

The Sanford Herald

AN INDEPENDENT DAILY NEWSPAPER

SANFORD FLORIDA, WEDNESDAY, SEPTEMBER 12, 1928

Member Audit Bureau Of Circulations

NUMBER 18

H CHIEFS IN CLAIMS BY G.O.P.

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ExcursionThru
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J. N. Y., Sept. 12.—The claim so per-
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-or Governor Smith as
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analysis reveals some
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**Department
Ship Subs With
Safety Device**

IGTON, Sept. 12.—
ons were being made by
Department today to
submarines with the new
one, called the "lung,"
ers of undersores heats
the water.

which consists of an
with a mouth-piece
has undergone a num-
-cessful tests, the latest
foot depth in Ches-
off Solomon's Island.

Lieut. C. H. Mon-
-Joseph Elben and Ed-
-nava, never ails, made
safely after being low-
-dive bell. Non-
-liver's brads, al-
-sure at the bottom
to the square inch
will be held next
-th of 225 feet. The
little space and
-ed easily for each

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-th of 225 feet. The
little space and
-ed easily for each

(Continued on page six.)

Courthouse Repairs
Are Started Today

Under the supervision of Hunt
and Huddleston, local contractors,
work on repairs and alterations on
the courthouse was started this
morning. The contract calls for
an outlay of several hundred dol-
lars and includes among other
changes the addition of two extra
windows to both the grand jury
room and another occupied by the
county welfare department. Both
are on the second floor.

The Hebrew new year formally
begins at sundown Friday after-
noon and will end Monday morn-
ing. The holiday is observed
throughout the world. The re-
form Jews observe only one day,
Saturday, while the orthodox ob-
serve two days, Saturday and Sunday.

Following their historical
traditions, the Hebrews as-
semble in their temples and syna-
gogues for a series of services in
which they pray for forgiveness
and fortitude.

Following the new year is a
week of repentance and then
comes Yom Kippur, the day of
atonement. This day is spent in
fast and prayer and at sundown
the Shofar, or ram's horn, is
blown. This concludes the hol-
iday services.

**Growers To Hear Dr. E. D. Ball
As To Combat Disease And Pests**

A farmers' night pro-

gram will be given by Dr. E. D. Ball, fed-

er, who will speak to

on every disease and

methods of combating

pests will be illus-

trated, slides and

other statistics gather-

after a study of savor-

the local colors pro-

gram was exten-

the local colors pro-

Braeburn Course Proves Waterloo For Renowned Golfers Including Jones

List Of Those Stumped By Hazardous Links Contains Names Of Three One-time British And 6 Ex-U. S. Champs

By Davis J. Walsh
International News Service Sports Editor

WEST NEWTON, Mass., Sept. 11.—(INS)—Postes of stretcher bearers still were searching the scene of the great disaster for the dead and dying this morning as another day dawned to the east of that sprawling octopus of golf courses, Braeburn. It was to have been a day given over to a fighting finish of the national amateur golf championship's qualifying round but, to many, in the original field of 143, hope and even life itself was all but extinct.

Notables of the links were among the major casualties found among the ruins of the first day's play; even Robert T. Jones, Jr., the young maestro, was listed among the injured for the first time in his recent years of tournament experience.

The casualties of the moment and the extent of their injuries were as follows: Severe lacerations, mostly pride; Bobby Jones, 77; Francis Ouimet, Max Marston, Jesse Sweetser, W. L. Hope, Eddie Held, Frank Delp and Bon Stein, 78.

Painfully injured: Maurice McCarthy, Eustace Storey and Phillips Finlay, 79.

Serious: Dr. William Tweddell, Major C. O. Hezlet, John G. Anderson, Dick Evans, Watt Gunn and Bill Fowles, 80.

Critical—Clarke Corkran, 81. Lives despaired of: T. A. Torrance, and Dr. O. F. Willing, 83. Identified dead: Ellsworth Augustus, 85, and Roland MacKenzie, 88. This list includes the name of the present and seemingly perpetual champion, Mr. Jones; three former champions of England, six ex-champions of America and

How They Stand

Yesterday's Results

AMERICAN LEAGUE
Chicago, 6; Detroit, 4;
Boston, 5; Washington, 2;
St. Louis, 5; Cleveland, 3.
(Only three games scheduled.)

NATIONAL LEAGUE
Pittsburgh, 7; Chicago, 5;
New York, 4;11; Boston, 1;10;
Brooklyn, 6; Philadelphia, 11;2;
Cincinnati, 7; St. Louis, 2.

SOUTHERN ASSOCIATION
Mobile, 3; Atlanta, 2. (10 innings.)
New Orleans, 10; Birmingham, 2;
Nashville, 4; Little Rock, 8.
(Only three games scheduled.)

League Standings

AMERICAN LEAGUE

W.	L.	Pct.
New York	90	.47 .657
Philadelphia	89	.49 .640
S. Louis	75	.62 .547
Chicago	65	.72 .474
Washington	65	.75 .464
Detroit	61	.78 .439
Cleveland	59	.80 .424
Boston	49	.90 .352

NATIONAL LEAGUE

W.	L.	Pct.
St. Louis	81	.51 .600
Chicago	80	.58 .580
New York	77	.56 .579
Pittsburgh	76	.61 .555
Cincinnati	73	.61 .545
Brooklyn	67	.69 .493
Boston	44	.87 .336
Philadelphia	41	.93 .301

GAMES TODAY

AMERICAN LEAGUE
Chicago at Detroit.
Philadelphia at New York.
(Only games scheduled.)

NATIONAL LEAGUE

Cincinnati at St. Louis.

Pittsburgh at Chicago.

Brooklyn at Philadelphia.

New York at Boston.

SOUTHERN ASSOCIATION

Mobile at Atlanta.

Nashville at Little Rock.

New Orleans at Birmingham.

(Only three games scheduled.)

AMERICAN ASSOCIATION

Columbus at Indianapolis.

Louisville at Toledo.

Milwaukee at Minneapolis.

Des Moines at St. Paul.

MIAMI LOPS OFF \$1,848,542 FROM MUNICIPAL COSTS

Slash In Tax Levy Of \$1,276,720 Is Made Possible By Savings

MIAMI, Fla., Sept. 11—City officials reduced operating expenses \$1,848,542.91 during the year ending June 30, and thus permitted a reduction in the tax levy of \$1,276,720.53 (an audit) of the city's books completed last week by the Federal Audit Company and made public yesterday, shows.

Principal reductions were made in the welfare, service and safety departments.

During the year, the city spent \$2,888,388 for all departmental expenses and \$178,416 for other expenses, making a total of \$3,066,805. Expenditures for the year ending June 30, 1927, totaled \$5,455,548.

Revenues for the last year were \$5,875,939, compared to \$7,294,610 for the previous year.

The city had cash in banks amounting to \$5,326,982 on June 30, and permanent assets of \$29,059,910; this amount—including lands, buildings, streets, sidewalks, sewers, and other property owned by the city.

There are accounts receivable of \$3,333,636. Action on several of the accounts was recommended as they might be out lawed by the statute of limitations. One was an account against the Coral Gables Rapid Transit Corporation for \$28,502.

The city had outstanding on June 30 bonds in the amount of \$35,427,000. During the year, harbor bonds in the amount of \$1,105,000 and other bonds totaling \$1,082,000 were redeemed, and additional bonds of \$4,863,000 issued.

