

BODY OF LOCAL MAN, SLAIN, IS FOUND FRIDAY

Queer, Disappearance Of T. J. Murff Is Ex- plained By Discov- ery Near Paola Road

The strange disappearance of T. J. Murff, local merchant, missing for several days, was explained with the finding of his badly decomposed body in a clearing in the woods near the Paola road late yesterday afternoon. It provided the first murder mystery in Seminole County since the death of L. P. Hilton, barber, two and one-half years ago.

The discovery was made by J. P. Turner, who was returning from a fishing trip, and ended a search which had been made for Mr. Murff since his disappearance Tuesday night. Mr. Turner notified the sheriff's office and a coroner's jury, composed of W. A. Tills, Fred Zerger, H. A. McCarley, A. Mitchell, W. H. Stewart and P. M. Elder, accompanied the sheriff, party to the scene of the crime. Their verdict this morning was that "the victim met his death as the result of gunshot wounds inflicted by a party or parties unknown to the coroner's jury."

The circumstances surrounding the death of Mr. Murff, who was found to have been shot with three loads of bird-shot, indicate that he was murdered and died almost instantly. The appearance of the body, which was found about 10 feet from an automobile in a spot about 300 feet from the Paola road, showed that death had occurred some days ago. According to Dr. C. J. Marshall, county expert, photographs show that a wound on the left side of the body just over the heart had marks of instant death, while scars on the neck denoted the fact that more than one shot was fired. Doctor R. E. Stevens and J. N. Tolaj were also called to examine the body.

Mr. Murff, who came to Sanford about three years ago from Greenwood, Mississippi, operated a small fish market at 417 Sanford avenue. He was for many years in the employ of the Southern railway as an engineer and was well known in railroad circles in this city. He is survived by his wife and adopted daughter, living at 617 Magnolia avenue.

Funeral services were held this afternoon at the Municipal cemetery at 4 o'clock. The Brotherhood of Locomotive Engineers and Masons was in charge with Dr. Hubman of the Methodist Church as chaplain.

Sanford Receives Recognition In Air Bulletins Of Nation

Sanford's location on the air-mail map of the United States is now established, mainly through the efforts of the Lions Club, which has recently completed the painting of a large, directional sign on the roof of the Kent building in Sanford.

Notification of this fact was contained in a letter addressed to Postmaster J. F. Hall today and certificate from the Guggenheim Fund for the Promotion of Aeronautics expressing appreciation for the efforts expended was also mailed.

The sign, painted in white letters 12 feet high and 3 1/2 wide, is located on the Kent motor building on Commercial Street and gives the location and direction of a landing field to airmen flying over the city. Its erection followed plans made by the Lions Club months ago, and they are particularly gratified at the recognition gained and publicity provided the city.

Farmers Flee Homes When Stream Rises

PORT WORTH, Tex., May 18.—(INS)—Farmers fled from the banks of the Trinity river as the stream went out of its banks and flooded the adjacent fields today. The crest reached its highest since the flood of 1922. The river is rising at the rate of 12 inches per hour and had reached more than 17 feet shortly before noon.

Bracing Spring Weather Lures Hoover To Desert White House For Fishing

WASHINGTON, May 18.—(INS)—Fine Spring weather lured President Hoover away from his desk today, and after an hour's work at his office, he called the White House automobiles and motored 100 miles down into Virginia for a day of fishing.

The president's party, made up of the president, Mrs. Hoover, and the first lady, left the White House at 10 o'clock today for the Shenandoah National Park, where Mr. Hoover has been at work at the site for several weeks, building a road through the woods and preparing a location for a camp site.

ADVERTISERS OF CIGARETTES ARE BUTT OF ATTACK

WASHINGTON, May 18.—(INS)—Cigarette advertisers were attacked in a new front today in their advertising battle with the billboards. Advertising of popular priced cigarettes is nationwide threat to 2,000,000,000 "cigarette boys" and "cigarette girls" in a "vicious effort to create a new child market for cigarettes by urging the substitution of nicotine for the substance of the human brain."

The "blatant and misleading billboard advertising" will be attacked in a nationwide campaign throughout the country, he said. "A more aggressive misuse of an advertising medium has never been witnessed in the history of advertising," said Wilson. "The billboard advertising medium has been used to promote cigarette smoking as a health measure and to encourage drinking by the cigarette trade as a method of gaining a fashionable figure."

A committee of 1,500 clergymen has said, and pledged to attack the "cigarette, opium" from their pulpits.

New Moderator Is Selected By Synod

MEMPHIS, Tenn., May 18.—(INS)—Dr. J. G. Dale of Temple, Texas, was selected as the new moderator of the Southern Synod of the Methodist Episcopal Church, following his election at yesterday's session of the synod here. Lexington, Va., was chosen for next year's synod.

City Attorney Held In Bank Theft Case

PINE BLUFF, Ark., May 18.—Ralph R. Reed, city attorney of Pine Bluff, was arrested and held in the county jail today in connection with the robbery of the People's Bank and Trust company of \$30,000 on April 23. His bond was fixed at \$25,000. He was charged with being an accessory to the robbery and receiving stolen property.

