judge
Court House. Sanford, Fla rd, a ticket to the Milane for
cieo. A. Maffett. Automobiles

 SANFORD BUICK
212 Magnolia A
HUPS MARMONS
Sanford Automobile Co.
Magnolia Ave. Phone 137 Magnolia Ave.
Business Service
 ${ }_{112}^{\text {ord }}{ }^{\text {P.t.i. First }}$ and. Wall Pa CRETE in every shape rad
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Miscellane

|  | Notice |
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| Lots For Sale |  |
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| $\begin{array}{\|l\|l} \text { h. } & \begin{array}{l} \text { Avenue. } 75 \text { feet frontage. In good } \\ \text { neighborhood. Very desirable for } \end{array} \\ \hline \text { neme, quite close to school. } \$ 1750.00 \end{array}$ | (Legal Notices) |
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## Radio Programs

FRidis. December,
FRII AI: DECEMbER, 30.

Want a Prize?


Hepe Diminishes For
Locatire Lost Plane

OUT OUR WAY


## MOM'N POP



Follow Our Want Ads
 botit buyer and and alli:-
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[^0]:    W. LAWTON