The auditors recommended that payment of employees be made by check where possible, that the present system of paying in cash is unnecessary, and that a plan could be formulated to eliminate a large volume of the clerical work and lessen the danger incident to handling large sums of currency.

A separate audit was made of the books of the Jackson Memorial Hospital which show a deficit for the year of \$261,509. The auditors declare that this deficit is due entirely to the large amount of charitable work at the hospital and the large amounts of charity debts and other uncollectible accounts charged off.

It was suggested that a thorough investigation of the financial standing of each debtor be made and a more determined effort be made to collect charity and bad debts items.

Figures show that general charges for work cost \$343,291, county capacity, \$7,203; professional discounts allowed, \$1,042, and bad debts charged off, \$25,277. A reduction in operating expenses from the previous fiscal year was effected in the amount of \$191,586.

The operating expenses for the year amounted to 81 per cent of the gross earnings, whereas for the preceding year the percentage was 91.58.

Victoria Carriages Are Fast Passing From Washington

WASHINGTON, Sept. 11—(INS)

The Victoria carriage and its prancing blacks, relics of a more leisurely civilization, are fast disappearing from the streets of the nation's Capital, practically their last stronghold.

Twenty years ago there were 56 "for hire" Victorias moving decently about Washington. Now there are seven.

They hung on doggedly after the advent of the automobile, until Pres. Taft's administration, when the motor car was decreed the official method of transportation for White House occupants. This was a death blow. Pres. Taft installed a force of motors, and the carriage was soon forgotten, except for state occasions. Later it was relegated entirely to the past, and left out of parades of the swankiest of fashion and officialdom.

Soon To Disappear

The seven Victorias left are not here for long, according to the sage prediction of one John Jennings, oldest of a tribe of darkies who pile the carriages through the streets.

"We's about gone," he said. "Used to be we could make lots of money. Now the pickin's is mighty scarce." "But the only passengers we git is boys larkin' about at night. We don't carry Mr. Jones to church ev'y Sunday mornin' like us used to."

Star Golfer Declares His Collapse In Tournament Was From Over-Confidence

Roland Hancock Disproves Many Accounts That He Suffered From Nerves And Lost Match Within His Grasp

NEW YORK, Sept. 11—(INS)—Waiting until all of the boys had sobbed their last agonies, Jones' contention is that fear of accepting a victory in the open golf championship, Roland Hancock, now rises to remark, in effect, that the commentators, if not all wet, are at least somewhat damp.

The boys attributed the young man's pair of 6's on the last two holes at Olympia Fields, when all he needed was a streak over par each, to stage fright. In the current issue of a golf illustrated, says Jones, if Gunn is put in a big championship, he goes out on the first tee, highly keyed up over the importance of his situation and, in consequence, is able to play the stars of the game, stroke for stroke, and sometimes even better.

This argument and the assertion of Hancock that too much confidence ruined his play may be utilized in every respect. But when their logic will prove somewhat confusing to the duffer, the latter is told that he must relax; that he must free his mind of all worry if he is to score well.

Hancock says the relation of over-confidence lost him the open championship. Jones declares that Gunn and other golfers have trouble in playing their best golf on occasions because they're not sufficiently.

These contrary ideas are not held up by writers with the intention of embarrassing their authors—but merely to support what the duffer, in his ignorance, has long suspected: That golf has the most contradictory set of commandments of any institution known to man.

GAMBLING IN OIL CHECKED SOME IN USE OF GEOLOGY

Larger Production Is Also Attributed To Methods Of Science

WICHITA, Kans., Sept. 11.—(INS)—Fifteen years ago an oil company in quest of new fields made the first application of the science of geology for this particular purpose in the immense Mid Continent pose in the north near Wichita.

For a number of years geologists had noted the fact that the oil fields of Pennsylvania were found along the crests of folded and arched beds of surface rock formations. It was suggested to the oil companies seeking new fields that they hunt out the spots in the prospective territory where folds existed in the surface formation and drill their wildcat wells on the crests or axis of these poles.

The Empire Gas and Fuel company was the first in the world to apply the idea, says William L. Ainsworth, vice-president of the company which does much of the work of analyzing the prospective fields.

Two Big Fields

Bringing in the Augustus and the El Dorado fields in Kansas, two of the largest in the state that they were brought in, the latter not being one of the big producers was the contribution of the Empire Gas and Fuel company to the world's supply.

Even more significant than the actual production of millions of barrels of oil for the world's consumption is the fact that this pioneering act in the use of geology to find new fields has revolutionized one phase of the industry. It has eliminated some of the early gamblers attached to it at the time that Rockefeller began to amass his fortune in Standard Oil, besides making for a much larger production than would have been possible had the gambling chance remained in the business.

Throughout the Mid Continent region practically all of the areas where surface formations are exposed for the geologists' work have been mapped.

Drills Are Useful

There still exists, however, in this great Middle Western territory vast areas of land where the geologist cannot map the surface because soil, silt or sand covers these rock beds necessary in determining places favorable to the accumulation of oil and gas.

One method, however, is being used to overcome this difficulty since the invention of the diamond drills, now in common use wherever oil is being produced. The geologists, upon the assumptions gained from investigations in the neighboring sections, may have a portion of the year's rentals will not pay for the cost of drilling.

"It is a foolish venture to put

a rig and drill a well costing forty or fifty thousand dollars on just

any location where the surface for-

mations are covered when a few

thousand dollars spent for core

drilling might eliminate a very

large part of the chance," Ains-

worth says.

These are only a few of the users of Flo-Pure water.

Names of other patrons will be published later.

If you don't believe us, phone 277 and try it.

"There's quality in the last drop."

New York Stock Exchange Report

STOCK EXCHANGE REPORTS	NY NH AND HI 60 1-2
AMN BT SUG 22 3-4	NOR PAC 98 1-2
AMN AGRI 22 1-2	PURE OIL 23 7-8
AMN CAN 105 7-8	PENNSY 63 3-4
AMN CAR FDY 97	PITTS COAL 49
AMN LINSE 122	PRSD STL CAR 23 5-8
AMN LOCO 99	RADIO 217 1-4
AMN SMELTG 244	RDG 103 5-8
AMN STL FDY 57 1-2	REPUB IR AND STL 74 1-2
AMN SUG REF 78	SINCLAR OIL 26 5-8
A T AND T 181 1-4	SOU PAC 124 5-8
AMN WOOLEN 16 1-4	SOU RWY 151
ANACDA 75 3-8	STUDEBEKR 80 1-4
ATCHSM 193 1-2	TEXAS CORPN 67 1-2
ATL GULF AND WI 55	TOR PRODS 103
B AND Q 113	UNION PAC 195 1-4
BPHI STL 63 3-8	UNI CIG STO 29 3-4
BUTTE AND SUPR 11 1-2	US IND ALC 118 3-8
CAN PAC 212	US RUBR 31 1-4
CHES AND OHIO 188	US STEL 154 1-4
CHGO AND NWN 85 1-2	US STEL PED 141
CHGO M AND STP 37 1-4	WESTHSE 105 3-4
CHOL CORP 45 1-4	WHITE MTRS 28 1-4
COLO FUEL 64 5-8	WILLYS OVERLAND 24 1-2
GENL MTRS 201	COL GAS AND ELEC 322
GDRCH 80	CONS GAS 81 1-2
GT NOR PFD 99 1-2	CORPN PFD 83 7-8
ILL CENT 143 1-4	CRUCI STL 79 1-2
INSPRN CORP 24 5-8	CUBA CANE SUG 4 3-4
INT NICKEL 126 1-4	DEL AND HUD 197
INT PPR 68 3-4	ERIE 38 3-8
KNCT 97 1-8	AMN ICE 42 5-8
MARINE PFD 36	A T AND T 181 1-4
MI CORP 22	AMN TOBAC 168
NAT EN AND STP 36 5-8	BRYN EDISON 268
NY CENT 173	CHGO RI AND PAC 122