U. S. TO PROBE MILITIAS USE IN STRIKE ZONE

WOOD QUESTIONS RIGHT
TO WEAR REGULATION
EQUIPMENT WHILE IN
PRIVATE EMPLOYMENT

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GLOBE VOYAGERS LEAVE MIAMI ON TRAIN FOR NORTH

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Special Correspondent

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LIQUENTANT DIES WHILE
JUMP IN PARACHUTE

Other Is Injured In
Jump In Parachute

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Reserve Board Falls To Discuss Refusal

WASHINGTON, May 18.—(INS)—No comment was forthcoming from the Federal Reserve Board today on reports circulated in Chicago and New York that the board had refused permission to the reserve banks of those cities to increase their rediscount rates over 5 percent.

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Racing Fans Of America Gather At Louisville For Classic Derby Tomorrow

David J. Walsh, International News Service Sports Editor.

LOUISVILLE, Ky., May 17.—Louisville was a great, sprawling town this morning and its great population was as busy as any other in the world, preparing for the greatest event of the year, the Kentucky Derby.

The feast wasn't due to begin for 24 hours, but the guests already were at the banquet board, knives in hand and with that anticipatory gleam of eye that only the discriminating turf lover can know. Their number was large, this morning. Tomorrow, there will be pandemonium.

From East, from South, from North, from west they were coming in horde such as only five, starting upon their quest, and the human beings heading toward a great horse race, a product, and the past time tomorrow that will be America's that isn't represented by press will have to consider a well most in America, indeed.

For this is America's horse race, this heart-tugging rush of hoof beats over a mile and a quarter of the classic downs, and all of America seemed to be here to see it. This was only as it should be.

For once, it was to be an all-American race. They have made some capital in former years at the international angle, the fields that against the broadest West. Today they have a "hot" race in prospect that will bring the East, the South and the state of California showing in the race to vote the universal plea for the horse of their choice.

Off-hand, there are eight horses that have a definite chance in this race, namely Blue Larkspur, Clyde Van Dusen, Nishapur, Voltaire, Karl Elder, Windy City, Minotaur and Vermajo. Their affiliations and environment know eight different and widely scattered localities. The three hot shooers are Blue Larkspur, Clyde Van Dusen and Nishapur. The first of these is the Bradley horse and, of course, is a pure bred. He is a cosmopolitan, at that, for he has raced only once in Kentucky and then to beat Van Dusen over a short distance.

The latter is owned by a man from Astoria, N. Y., but has done all of his racing in Illinois and Kentucky. Nishapur is from California. So is Erast, another anticipated starter if the going is fast.

Voltaire is from the East but was raised in Nevada and has done much of his running in Illinois. He is owned by the Neishers of Detroit, and Admiral Grayson of Washington. Chicago can now claim Windy City, Karl Elder and Minotaur. Vermajo is from Texas. So is Cal Roper, who will run well if there is mud, and not as well if there isn't. It might be mentioned that Minotaur once was

caused by an ex-wrecker from New Orleans, though what that means him is an open question.

Speaking of which, there seems to be no question at all in the minds of the resident addicts as to the identity of the winner. They are going for Blue Larkspur if the track is dry and Clyde Van Dusen if the going is heavy. The latter is presumed to be able to do himself plenty of good under all conditions but it is conceded here that no horse in the field should have a chance with Blue Larkspur on a fast track.

TODAY'S GAME

SOUTHEASTERN LEAGUE
Pensacola at Tampa.
Helms at Montgomery.
Columbus at Jacksonville.

AMERICAN LEAGUE
Chicago at Detroit.
Cleveland at St. Louis.
Philadelphia at Washington.
Boston at New York.

NATIONAL LEAGUE
New York at Boston.
Brooklyn at Philadelphia.
St. Louis at Pittsburgh.
Cincinnati at Chicago.

League Standings

| SOUTHEASTERN LEAGUE | | | AMERICAN LEAGUE | | | NATIONAL LEAGUE | | |
|---------------------|----|------|-----------------|----|------|-----------------|----|------|
| W. | L. | Pct. | W. | L. | Pct. | W. | L. | Pct. |
| Montgomery | 11 | 12 | Philadelphia | 14 | 8 | St. Louis | 16 | 8 |
| Jacksonville | 15 | 12 | New York | 13 | 8 | Chicago | 15 | 8 |
| Birmingham | 17 | 15 | St. Louis | 15 | 10 | Cleveland | 12 | 14 |
| Tampa | 14 | 16 | Detroit | 17 | 12 | Chicago | 10 | 16 |
| Columbus | 14 | 16 | Cleveland | 12 | 14 | Washington | 7 | 15 |
| Pensacola | 12 | 17 | Chicago | 8 | 13 | New York | 7 | 15 |
| | | | Boston | 7 | 16 | Brooklyn | 8 | 17 |
| | | | | | | | | |
| SOUTHERN LEAGUE | | | NATIONAL LEAGUE | | | AMERICAN LEAGUE | | |
| W. | L. | Pct. | W. | L. | Pct. | W. | L. | Pct. |
| New Orleans | 20 | 11 | St. Louis | 16 | 8 | St. Louis | 16 | 8 |
| Birmingham | 18 | 11 | Chicago | 15 | 8 | Chicago | 15 | 8 |
| Memphis | 16 | 12 | Boston | 13 | 10 | Boston | 13 | 10 |
| Atlanta | 15 | 14 | Pittsburgh | 11 | 10 | Pittsburgh | 11 | 10 |
| Mobile | 12 | 17 | Cincinnati | 11 | 12 | Cincinnati | 11 | 12 |
| Little Rock | 12 | 17 | Philadelphia | 10 | 11 | Philadelphia | 10 | 11 |
| Chattanooga | 11 | 16 | New York | 7 | 15 | New York | 7 | 15 |
| Nashville | 10 | 16 | Brooklyn | 8 | 17 | Brooklyn | 8 | 17 |

Big League Hitters

| NATIONAL LEAGUE | | | AMERICAN LEAGUE | | |
|---|----|----|---|----|----|
| Player | AB | R | Player | AB | R |
| Stephenson, Cubs | 25 | 9 | Stephenson, Cubs | 25 | 9 |
| Vrberg, Philadelphia | 21 | 8 | Vrberg, Philadelphia | 21 | 8 |
| Frisch, St. Louis | 25 | 10 | Frisch, St. Louis | 25 | 10 |
| Douthett, St. Louis | 25 | 10 | Douthett, St. Louis | 25 | 10 |
| L. Waner, Pittsburgh | 22 | 7 | L. Waner, Pittsburgh | 22 | 7 |
| Leader year ago today: Grant-ham, Pittsburgh—424. | | | Leader year ago today: Grant-ham, Pittsburgh—424. | | |
| AMERICAN LEAGUE | | | NATIONAL LEAGUE | | |
| Player | AB | R | Player | AB | R |
| Kamm, Chicago | 23 | 9 | Kamm, Chicago | 23 | 9 |
| Gehring, Detroit | 29 | 11 | Gehring, Detroit | 29 | 11 |
| Clancy, Chicago | 20 | 10 | Clancy, Chicago | 20 | 10 |
| Fes, Philadelphia | 23 | 8 | Fes, Philadelphia | 23 | 8 |
| Leader year ago today: Kraus, St. Louis—402. | | | Leader year ago today: Kraus, St. Louis—402. | | |

Your Grocer knows values when he features Puritan Malt.

It proves he's interested in satisfying his trade.



PURITAN MALT

—all quality because it's all barley

THE BOOSTER NEWS

Volume 1 May 17, 1929 Number 43

Published in the interest of the people of Sanford and Seminole County by the Kent Motor Co. Harry, Kent Editor.

The DeSoto is the most beautiful car on the market in its price class in our opinion and the best recommendation we can offer is that it is a Chrysler product.

Clean up; Paint up; Let's keep Sanford what it is already—one of the most attractive towns in Florida.

To be a foreigner by birth but an American at heart, is in our estimation 100% strong.

We really need used tires having calls for them every day—come in and give us a trade in the unused mileage in your tires for new ones. We'll give you a full line of Ford and Columbia tires.

The thing to do, is hope, not muse, work, not shirk, for last time is never found.

Delivered a beautiful new DeSoto Coupe to Mr. and Mrs. F. W. Bender, your own on it.

Some people are just beginning to realize that Sanford merchants are progressive and that Sanford is the best town on the map.

Wives are wonderful things. Every man should have at least one as a matter of education.

—A kiss a day keeps the lawyer away—If it's a home industry.

(Local Clothier) says: "Straw hat season is about here. Have you got yours?"

And the only way to be contented with your lot is to build a home of your own on it.

Kent Motor Co. 201 Commercial Phone 17

—TO NIGHT—
ONE DAY ONLY ACCOUNT OF SHOW BOAT ENGAGEMENT—
Esther Ralston Gary Cooper



EMIL JANNINGS
"Betrayal"
A Paramount Picture

WITH SOUND AND SYNCHRONIZED

SHE risks her all for love! All he can give her is home, position, life, devotion. And she wants love! She steals it! She learns the joy and heartbreak that love really is. And you will thrill to the—Revelation!

News MILANE Comedy

CHEVROLET Check

Value for Value Price for Price!

If you are considering the purchase of an automobile, you owe it to yourself to learn the true extent of Chevrolet's value leadership. And all you need to do is check the new Chevrolet Six against any other car—value for value and price for price!

Here, in the price range of the four, is offered a smooth, powerful, six-cylinder valve-in-head motor—which delivers better than 20 miles to the gallon of gasoline—and whose smooth, quiet, velvety operation, with its complete lack of drumming and vibration, is a revelation—even to those who are accustomed to driving high-priced automobiles. Here are beautiful bodies by Fisher. Here, in all closed models, are fittings by Fernstedt... rich, deep-tufted upholsteries... adjustable driver's seat... and a completely-equipped instrument panel. And throughout the entire chassis are found numerous examples of advanced engineering—such as quiet, non-locking 4-wheel brakes... ball bearing steering mechanism... automatic acceleration pump... and chromium plating on all bright metal.

But no mere recital of features can give you any conception of Chevrolet's value leadership. So we urge you to come in and see for yourself why over 500,000 people have chosen the new Chevrolet Six since January 1st!

The COACH \$595

REARSEAT... \$525
FRONTSEAT... \$525
THE COUPE... \$595
THE SEDAN... \$675
THE SPORT... \$695
THE CONVERTIBLE... \$725
THE Medium Delivery... \$595
THE Light Delivery... \$400
THE 1 1/2 Ton Chassis... \$545
THE 1 1/2 Ton Chassis with Cab... \$650

All prices f. o. b. factory Flint, Mich.