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CRAFT CHEE

The Sanford Herald

Published every afternoon except Sunday at Sanford, Florida
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HOLLAND IS DEAD — Editor
R. HOWARD BIRK, Manager
CARL E. JONES Managing Editor

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The Herald, Sanford's pioneer newspaper, subscribes to the International News Service, reads the International Service World Organization. Twenty thousand words daily covering all the leading events of the entire world. The Herald is especially efficient in Florida and its banner of having state news is without equal.

The Herald is a member of the American Association of Publishers, Advertisers and Advertising Agents which requires each publisher to submit to the association a thorough audit of subscription lists in order to verify absolutely all claims of circulation as well as honest business methods.

WEDNESDAY, SEPTEMBER 12

BIBLIC VERSE FOR TODAY

GOD SAVER—God will fulfill the desire of them that fear him; he also will hear their cry, and will save them. —Psalm 145:19.

PRAYER—O Lord, our Lord, Thou alone art our salvation.

LOOKING FORWARD

The little baby silkworm soon may sleep within its snug cocoon until some bright and sunny day, it hatches out and flies away.

The calf that lopes across the lea home day by day cow may be, And not be butchered for the veal To furnish forth a noonday meal.

The hen may some day rear a brood From what is now our breakfast food.

The fish, untroubled by hooks or spears May live for many, many years, instead of worrying each day About a future as naute.

All living things may live their lives Without a thought of butcher knives,

For man, perhaps a few years hence, Will analyze their elements, And make of them the silk we wear,

As well as all our liffs of fare, And none of them their lives need give.

That you and I may dress and live, And then around the earth they'll roam And eat us out of house and home.

—JAMES J. MONTAGUE.

There are two kinds of crats. Democrats and hypocrites, and the hypocrites are the ones who drink wet and vote dry.

Mayor MacKay of Tampa has banned all "indecent" magazines from newsstands. Wonder how the newsstands will like trying to make a living from newspaper sales alone.

Apparently Herbert Hoover is a very optimistic angler. A press dispatch yesterday declared that the Republican nominee was planning a fishing trip to lower Chesapeake Bay.

Both national campaign headquarters are condemning a so-called "whispering campaign". It has been our observation, however, that most people are doing some pretty loud-mouthed talking about it.

Mayor Housholder is doing some first class explaining of the proposed amendments. We wonder what he is going to say when he comes to the one about county and state officials being city commissioners.

There is an old saying, and we believe its appropriateness has been proved upon any number of occasions, that "As Maine goes, so goes the nation." It will be a sad time for the Democratic party if that saying holds true in November.

We are in receipt of a letter from an ex-aspirant to the honors of a Democratic nominee. It is proposed in the letter that a demand be made of all more successful candidates to state publicly their positions in regard to the national ticket. But the letter, strangely enough, was not signed. We have the utmost respect for those who differ in opinions from us, but we could never enthusiastically endorse the proposal of a man who would not admit the suggestion was his own.

We are pleased to publish in other columns of this page a letter from W. H. Ballard who says in another letter to us that whether or not we print it may prove that we are "absolutely impartial, neutral or whatever you are or may be". We can't see where it proves anything at all as we have repeatedly said, and proved, that we will print anything anybody else will sign, but we do wish for the sake of our readers that Mr. Ballard would, certainly, his correspondence to a hundred words or so.

Religion In Politics

During the past few months we have heard the cry raised from practically all sides that the churches should stay out of politics. If this means that preachers should not hold political offices while at the same time occupying a pulpit, we will have no difficulty in agreeing. If it means that no one church, or group of churches should oppose a certain candidate for office because he happens to be a member of another church, we can most heartily agree with that also. But if it means that ministers of the gospel, who are supposed to stand for the best things in a community, state, or nation, and who are supposed to be endowed with a certain higher degree of intelligence capable of making them leaders of their flock, must hold their peace and refrain from commenting upon, or better still condemning, evil conditions or dangerous tendencies which they may see in their government, whether national or local, then we say there is cause for disagreement.

We find in a recent sermon of the Reverend Edmund B. Chaffee, pastor of the Labor Temple in the city of New York, something which seems to express as well as possible the way we feel about the matter. Referring to the Constitution of the United States, he said, "There was thus written into the organic law of our country the provision that church and state should be separate; that ecclesiastical organizations were not to control our political life. All this seems so natural to us that it is hard to realize that it was something new in the world. But practically throughout all of recorded time and probably for ages before that religion and government had been so bound up together that it was well nigh impossible to separate them even in thought."

"No true friend either of religion or of government desires ecclesiastical control of our political affairs," he concluded. "But this is by no means to say that the pulpit must remain silent in the face of social injustice and political corruption. Preachers who walk in the tradition of Amos and Jeremiah, of Isaiah and of Jesus, will never be stopped from dealing with social evils by the cry of politics in the pulpit."

With the thought in mind of the recent exposures in Philadelphia, the gangland warfares of New York and Chicago, the Teapot Dome oil scandals, the corruption revealed a few years ago in the Veterans Bureau, the Indiana scandals, and the manipulations of the "Ohio gang," it seems to us that there is certainly a most proper place in the political field for a little missionary work on the part of the ministers. It seems to us that if the preachers in some concerted action could inject a little religion into politics, it would be for the best of all of us.

Fort Myers Leads The Way

Down in Fort Myers a most ambitious city beautification program has been undertaken. Acting upon the recommendations of the park board, the chamber of commerce and other civic organizations, the city commission has adopted a five-year tree planting schedule. The program will be carried on at a cost of thirty thousand dollars and may be supplemented by additional appropriations. Under the plan a nursery firm has contracted to set out the trees, most of which will be royal palms, and will maintain them for two years.

Fort Myers' undertaking is most commendable. Nothing attracts attention more quickly and gives a more lasting impression than uniform plant growth. This, the various civic organizations and city officials of Fort Myers have realized, and have set about to capitalize on that fact. They have given a decided impetus to the state-wide beautification movement, which has been advocated enthusiastically but which has seemed to lag at times for lack of aggressive action. Other cities, aroused from their lethargy by the progressive steps of the Palm City, may be expected to follow suit with beautification programs equally as extensive or of even greater proportions.

Florida has been rightly called one of the beauty spots of the country. It has become known as a garden spot, not because of artificial means of decoration but because of luxurious growth of flowers, plants and trees. This distinction Floridians should boast with forgiveable pride and strive to preserve with all of the support at their command. The more steps taken toward beautification the more Florida's natural appeal will be enhanced and the more our visitors will be impressed.