W. H. LONG

Lamb Shoulder GOOD LAMB ROAST

The lamb roast need not necessarily be a leg. The shoulder makes an excellent roast and by many it is preferred to the leg. Let us cut a lamb shoulder for your dinner today and see how the family like it. Chances are they will all want another within a few days. Our wide range in variety of choice meats gives you wide scope in selection.

| | | | |
|---------------------------------|---------|------------------------------------|-----|
| Western Pork CHOPS, lb. | 23 1/2c | Western Brisket STEW BEEF, lb. | 17c |
| Western POT ROAST OF BEEF, lb. | 20c | Western Club STEAK, lb. | 35c |
| Compound LARD, 2 lbs. | 25c | Best White BACON, lb. | 15c |
| Homemade Pork Link Sausage, lb. | 25c | Sliced Sugar Cured PAST BACON, lb. | 22c |
| Leg of Lamb, lb. | 32c | Lamb Chops, lb. | 45c |
| Shoulder of LAMB, lb. | 27c | Fresh Western, lb. | 18c |
| SPARE RIBS, lb. | 15c | Pork Picnic Hams | 18c |

Getting your money's worth of tire

NOT one tire buyer in a thousand is capable of judging a tire from its appearance, or even from a study of a cross-section.

The only way to play safe is to buy a tire that for years has maintained its reputation as a quality product. There's one thing sure, you can't go wrong on

KELLY

SPRINGFIELD BUILT TIRES

If you are looking for real tire bargains, look at these prices on Kelly-built Buckeyes. There's many a first line tire that wouldn't give you the mileage you'll get from a Buckeye, yet Buckeyes sell for no more than you'd pay for the product of some unknown manufacturer. Like all Kelly products, each one is guaranteed during its entire life.

Central Florida Service Stations

Sanford Ave. & 2nd St. Phone 194
Sanford Ave. & 12th St. Phone 629-W

| Balloon Cords | | |
|---------------|-------|---------|
| 29 x 4.40 | | \$ 6.60 |
| 30 x 4.50 | | 7.35 |
| 29 x 4.75 | | 8.00 |
| 30 x 5.00 | | 9.35 |
| 31 x 5.00 | | 9.80 |
| 30 x 5.25 | | 10.90 |
| 31 x 5.25 | | 11.20 |
| 32 x 6.00 | | 13.15 |
| 33 x 6.00 | | 13.55 |

| High Pressure Cords | | |
|----------------------|-------|-------|
| 30 x 3 1/2 Cl. Reg. | | 5.40 |
| 30 x 3 1/2 Cl. O. S. | | 5.85 |
| 30 x 3 1/2 S. S. | | 7.90 |
| 31 x 4 S. S. (6 ply) | | 11.00 |
| 32 x 4 S. S. (6 ply) | | 11.85 |
| 33 x 4 S. S. (6 ply) | | 12.20 |
| 32 x 4 1/2 S. S. | | 14.50 |
| 33 x 4 1/2 S. S. | | 14.85 |
| 33 x 5 S. S. | | 19.40 |

Other sizes proportionately low

COMPARE the delivered price as well as the list price in comparing automobile values. Chevrolet's delivered prices include only reasonable charges for delivery and financing.



White-Highleyman, Inc.

TENTH STREET At SANFORD AVENUE

A SIX IN THE PRICE RANGE OF THE FOUR!

TOUGH? Say-They hold all world records

Firestones

SEMINOLE TIRE SHOP

"A COMPLETE SERVICE STATION"

Vulcanizing Parol Gas Batteries
Retreading Polishing & Washing Greasing
Road Service Toluene Oil Quaker State Oil
Phone 893 408 W. First Street

Sanford Herald... Subscription Rates... Classified Advertising...

Dealing With Racketeers

As a nimble fingered headline writer put it, "Philadelphia Authorities Hand Scarface Al First Taste of Law Enforcement..."

He has not maintained his powerful rule because he possessed the organizing ability of a Rockefeller, the financial genius of a Morgan...

It is strange that nothing has been done about it. It is Capone's boast that he has never been found guilty of any crime, has never served a sentence...

Miami and Chicago officials, if they really want to get rid of undesirables, might read carefully the dispatches from Philadelphia on the Capone episode...

Capone may appeal his case, may never serve the sentence, but it is a safe bet that he will avoid Philadelphia in the future...

Operating At Seventy

How old does a man have to be before he should quit work? That is a question which a group of young doctors pondered seriously in Cleveland...

Among these doctors was a George W. Crile, gilder expert. He and his young friends could keep older men from operating in their hospital...

But the regulations were that he must retire. He left the Lakeside hospital and founded another, the Cleveland clinic, the institution in which the explosion occurred...

STEPHEN T. MATHER, for fourteen years director of the National Park service, declares that "Cumberland falls is such an exceptional scenic attraction that it should be preserved in its natural setting for park purposes..."

DEMOCRACY'S DANGER

Mr. Baxter's observations on political conditions in Florida at the present time are most interesting, accurate and to the point...



JOHN TEMPLE GRAVES II

"Men have died and worms have eaten them. But not for love."

Not for love did the International Paper and Paper Company send vast sums of money to finance various newspapers in the south and elsewhere...

Halting public utilities is an outgrowth of the monopoly of the demagogue. But watching the public utilities and guarding the public interest against a misuse of their enormous power is a very necessary game...

The vital importance of the services rendered by public utilities, and the efficiency with which they render them for the most part, are making economic history...

On the other hand it can never be overlooked that a utility is, from the very nature of its business, a monopoly. It has exclusive control of the market or a source of material—or both...

Newspapers are the natural agency for such a public scrutiny. This being the case, the loans made to newspapers by the International Paper and Paper Company were altogether vicious in their potential results...

Freedom of the press stands with freedom of speech and religion as the most precious heritage of Americans under the constitution. The conduct of a newspaper is a public utility operation so rare and high that even the government, which regulates other utilities, does not touch this particular one...

To the everlasting glory of American journalism, it can be said that this responsibility has been loyally served by most of the newspapers of the time. The profession is full of men who take to be pocket-wide where their integrity and independence are concerned...

They earn money isn't as valuable as it was but notice the Information Editor in one of his helpful replies says a 5-cent price dated 1914 and in first-class condition is worth 60 cents.—Detroit News.

its ratification of the governor's policies and that the political tendencies of the future will be largely influenced by the outcome. Another reason for waving the danger signals is that we hope to quicken responsibility in the hearts of some misguided demagogues who have been following false gods. Unless they disavow them and throw their support to the leader their party has already in office, political turmoil will reign throughout the state...

A LITTLE BOY ST. AUGUSTINE RECORD

As literature here is a gem of purest ray serene it carries a lesson that will go straight home to many a father, and make better men of those who read it...

"Listen, son; I am saying this to you, as you lie asleep, one little paw crumpled under your cheek and the blond curls sticking wet on your damp forehead. I have stolen into your room alone. Just a few moments ago, as I sat reading my paper in the library, a hot stinging wave of remorse swept over me...

"At breakfast I found fault, too. You spilled things. You gulped down your food. You put your elbows on the table. You spread butter too thick on your bread. And as you started off to play and I made for my train you turned and waved a little hand and called, 'Good-by, Daddy'...

"Do you remember, later, when I was reading in the library, how you came in, softly, timidly, with a sort of hurt, hunted look in your eyes? When I glanced up over my paper, I expected you were such stupid, silly logic."

"What is it that you want? I snipped. 'You said nothing, but you innuendo, in one tempestuous plunge, and threw your arms around my neck and kissed me, again and again.'"

NOT YET EXACT JUSTICE

Now that Harry E. Sinclair has actually entered a jail, there seems to be an impression abroad in the land that the majesty of the law and the reign of exact justice have in some way been vindicated by his imprisonment...

WOMEN IN ADVERTISING

Women have come into their own as purchasers in these modern times. The war slogan "buy U.S. Government Bonds" went to town and brought nothing of buying all the supplies, even to hats and dresses...

HEROINES TAMPA TIMES

Folks like to think and talk of heroes and heroines. Notwith standing, some folks have terrible blurred ideas of what it takes to make a hero or a heroine. These are not merely creatures of war or unusual exploit, as many of us think. Rather, they are the product of sacrifice that duty may be duty, whatever the way of profaning the statement...

THE CASE OF SECRETARY MELLON

The provision of the Constitution against the appointment of a Secretary of the Treasury engaged in active business was an inhibition when the land was young. Men like Alexander Hamilton and Albert Gallatin did not engage actively in business, when they were at the head of the Treasury Department. General Grant was criticized when he selected A. T. Stewart, the "dry goods king," to be secretary of the Treasury. The country was shocked. President Grant sent to the Senate a message recommending that the old law be repealed in order that Mr. Stewart might become eligible in the office, and become eligible in the office, and become eligible in the office...

HOTEL-LEAMINGTON MIAMI. "Miami's Most Popular Hotel". Single rooms with bath, \$2, \$2.50, \$3. Double rooms with bath, \$3, \$4.00, \$5. Fireproof—European. N. E. First St. Near Bay Biscayne. Popular Priced Restaurant in Connection.



First National Bank Sanford, Florida. Cooperation. SATISFACTORY banking relations are based upon mutual knowledge and understanding between the bank and its customers. It is the aim of the First National Bank to take an active interest in the financial affairs of its customers. Our chief characteristics of our service is close personal cooperation. A talk with one of our officers may suggest how we may be of service to you. Elton J. Moughton Architect. First Nat'l Bank Bldg. Sanford, Fla.

THE MOTORISTS' PAGE

WILLYS COMPANY REPORTS HEADS FOR FISCAL YEAR

President Sees Most Successful Season For Auto Business

Sanford, Fla., May 13.—At the annual meeting of the Willys-Knight Company held here today, all of the present officers and a host of directors were re-elected.

In a statement to the Stockholders, President John N. Willys said that every indication pointed to 1927 as one of the most successful years in the company's history, with sales surpassing the record volume of last year by a substantial margin and satisfactory profit prospects for greater earnings in the second quarter.

When last quarter showed an increase in per share profits as compared with the same period of 1926, Mr. Willys said, "with the 1927 share based on 2,000,000 shares there outstanding, an amount only 2,500,000 outstanding shares in the first quarter of last year."