The Herald thinks this is a subject that cannot be over-emphasized. It is just as important to encourage tree planting and systematic plans of beautification as it is to build cities and promote agricultural and industrial expansion. Fort Myers has set a praiseworthy example and The Herald hopes the good work will continue with other cities taking similar steps to ornament their streets with graceful trees and line their parkways with beautiful shrubs and other plant life.

CUT OUT "HURRICANE"
ST. PETERSBURG TIMES

No real hurricane can get widespread action anything like the "news" of an imaginary one. A proposition that comes to us once again through a letter shown The Times by a Pass-a-Grille citizen, Mr. Leon Becker. Writing from far away Paris a winter resident and home-owner of the island town states that he had seen "in the Paris papers" where St. Petersburg had been hit by the storm, and asks how Pass-a-Grille fared.

The "news" of a storm goes out over the wires and is read in the newspapers all over this country and in some foreign countries before the blow is over, and before its actual intensity and damage can be known. The real truth gets on the wires some days later, if at all, and is handled by those same newspapers, only usually, if at all. Weeks pass before interested persons, like this one in Paris, can obtain any full statement of the facts by letters from the scene. It is a serious matter, but what can be done about it?

Again, the answer is mainly with the press. And there is one thing that the Florida press can do for Florida in this respect that The Times believes would help a good deal, and quite likely effect a cure eventually. And that is to ban the word "Hurricane" absolutely except when its use is warranted. And when is that? What is a hurricane?"

In a state whose every characteristic is so much talked about and written about every

SANFORD FORUM
TO ALL 100 PER CENT DEMOCRATS

It appears to me that it is high time that all real, dyed in the wool, Democrats come out and show their colors, and I for one, am taking this method of showing that I am a Simon Pure, 100 per cent Democrat, ready at all times to fight for my party. It comes to my notice that some of the candidates that we voted on in the June primary new building was a "million dollar" structure even if it cost less than half that sum. What was more natural, then, than that every "high wind" should become a "hurricane?" Let that word "hurricane" be cut out. It has almost never been used correctly. And used incorrectly it can cause more damage than a real hurricane would.

election, are not going to prove to be "fast color," that some of them will "run," and will be only 90 per cent true to their colors and to those who voted for them as true Democrats. It will not be necessary at this time to name these candidates, altho later it may be best to let the voter know just who he is voting for, in other words just what kind of a freak this Democratic donkey is that sports an elephant's trunk.

While my party has not been especially kind to me in the past, notably the June primary, it is not the fault of the party, but these same Hybrid Democrats who misrepresent their party, misrepresent me to the voters.

It is now time for the Democratic party in Seminole County,

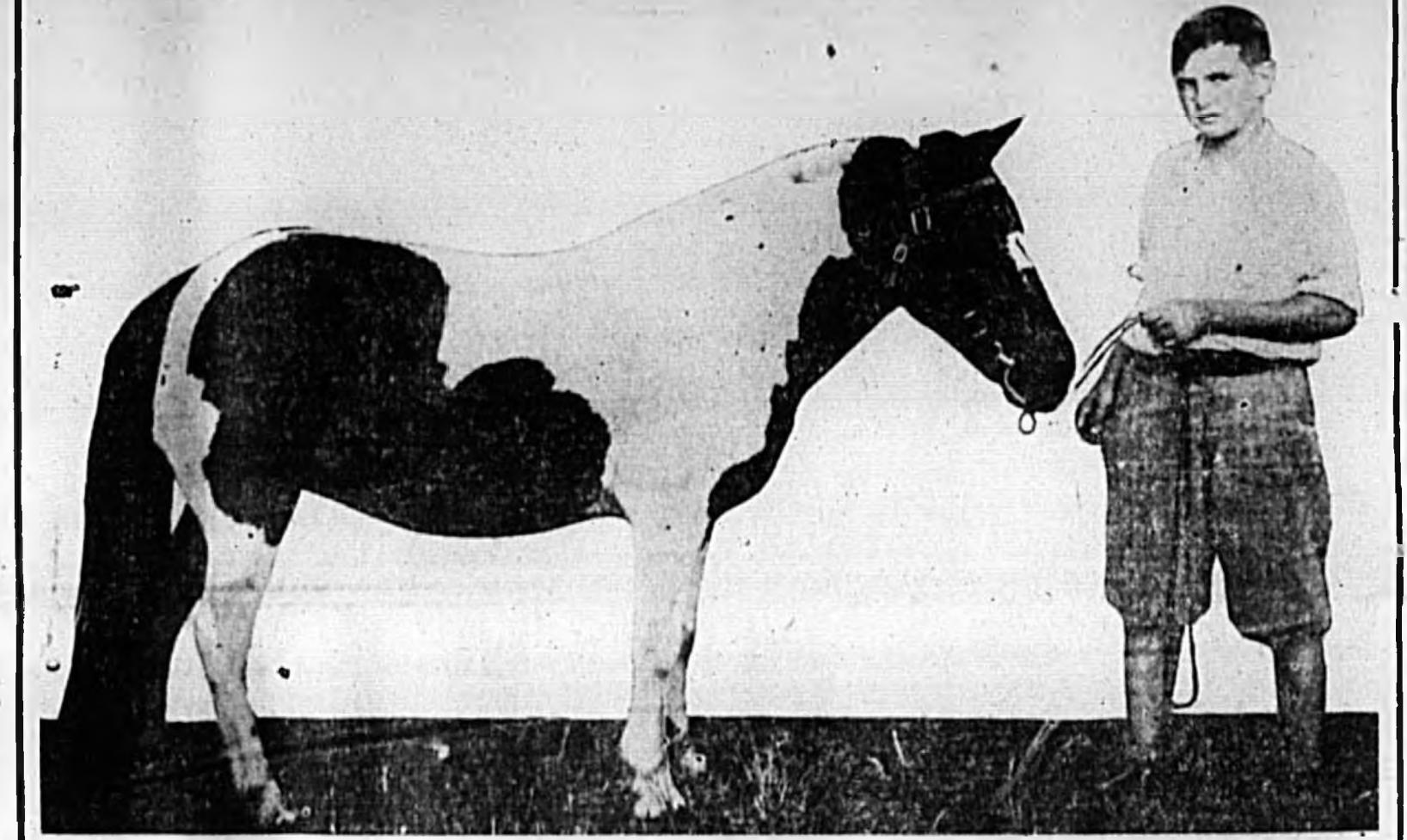
if we have a Democratic Committee, to get together and weed out the "sports" and mavericks. It is time to combat the misrepresentation of our candidate for President, and the principles for which he stands. Religious prejudice is being used as a smoke screen to hide the fact that our opponents have no issue. The weak of mind are being appealed to and influenced to think big their own weak way that Catholics menace our country. If Governor Smith is made our President, That our Country will be flooded with immigrants, that whisky will flow as water, etc., and a lot of bunk and we as Democrats are doing nothing in defense of our candidate. As to liquor question: The way I see it is that it is better to have HONEST modification and control, than dishonest Prohibition that does not prohibit, or even will. I was one who helped give it a trial eight years ago, realizing that until we did give

it a test that we would never be satisfied. And now that the administration is becoming more and more difficult. That more and more of our young folks are becoming debauched morally and physically by this foul stuff that is the result of Prohibition. It is time that we cut Mr. Mellon's melon, even the immature, and stop his income and the income of grafting officers of the law who are receiving tribute of money for their protection of bootleggers and moonshiners.