"Upon the bulk of our first quarter's profits this year were largely acquired in its closing weeks, we carried potential for the second quarter is materially enhanced with notable gains in sales. An important factor which should have a marked effect in increased earnings in the current and following quarters is our sales gains in the higher priced six cylinder lines of Willys-Knight and Whippet. Our six cylinder models now comprise 60 percent of our total volume, the balance being our lower priced four cylinder Whippet model. Last year in the year the ratio was approximately 25 percent Whippet and 75 percent Willys-Knight sales. Not only are we enjoying record gains in our domestic business this year, but our exports for the first quarter of 1927 are an increase of 22 percent over the corresponding last year."

Mr. Willys also said that the distribution of stock as voted at the meeting today, indicates there has been no material change in the last year in the ratio of 50 percent of the share personal holdings.

"I have been at the head of this company for 21 years," Mr. Willys said. "In other words, I have attained my majority. In that time there have been frequent changes, some of which gained substantial value, to the effect that the company was considering the possibility of becoming merged with other organizations, and at other times that by personal interests and holdings in the company were to pass into other hands, plus additional unfounded rumors of similar purpose."

ROCKEY RELATES GOOD POINTS OF PATHFINDER TIRE

Local Goodyear Agent Says New Products Of Public Interest

Goodyear Announces New Pathfinder Tire.

"Announcement of the new Goodyear Pathfinder tire is of interest and importance to large numbers of motorists in this city," today declared E. S. Rocky, manager of the Goodyear service station at 113 Park Avenue, operated by the Rocky Tire Shop.

"The Goodyear Pathfinder is built by the world's largest tire manufacturer and has gained an enviable reputation for quality," he said. "It is the equal, and in many cases the superior, of the highest quality and highest price tire built by smaller tire manufacturers; in fact, it is the outstanding tire in its price class," he said.

"The Goodyear Company has for many years been building a tire to fill the demand of automobile owners who for various reasons do not want to invest in the best standard tire on the market—such as we believe the all-weather tread in the new Pathfinder. This tire has been incorporated in the new Pathfinder."

"Whenever possible, the quality of this tire has been improved and Goodyear engineers conducted many tests and experiments before determining upon the changes which have been incorporated in the new Pathfinder."

"It is a standard Goodyear product, stamped as such and carrying its own identification mark."

"Rugged and attractive in appearance, this newly designed tire gives road value in maximum wear and traction. The tread is made in all the popular balloon and high pressure sizes."

AT MILANE THEATER TODAY



JULES BLEDSOE AND CHORUS SINGING IN 'SHOW BOAT' A UNIVERSAL PICTURE

Presently, the zeppelin began pitching terribly, and we made our way back to the cabin. Pots and pans in the kitchen went rattling about with a terrific din, and about that time, the dirigible swooped low over a little French town, and twice it seemed inevitable that we should bring up against the side of a mountain nearby. Each time, however, we threw out water ballast, and climbed out of danger.

For a considerable time, Dr. Ekener had been advising the French government of the airship's plight by radio, and he had just decided to ask permission to land at Cuers when a message came from the French air ministry inviting our commander to try and take the ship down, the radio said.

With masterly navigation, Dr. Ekener brought the zeppelin to a higher altitude, and aided by a tail wind he headed toward Cuers. All that lay between us and destruction was one motor, throbbing faithfully to help us maintain some degree of equilibrium in the increasing gale.

At times we listed at an angle of 45 degrees, and that angle was all that kept us from being pitched about and carried completely out of control like a free balloon.

Then, to make matters worse, trouble developed in the radio, and Dr. Ekener made pitiful attempts to keep the world advised of our distress by dropping notes, weighted with ballast, money and detailed instructions as to their transmission by telegraph, to the ground below.

And still we drifted, turning and tussling as the wind screamed about our ears. It seemed that our land of trouble and difficulty was complete, but every now and then an ominous sound was heard—the irregular pulsations which indicated that the last remaining motor, strained beyond its capacity by its heavy tank, was falling to.

Dr. Ekener ordered that every one take up stations inside the gas bags, as it seemed we could remain aloft no longer, and a sudden crash was heard to crash the cable in and all that was in it.

But suddenly, out of the falling

Cleveland Mourns For Blast Victims

CLEVELAND, Ohio, May 13.—Wheels of industry and the business of a great city came to a standstill today while funerals were held for 36 of the more than 120 victims of the Cleveland clinic disaster.

Mayor John D. Marshall officially proclaimed this a day for mourning and requested that so far as possible, public and other business be curtailed to permit general observance. In its hour of suffering, the city received messages of condolence from nations, rulers and other sympathizers the world over.

Courtesies Will Be Extended To Troops

WASHINGTON, May 13.—(INS) Secretary of War Good Friday instructed the commanding officers of the Panama Canal and Hawaiian departments, and the governor of the Canal Zone, to extend courtesies and facilities to the 2nd Battalion Argyll and Sutherland Highlanders, when they proceed to Tientsin, China via the Panama Canal and Honolulu, from the British West Indies, next September. The battalion is now stationed in the West Indies, but has been ordered to Tientsin to relieve an infantry regiment now on duty there.

Fort Lauderdale, Fla., Mourns For Blast Victims

FORT LAUDERDALE, Fla., May 13.—(INS) Joseph W. Young, founder of Hollywood, and his associate company, were named defendants in a writ of garnishment sought by the Highway Construction Company of Ohio, on file here today.