So called preachers are straining at a gnat and swallowing a camel. In other words instead of combating this evil that is ruining our boys and girls, and many that are not boys and girls, are preaching religious prejudice, and doing nothing to curb the greater evil. As for myself, I have belonged to two different Protestant denominations, Baptist and Methodist, and never know it as you does not recognize the taxpaying time and

THE TIME IS SHORT!

WIN THIS BEAUTIFUL PONY



First Period Ends Next Saturday

The First Period of The Sanford Herald's Shetland Pony and Bicycle Campaign will come to a close next Saturday night. Votes will not count as much in the second period which begins Monday Sept. 17 and ends Saturday night Sept. 22. Right now is the time to pile up votes while they count the most. Right now is the time to get in your best efforts.

Now Is The Time To Pile Up Votes

The boys and girls who are working to win the beautiful Shetland Pony offered by The Sanford Herald in this campaign should pile up as many votes as possible before next Saturday night. Votes count more in the first period than in the last two weeks of the campaign. A big lead now may easily be held until the close.

Only Three Short Weeks Left!

The lovely Shetland Pony offered as the major prize in this campaign and the sturdy Ray-O Bicycle, purchased from Geo. Deetch in the McLander Arcade, which is second prize, are two awards well worth the slight effort it takes to win. This campaign will end in just three short weeks! Some boy or girl is going to be the proud owner of these valuable awards on Saturday night Sept. 29th. If you have not yet entered this campaign do so at once—there is yet time to win—the first period does not end for another week and a big lead in votes can be piled up in just a few days.

Call At The Herald and Get Full Particulars From The

CAMPAIGN MANAGER

SCIENTISTS FAIL IN REPRODUCING SCENT OF ROSES

America Laboratories Are Unable To Find Perfume Formulas

WASHINGTON, Sept. 12.—(INS)—The laboratories of America have become the home of many a rare perfume and flavor which formerly could be obtained only in far, exotic places, but even science cannot exactly reproduce the treasure of the rose.

The National Geographic Society, in a report which lauds the accomplishments of modern chemistry in "fraying the world from economic bondage" to the distant places, admits that the wonders produced by Nature in some of these places can neither be reproduced or explained by science.

The report gives science the decision in the battle between Nature and man, for economic reasons, but does not grant superior excellence to the chemists products.

Big Achievements

"Independence (of Nature) has not been achieved entirely, but if all flowers lost their perfumes and colors, all spiced their pungency, and most fruits their sweet taste, chemists could closely imitate most of these factors synthetically," the report says.

"But were synthetics banished from our lives, all the fields, forests and oceans could not support us in the luxury to which we have become accustomed," it continues.

Declaring that we can "do without" the products of such places as Reunion Island, the Guianas, Bulgaria's Valley of Roses, Tibet, Formosa, Malaya and others, the Society cites the number of these products which are manufactured synthetically in the United States. "The indigo blue of India comes today from Wilmington, Delaware; the precious musk of Tibetan mountain deer is imitated in Delawanna, New Jersey; the equal of tannin from Argentina quebracho from a Rensselaer, New York chemical vat, Balsam of Peru might logically be called "Balsam of Pennsylvania," the Society asserts.

Most of these products, and many others are extracted from coal tar, discovered accidentally by William Perkin, a London chemist in 1856. Synthetics from cotton, corn, wood and other organic range from rayon underwear to synthetic pearls.

Out of A Job

Thousands of Levant farmers have had to look for something else to cultivate because coal tar red has eliminated the madder red which came from madder plants they formerly grew. Synthetic resins have taken the place of the kauri gum of New Zealand. Synthetic nitrates have taken a share of the world market from Chilean nitrates. Malaya and Sumatra lie in fact that a synthetic rubber will be perfected. Even the royal camphor monopoly enjoyed by the Japanese emperor in Formosa is less valuable since the perfection of synthetic camphor.

But, the Society finally admits, the Riviera sunshine can still perform an office for flowers which test tubes cannot perform for synthetic perfumes, and American synthetic attar of roses is only "almost equal to that distilled from thousands of buds gathered in the dew of the morning in Bulgaria's "Valley of roses."

Germany's Airlines Have Transported Several Thousands

BERLIN, Sept. 12.—(INS)—The airplanes of the German Luft Hansa carried 49,231 passengers in the first six months of the current year.

This is almost 17 per cent more than in the first half of 1927.

The gain of air travel in Germany however is best shown by a comparison with 1926. In that whole year the total number of passengers was 14,218, or only a little more than a third as many as were carried from January 1 to June 30, 1928.

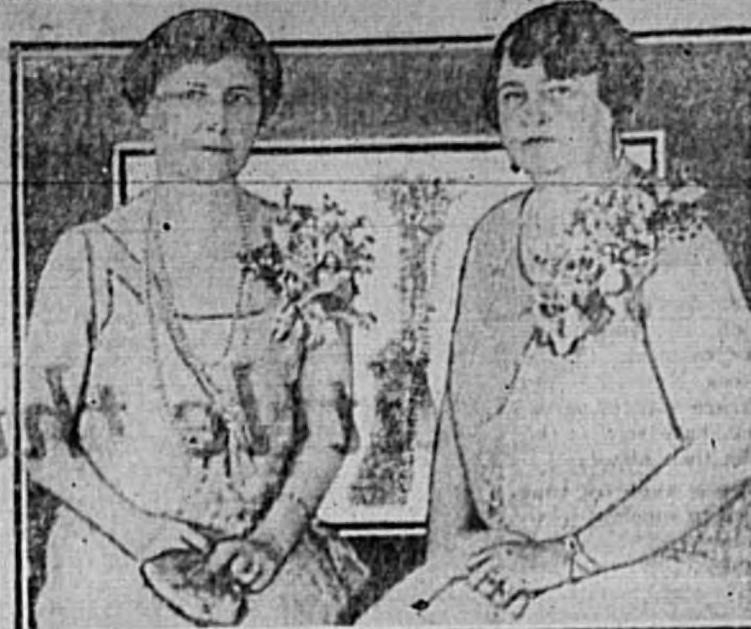
The increase in the amount of freight carried is equally striking. The total was nearly 372 long tons, against 276 tons in the same period last year. There were also transported 357 1/2 tons of baggage and 185 tons of mail matter.

The increase in the popularity of flying is due to various factors—it's safety, the instituting of a restaurant service in the big planes, the adding of new routes, cooperation with the railroad service, and in general, an increase in the comforts offered passengers.

A noteworthy feature of this year's development was the inauguration of the longest European airplane route, that from Berlin to Madrid. This trip, covering more than 3,000 miles, is made in 17 hours.

LIVE OAK—Shaver Brothers will establish shipping station here.

Hailed as Possible First and Second Ladies



Mrs. Alfred E. Smith (right) and Mrs. Joseph T. Robinson, wives of the Democratic nominees for President and vice-President are pictured at the reception to them by 3,000 Democratic women at the Hotel Astor in New York recently.

Colorado Coal Mining Agreement Will Have Far Reaching Effects

DENVER, Sept. 12.—(INS)—

An agreement between the Rocky Mountain Fuel Company and the United Mine Workers of America that is expected to have far-reaching effects in the prevention of future coal strikes was reached here recently. The agreement was the outcome of plans made by Miss Josephine Roche, first vice-president and principal stockholder in the coal company.

The contract provides for:

An increase in the basic daily wage from \$6.77 to \$7.00.

A differential rate of 25 cents in wages to be maintained above non-union scales in recognition of increased efficiency of union labor.

Work Out Plan

A detailed plan for adjusting differences between employees and management and preventing strikes.

A new department of medicine and sanitation unique in the coal industry.

Elimination of unjust working conditions impairing earning power of miners.

Recognition by the miners of an obligation to co-operate in more efficient operation of the mines.

The contract went into effect the first day of September. It will affect between 800 and 3,000 miners

in the company's five mines.

The new plan for a scientific medicine and sanitation system supplants the old company doctor plan. By the new plan, not only will sick and injured miners be taken care of, but preventative measures will be introduced. The miner's families as well as the men themselves will receive regular medical attention.

To Settle Disputes

The plan to settle disputes begins in the mine. When a controversy arises, a committee of three men is selected by the men in the mine. It will be called a "pit committee." If this committee fails to settle the dispute, the matter is taken to the mine superintendent and the district president of the United Mine Workers of America.

In case of the argument still remains unsettled, it is taken to the president of the coal company, and the international president of the United Mine Workers. Their decision is final.

When such a dispute is being settled, the miners agree to remain at work. It was specifically stated in the agreement that no strike or stoppage of operations shall occur until a dispute reached final settlement under the terms of the contract.

United States Will Better Air Traffic

WASHINGTON, Sept. 12, 1928

Within five years the United States will outstrip Europe in commercial aviation, according to W. Irving Glover, second assistant postmaster general.

Glover based his prediction on a personal survey of air mail lines.

"Within three years passenger travel by air in this country will equal the mileage distance flown by the lines in Europe and within five years will be far in advance of those lines," he declared.

"I must confess that the west is really more air minded than the east. The tremendous loads which the lines are carrying have demonstrated to me that it is only going to be a matter of time when all the operators in the west will have ships with a larger capacity for carrying mail than those at the present time."

A new type of air mail plane capable of carrying 1,800 pounds of mail is to be put in operation about October 1 on the Chicago-San Francisco route.

BETHLEHEM—Work progressing on construction of new school houses.

Scientist Gets Data For Making New Map

WASHINGTON, Sept. 4.—(INS)—

Prof. Thomas A. Jaggar, volcanologist, has reported to the National Geographic Society the collection of data for a topographic map of 1,200 square miles of hitherto unknown territory near the end of the Alaskan peninsula. He has also gathered some rare geological, botanical and biological specimens.

The Jaggar expedition is studying volcanic phenomena in the peninsula and the neighboring Aleutian Islands. A newly discovered volcanic peak was named Dana Volcano, for J. D. Dana, American volcanologist of the last century.

One of the prize captures was a huge Kodiak bear which measured 13 feet across from paw to paw.

These are the largest bears known.

FORT PIERCE—Plans being formed to provide facilities for local shrimp fleet for coming season.

FORT MEADE—Peace River Packing Company organized with capital of \$25,000.

ORLANDO—\$2,000 to be expended for building senior high school manual training shop.

YOU'RE SURE
of ice with
FRIGIDAIRE
no matter how hot
the weather
Tod Hyatt
130 N. Orange Ave.
ORLANDO, FLA.

PRODUCT OF GENERAL MOTORS

MANY COUNTRIES WILL TAKE PART IN SEVILLE'S FAIR

Spanish City Is Now In Middle Of Construction, State Reports

WASHINGTON Sept. 12. (INS)—

Seville, Spain, is now in the midst of a construction era, according to reports received from Thomas E. Campbell, former governor of Arizona, who is Commissioner-General of the United States Commission to the International Exposition at Seville. The Exposition will be held in Seville next year and the extensive construction activities are largely due to the erection of palaces by the exhibiting countries which were once wholly or partly colonized by Spain, when that nation was the ruling country of the world.

Commissioner Campbell reports that all the countries of Central and South America as well as the United States, Mexico, Cuba and Morocco will participate in the Exposition scheduled to open on March 15th next and to continue throughout 1929.

City of Seafolds

"Seville today is the city of seafolds," writes Commissioner Campbell, "everywhere visitors go they see building construction, either in the erection of new hotels or apartment houses, which will be ready to house the visitors to the Exposition, or the erection of permanent and temporary exhibition palaces where each participating nation will display to the visitors the different phases of both governmental and private life in their country."

Commissioner Campbell is now in Seville supervising the erection of the three United States buildings which will house the exhibits of the twenty-three governmental bureaus of the U. S. The buildings of Spanish Colonial type, were designed by William Templeton Johnson of San Diego, Calif. One of these buildings will be permanent, while the other two will only be temporary. The permanent building, after the close of the Exposition will become the United States Consulate in Seville. The United States participation in the Seville Exposition has been assured by a congressional appropriation of \$700,000.

U. S. Building Ready

Construction on the United States Government buildings was started in February of this year and will be completed about Octo-

ber 15. We expect to begin the building during the Exposition, installing of the exhibits buildings about February 15th, 1929 a month before the opening of the Exposition. Commissioner Campbell continues. The permanent building will house all the latest household conveniences. In addition to serving as an exhibition

position, Palaces are planned to be permanent and to harmonize with modern American homes.

The exposition grounds, which

have been under cultivation for sixteen years are flanked on one side by the Guadalquivir River and on the other by the Maria Louisa Park. Most of the Ex-

DAYTONA—Pan-American King Company constructed a permanent and factory model of factory house.

FERNANDINA—Several parts of city to be paved.

LEESBURG—Work started modeling and extending model plant.

Why ROYAL CORDS are the Best Buy Today.

Royal Cord Prices were never so low. Royal Cord Mileage was never so high.

U. S. ROYAL CORDS
No better tires made today



RUBBER COMPANY

For sale by

J. M. Lemoines Service Station Nos. 1-2-3.

The supreme test of a wife's devotion



His silence spelled His Guilt, and yet...

HER face was deathly white. Her heart seemed to stop beating—as she stared in horrified disbelief at the letter clutched in her trembling hand.

A letter to Dave, her husband—from a strange woman—asking for money! It was preposterous. Unthinkable. Oh, it couldn't—couldn't be true!

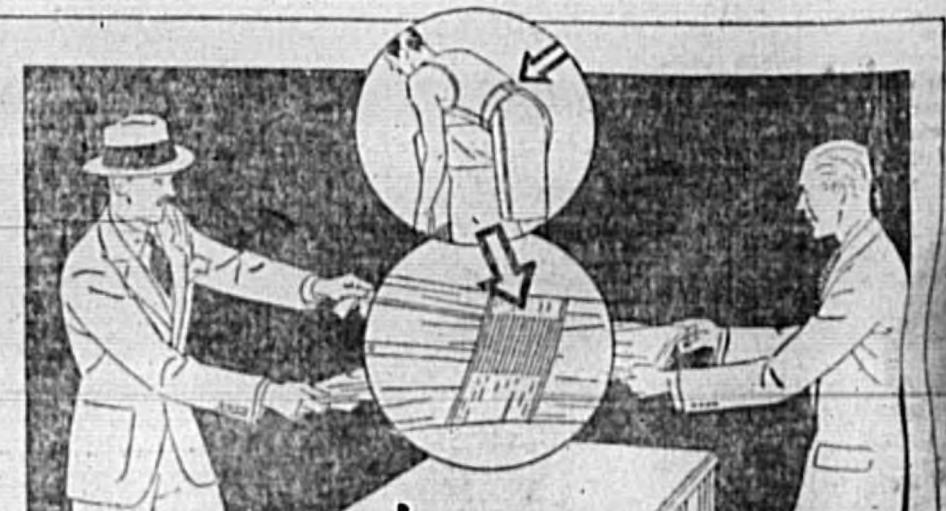
And yet—who was this woman? Why had she written Dave this letter? Was there, after all, some romantic episode in her husband's life that he had kept hidden from her?