W. H. LONG MEAT-MARKET

221 E. FIRST ST.

Writer Aboard Graf Zeppelin Describes Thrilling Events

(Continued From Page One)

number of the dirigible, to radio to the International News Service headquarters in New York. We were approaching the ocean, and I was asking Dr. Ekener for a statement on the successful completion of the first "leg" of our flight.

But the failure of the motor naturally diverted Dr. Ekener's attention and it took him but a few moments to decide that the breaking of two crank-shafts constituted such a serious trouble that it would be necessary to return immediately to Friedrichshafen.

He expressed his regrets that the accident had occurred, but was partially consoled by the apparent fact that the Zeppelin was proving itself practical, insofar as it was maintaining headway with two motors crippled.

He realized that progress would be slow, but expressed the hope of reaching Friedrichshafen by noon.

Then, suddenly and without warning, two more engines went dead, leaving but one on the port side functioning.

I was ordered back into the main saloon with the other passengers, who were unaware of the gravity of the situation. It appeared inevitable that we would descend sooner or later. Suddenly I experienced the strange sensation of the ship lurching absolutely motionless in mid-air.

That romantic "Mistral" had come to be nothing more or less than a heart-breaking headwind, holding back our progress, and exerting just the same force as the crippled ship could muster with the sole remaining motor.

Then came a few terrible minutes of violent pitching and tossing, the other passengers not realizing exactly what had happened nor appreciating the possibility that we might crash at any moment.

Then official announcement was made by Dr. Ekener that all but one motor was gone, and that we must try a forced landing. The news caused great consternation among some of the passengers, but Mrs. Mary Pierce, the charming New Yorker who was the only woman aboard, was the most composed of all.

One of the passengers calmly asked Dr. Ekener if he could jump outboard with a parachute. He said he preferred this to the uncertainty of drifting for hours in a crippled ship. Dr. Ekener refused permission however, feeling certain that he could make a safe landing.

Then, when it was too late to do while Dr. Ekener and his capable aides worked the program to keep

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W. H. LONG MEAT-MARKET

221 E. FIRST ST.

SOLE AGENTS, The Agency, For
SINCLAIR REFINING CO.
Succeeding Mr. Frank Talbot
THE BEST OF GASOLINES, OIL AND GREASE
SINCLAIR STATIONS
Jones Tire Shop—104 1/2 Third St.
F. P. Brown—Service Station—1113 Sanford Ave.
Mrs. Grace L. Brown—Side Ser. Sta. W. First St.
F. C. McMAHON
Agent, Phone 858-A
Your Business Will Be Appreciated

The Convertible Landaulet Sedan

Open to sunshine ... closed to the rain ... smart in any weather

On either the New Oakland All-American Six or the Pontiac Big Six chassis you can obtain the Convertible Landaulet body type ... a Fisher body creation designed to combine the fair weather benefits of an open car with the protection of a smart, completely appointed sedan. A special demonstration of Convertible Landaulets has been arranged which we will be glad to make for you at any time.

The New Oakland All-American Six, \$1145 to \$1275. The New Pontiac Big Six, \$725 to \$895. F. O. B. Pontiac, Michigan, plus delivery charges. Standard Motor Time Payment Plan available at minimum rate.

Consider the delivery price as well as the list price when comparing automobile values ... Oakland-Pontiac delivered prices include only reasonable charges for delivery and financing.

SEMINOLE MOTOR CO.

RIVES GARAGE
208 W. 1st. St. Phone 617

OAKLAND-PONTIAC

PRODUCTS OF *Sixes* GENERAL MOTORS

Millions of users say—

there are just two kinds of spark plugs—AC's and the other kind.

AC's are known as the better spark plugs because of their construction and welded side electrode—35 times better in electrical conductivity than the old "staking" method used in ordinary spark plugs. AC quality in design and construction insures easy starting, fast pickup, brilliant performance.

Here is the evidence: AC Spark Plugs are endorsed by the world's leading engineers and used as standard equipment on such cars as:

| | |
|-----------|------------|
| Buick | Kissel |
| Cadillac | La Salle |
| Chandler | Nash |
| Chevrolet | Oakland |
| De Soto | Oldsmobile |
| du Pont | Plymouth |
| Essex | Pontiac |
| Hudson | Viking |
| | Yellow Cab |

But even the best spark plugs wear out. For increased power—and even for better gasoline mileage—change spark plugs every ten thousand miles. In a few minutes, any AC dealer will equip you with the right type of plug for your car.

AC SPARK PLUG COMPANY

FLINT, MICHIGAN

The Most Important Part of a Tire is the part you can't see!

IT IS HARD to understand why one tire is better than another, judging by looks or the first thousands of miles of service.

But after you're thumped and hammered your tires for months, the hidden part of a tire—the most important factor in determining life and mileage—then reveals its worth. It is the body, concealed under the tread, and composed of plies of cord fabric. This body absorbs the blows a tire gets. It bends millions of times, under the car's weight, to cushion your riding.

The cords, to do this, must be elastic. How many times they will flex and recover, or how far they will stretch without breaking, determines their usefulness.