And now, this—this letter—after ten years of perfect comradeship and devotion? Her happiness threatened. Her love-life tottering on the brink of ruin. Dave, the man she had idolized, had trusted implicitly, the father of her children—Surely there had been some terrible mistake. Surely Dave could explain.

But that night, when she quietly handed him the letter, Dave stood with bowed head, in stony silence—his face a mask, to hide—what?

Torn between love and suspicion, between hope and

Won't rip! Won't tear! Won't sag! New patented webbing belt in the Hanes \$1 SAMSONBAK UNION SUIT



SAMSONBAK
HANES



SEE that belt! See the specially knitted panel at the centre of the back? Good-bye ripping, tearing, sagging. That SAMSONBAK feature stops it.

Go around to your dealer's. Have a tug-o-war with him on a HANES SAMSONBAK Summer Union Suit. Do a Zbyzko. Rear back. Just try to tear that belt. Try to rip it away from the body of the union suit. Pull, yank, stretch it. You can't wreck it with your hands, so you won't be wearing or washing it. No rubber in it at all!

No question about comfort, long service or happy fit. For that belt measures three-quarters of the way around your waist—everywhere there's any strain, any pull, any bending. The whole idea is patented—found only in the HANES SAMSONBAK. \$1 never before bought so much wear and comfort!

P. H. HANES KNITTING CO., WINSTON-SALEM, N. C.



College Combination. Young men everywhere are enthusiastic about the Hanes College Combination. Hanes shorts, socks and undershirt. Shorts especially designed for perfect fit. Short shorts and undershirt. Every day and night wear. Come in promptly. Prices from 50¢ to \$1 per garment.

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HERALD
Herald Classified
Get
RESULTS

DAILY HERALD**AD RATES**

Cash in Advance

Ads will be received and collector sent for payment.

10¢ a line
8¢ a line
7¢ a line

on request.

Rates are for insertions.

of average length

or 3 lines accepted.

using is restricted

classification

is made The San-

will be responsible

incorrect insertion,

for subsequent

the office should

immediately in case

VIRTUERS

representative similar with rates, classification will complete information, wish they will assure your want more effective.

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ER & Storage Co.,
ing, Shipping, Side-
s. Phone 896, 200

W. Lossing,

R. Signs of all
Sanford Paint &
o. Phone 303.OUR OLD WALLS
E NEW WALL
METHING NEW
FOR FURTHER
N, CALL PHONE
E. V. C. COLLIER
LAING—By experts
experience. Also
H repairing. San-
Gift Shoppe, Mc-
Phone 832.Found
this classification
quick results. When
something or found
a classified ad
an Ad-Taker.a police dog, female,
dark brown, large
ward if returned to
Street. Phone 489.

le

ODGE
and Graham trucks.
Street. Phone 3.MARMON
Automobile Co.,
Ave. Phone 137.

Service

on daily under this
keep your name be-
Economical, ready
I'll find this a splen-
dertive. Call 148 forLOCKS—Irrigation
general cement work,
Co. J. E. Ter-
3rd and Elm.

service of all kinds.

er 3302, C. E.

ANT SHOP
on any thing in
we call will get
417-W, 9 Rail-NG STORE—Pre-
sures, Soda. We
our phone. CallING: The Roof Ev-
Metal shingles
tin and galvanized
H. Cowan. Oak
St. Phone 111.and Ads connect the
you have money
to borrow—let's do
the work. Call 148B. L. Red Hens, 10
orns, and 30 Pulletts,
Stanell, near Gin-
Place.

TS

Pedigreed Rabbits,
New Zealand Reds,
2201 Oak Ave.

and Plants

TS for sale, 10 c
W. First Street.FOR SALE—Good seed potatoes,
Reasonable. Call 892-R.**15—Apartment For Rent**For Rent: Nicely furnished apart-
ments with all modern conven-
iences. Phone 207.Furnished garage apartment at
Langley Apartments; also five
room unfurnished house corner
Chapman and Union Ave. Call 251.**16—Houses for Rent**Furnished house convenient to
School. Nice location, reasonable.
1115 Myrtle. Inquire Phone 597 B.FOR RENT—Nice house at Gin-
derville. Large yard. Rent \$15
per month. Mrs. Julius Takach,
Phone 597 R.FOR RENT House, W. First
St. Apply H. F. Kent, Phone 17.For Rent—5 Room House available
Sept. 14th. 908 Myrtle Ave. See
L. P. McCuller.For Rent—7 Room House just
painted. 309 West 9th Street.
See L. P. McCuller.**21—Acreage For Sale**ACREAGE FOR SALE: suitable
for poultry farm. Located four
miles south of Sanford on old Or-
lando road, 33 acres, part high-
land and some of it low, ideal for
chickens and ducks. Can be
bought for \$100 per acre on
your own terms. Address R. J.
Holly, First National Bank Build-
ing, Sanford, Fla.**22—Real Estate for Sale**FLORIDA REAL ESTATE is not
dead—if your property is priced
right the chances are you can find a
buyer. A Classified ad is one of
the quickest ways to turn real es-
tate. The cost is very small. Call
148 for low contract rates.**23—Wanted Real Estate**Have some inquiries for farms,
groves, buyers looking for bar-
gains. Fred E. Russell, 112 W. 1st,
St., Box 1046.**24—Lots for Sale**For Sale—2 acre lots on Dixie
Highway near Monroe, cleared
and flowing well, or uncleared
Small payment down. L. A. Ren-
aud, 304 W. 2nd St.**25—Exchange**For Exchange: Fine lot in bus-
iness section of Sanford, very
desirable location, no mortgage,
taxes paid, will exchange for resi-
dential property. Address Box 200
care The Herald.**26—Miscellaneous**FOR SALE—Household furniture,
gas table range, twin beds, elec-
tric washer. Reasonable. Phone
225-J.Lovely breakfast room suite in
perfect condition for sale cheap
for cash. Can be seen at 1422
Park Ave.**(Legal Notices)**SEMINOLE COUNTY, FLORIDA,
IN CHANCERY
JUDGMENT, AND SECURITY
LUMBER COMPANY, a Corporation,
Complainants, vs.
E. L. DIXON, Defendant.**NOTICE OF SALE**
NOTICE is hereby given that under
and by virtue of a Decree of
the Circuit Court of Seminole County
above entitled, made on the 24th
day of August, A. D. 1928, I, as
Special Master in Chancery, on
the 1st day of September, 1928,
A. D. 1928, cause the same to be sold
of this Court and a legal sales day,
in front of the Court House at Man-
atee, Florida, at 10 a.m. local time,
will offer to sell to the highest and
best bidder for cash, during the le-
gal hours of sale, the following de-
scriptive of the property situated in
the County of Seminole and
State of Florida, more particularly
described as follows:—to-wit:On the 24th day of August, 1928,
feet of Lot Sixteen (16), of C.
L. WINSTON Subdivision known
as DIXIE, according to plat
thereof duly recorded among
the Public Records of Seminole
County, Florida.Terms Cash. Purchaser to pay for
Deed.

W. E. WHITE,

Special Master in Chancery,
WILSON & BOYLE,
Attorneys for Complainants.and Ads connect the
you have money
to borrow—let's do
the work. Call 148B. L. Red Hens, 10
orns, and 30 Pulletts,
Stanell, near Gin-
Place.

TS

Pedigreed Rabbits,
New Zealand Reds,
2201 Oak Ave.

and Plants

TS for sale, 10 c
W. First Street.**LOSSING'S
QUICK SERVICE
TRANSFER**Hauling, Crating, Shipping,
and Storage.

Phone 408 care H. 3rd St.

**WOOD FOR
SALE**Stove and fireplace
lengths, prices reasonable**J. W. WOODS**

Ice Station

Corner Sanford & Geneva

Phone 494-W

This Ad Brought RESULTS!

FOR SALE—200 Capacity Stan-
dard Maks Brooder. Gas Range,
good condition. Exceptionally
cheap. 2305 Magnolia.

The above classified ad was ordered to run three times beginning Tuesday. Early this morning the party who inserted the ad called at The Herald office and asked that it be discontinued as the articles advertised were sold several hours after The Herald was delivered, and as a direct result from the ad!

You too, can get immediate results—a Herald Classified ad will serve you in many ways, in selling, in buying, in fact in satisfying every "want."

**HERALD CLASSIFIED ADS
GET RESULTS!**

34 STOCKS BRING RECORD PRICES IN RECENT TRADING

Powerful Pools Exert More Influence Than High Money Rates

NEW YORK, Sept. 11.—(INS)—Since the middle of June thirty-four of the active stocks on the New York Stock Exchange, the most of which are entitled to investment rating, have sold at the highest prices in their history.

This is evidence a plenty that what has seemed to superficial observers a bear market has in reality been a very highly selecting market, where ample scope has been given representative stocks to reflect either good or bad performances of their respective companies. Powerful pools and cliques have wielded an influence stronger than the high money rates and the thunders of the reserve board and their willingness to stand behind their favorites has doubtless been an important factor in maintaining prices of closely held stocks.

The following stock stars have scored new all-time price records in a reduced volume of trading since June 15:

Allied Chemical, American Ice, American Linseed American Smelting and Ref., American Sumatra, Atlantic Refining, Cerro de Pasco, Chrysler Motor, City, Eastman Kodak, Electric Auto Light, General Gas and Elec., General Ice Cream Grand Stores, International Nickel, Jewel Tea, Kennecott Copper, Krueger, Lehigh and Fink, McCrory, Montgomery Ward, Motor Wheel, Motor Products, National Cash Register, National Tea, Paramount, Pillsbury, Postum Company, Sears Roebuck, Shattuck, Texas and Pacific, Union Carbide, and Warner Brothers A.

An analysis of the above group of stocks reveals that nearly half of the whole list—fifteen, to be exact belong to the classifications of mercantile and foodstuffs industries. Sears Roebuck, Montgomery Ward, Krueger, Macy and Postum have furnished a good part of the market fireworks since the early summer, while American Ice, Grand Stores, Jewel Tea, National Tea and Pillsbury have achieved their peak price records with a minimum of noise and fuss.

The motor stocks and motor accessories come next with five representatives including Chrysler which has replaced General Motors as the bull leader in important speculative quarters; coppers have four, amusements stocks 2 and steel 10.

It should be noted also that industrial mergers and stock splits up played an insignificant part in the market, movements of the stocks in this group, Chrysler was the outstanding exception, though even in this case the remarkable records of the Chrysler Corporation over the past three years was more of a factor than the taking over of the Dodge concern, which has never been a money-maker since control was assumed by Wall Street bankers.

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The merchant stocks had a strong and aggressive pool to push them along, but not out of line with the enormous expansion in business and net profits of Montgomery Ward, Sears Roebuck and other makers of economic history in the post-war period. The split-up of the field practically all the way from New York to Los Angeles is the outstanding exception, though even in this case the remarkable records of the Chrysler Corporation over the past three years was more of a factor than the taking over of the Dodge concern, which has never been a money-maker since control was assumed by Wall Street bankers.

Earl Rowland, who brought his Cessna monoplane down at Minne Field at 2:30 yesterday afternoon, in all probability, the winner of the \$5,000 first prize. He held the field practically all the way from New York. He said today that he believed his flying time was approximately 22 hours.

After the planes arrived here they were lined up in two long rows before the grandstand and the pilots and mechanics, plainly showing the effects of their arduous cross-country flight, were escorted to the microphone. Most of them were content simply to say, "we are glad to be here."

The isolated sky-rocketing of one or two stocks each day suggests that some of the pools are making desperate efforts to sell to the public some of the stocks they have been accumulating over a long period. Some of these stocks were purchased at absurdly low prices and thus have further speculative possibilities for courageous and well-fortified investors.

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The modern girls, "she stated, "shock me, with their short skirts and bare arms and low necks. In fact, I call them. And as for smoking like the boys, and chopping their hair off—well."

Grannie Headley, who has just celebrated her 100th birthday, has not a good word to say for the miss of 1928.

This Amendment shall go into effect at midnight on December 1, 1928, without the necessity of legislation.

The votes cast in compliance with the said proposed amendment, and the necessary action taken thereon, shall be subjected to the same regulations and restrictions as are provided by law in the general elections in the State of Florida.

IN TESTIMONY WHEREOF, I have hereunto set my hand and seal of the Great Seal of the State of Florida, at Tallahassee, the Capital of this State, the twenty-fifth day of July, A. D. 1928.

H. CLAY CRAWFORD, Secretary of State

(SEAL)

(Legal Ads)

Notice is hereby given that E. D. Muffley, having been convicted in the Circuit Court of the Twenty-Third Judicial Circuit, in the State of Seminole County, Florida, at the May term thereof in 1925, on a charge of robbery by a person armed, and having been sentenced by said Court to imprisonment for life, will be confined from the fifth day of September 1928, or as soon thereafter as he may be received at the State Penitentiary, until he has served his sentence.

(Signed) D. A. MUFFLEY

Published 12th-13th September, 1928.

The

little things
AWAY back in the year 1757, in his
maxims prefixed to Poor Richard's Al-
manac, Benjamin Franklin said: "For
want of a nail, the shoe was lost; for want
of a shoe, the horse was lost; and for
want of a horse, the rider was lost." So
you see the importance of a little thing
like a horse-shoe nail!

If you are disposed to neglect the
smaller advertisements in this paper, you
are making a mistake. You are missing
money-saving opportunities. You are
missing important information about
something that some day you are going
to buy. You are throwing away your
road-map and following your nose.

The big stores of today were little
stores years ago. They used advertising
space judiciously and became large. At
first, their announcements were smaller
than they are today. But these small
advertisements told about real values,
real savings for their customers.

In other words, the size of an adver-

tisement is no indication of its impor-

tance to you. The message is the thing.

Some of the most important merchandise

news is often printed in tiny type. Even

in the largest advertisements you will