In repairing all makes of tires we find that the patented cords used only in Goodyear casings outlast any other kind. By a patented process these cords—called SUPERTWIST—are twisted so that they will stretch up to 60 per cent farther before breaking. They also stretch and recover repeatedly, after the best competitive cords are lifeless.

This greater elasticity of SUPERTWIST explains (1) the longer life of Goodyear tires—their greater resistance to injury, and (2) the fact that the average well-worn Goodyear is worth retreading when another tire similarly used is broken down in the body.

GOODYEAR

See This Test—it Proves The Case for Goodyear Tires!

ROCKEY'S TIRE SHOP

111-113 Park Avenue
Vulcanizing & Retreading
Accessories
Phone 255 Road Service

OUTLINE TUCKS ARE EVIDENCE OF CARS ENDURANCE

Engineered Parts On Motor 20 Years Old

Sanford, Fla., May 13.—A quality in motor building which long has been synonymous with the name of Buick, is being proved almost daily in the parts department of the Buick plant at Flint, Michigan, where workers are constantly engaged in putting on cars that were built two decades ago.

A recent order from New York calling for a new valve and water pump for a motor which, although 20 years old, is still in daily use, was competently filled and parts were all that were required to put the much worn motor in top shape.

That the Buick Motor Company has been in position at all times to furnish parts for cars, made in the early years of its existence, is a feature which has been largely instrumental in building up Buick's sales volume and making its product a leader among motor cars of the time.

Other records, equally remarkable, have been established by Buick engines, which have outlived other parts of the cars, and are now being used to furnish power for the various kinds of machinery.

When the Buick parts department receives an order for a part for a Buick car, it is a sure sign that the motor still in service on that car is a Buick motor, and that it is a Buick motor that has stood the test of time.

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WANT AD RATES

Sanford Daily Herald... Telephone ads. will be received for insertion... Rates per line per week...

10 B-Rabbits

SABRITS FOR SALE—Pedigreed and registered breeding stock... Also young pedigree stock...

15-Apartment For Rent

FOR RENT—Double garage apartment 1415 Oak, with all conveniences... Ideal location...

FOR RENT—Large and small

FOR RENT—Large and small furnished rooms on second floor of Herald building...

FOR RENT—Furnished 5 room

FOR RENT—Furnished 5 room garage, 317 High Street, Double garage... All improvements...

FOR RENT—Attractive furnished

FOR RENT—Attractive furnished home at a very reasonable price to refined adult family...

FOR RENT—Splendid furnished

FOR RENT—Splendid furnished house and garage on Silver Lake, Delightful place to live...

FOR RENT—Five room cottage

FOR RENT—Five room cottage at 2121 Palmetto Avenue... Monthly, inquire at Herald office...

22—Real Estate for Sale

FOR SALE—Beautiful building sites at Sylvan Lake adjoining Paola, Florida... Address High St. 714, Wilmington, N. C. Box 714, High St., Box 103, Sanford, Fla.

FOR SALE—Eight piece walnut

FOR SALE—Eight piece walnut dining room suite, at a bargain... Call at 706 West First after 4 P. M.

FOR SALE—Portable phonograph

FOR SALE—Portable phonograph new clean condition... Includes gramophone, records, and accessories...

They Sell! Herald Classified Ads will sell most anything under the sun... Thousands are daily reaping handsome profits from Classified advertising...

Herald Classified Ads Reach Thousands They Pay—Phone 148

LEGAL ADS

NOTICE OF MASTERS SALE... NOTICE OF MASTERS SALE... NOTICE OF MASTERS SALE...

LEGAL NOTICES

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TALKING PICTURE HAS CAUSED BIG BOOM IN LONDON

Theatres Are Enjoying Huge Increases In Their Patronage... American 'talkie' pictures have brought the biggest boom in London's 'big time' movie houses...

Seminole High Again Defeats Apopka Team

Opening the second half of the season, Kwanian-Ovlin's 'Yankees' defeated Apopka's 'Pirates' 10 to 6 in a game at Green Bay, Wis. Saturday afternoon...

Overlin's Yankees In Win Over/Over/Giants

Overlin's Yankees in a hard hitting game at bay, adding in the victory with a triple and double, Hayes hit catch, also contributed extra bases to help him...

ST. JOHN'S BAPTIST CHURCH

ST. JOHN'S BAPTIST CHURCH... Morning services at 11 o'clock... Evening services at 8 o'clock...

ST. JAMES A. M. E. CHURCH

ST. JAMES A. M. E. CHURCH... Morning services at 11 o'clock... Evening services at 8 o'clock...

ST. PAUL'S BAPTIST CHURCH

ST. PAUL'S BAPTIST CHURCH... Morning services at 11 o'clock... Evening services at 8 o'clock...

WEST SANFORD MISSION A. M. E. CHURCH

WEST SANFORD MISSION A. M. E. CHURCH... Morning services at 11 o'clock... Evening services at 8 o'clock...

PROVIDENCE M. E. CHURCH

PROVIDENCE M. E. CHURCH... Morning services at 11 o'clock... Evening services at 8 o'clock...

SECOND SHILOH M. E. CHURCH

SECOND SHILOH M. E. CHURCH... Morning services at 11 o'clock... Evening services at 8 o'clock...

Advertisement for CHEVROLET cars, featuring 'The New Ford Town Sedan' and 'Edw. Higgins Inc.' with contact information.