

NEWSPAPER
in Florida's Heart,
the Greatest Vegetable
and Richest Garden Land

The Sanford Herald

THE WEATHER
Fair tonight and Sunday, colder
tomorrow, cool wave in south and
central portions, lowest temperature
18 to 21 degrees in
north; 24 to 25 degrees

Associated Press Full Leased Wire THE SANFORD HERALD, SATURDAY, JANUARY 15, 1927 Leased Wire International News Service NUMBER 130

Central Section Of Florida Slated For Heavy Frost Tonight

Second Time In State To Experience Taste Of Winter Weather
Degrees
Forecast
Temperatures
For Sunday
Light, Monday

CHICAGO, Jan. 15.—(INS)—With the snow-laden blizzard passing on to the East, Chicago and the entire middle west shivered today in a sub-zero wave that followed. Unofficial readings this morning showed the mercury in Chicago from 7 to 12 below zero.

CHICAGO, Jan. 15.—(INS)—The extreme cold centered over the Northern plain states, International Falls, Minn., on the Canadian border, with a temperature of 27 degrees below zero, was the coldest spot in the United States. Devils Lake, N. D., reported 23 below.

Record Cold In Gotham
New York, Jan. 15.—(INS)—Northwest winds of gale intensity and snow showers in a cold wave which may smother all records here for the winter.

Club Will Be At Meeting
Report on the financial condition of the Sanford Base Club will be made at the meeting of the club members at the Courthouse.

Mistake Of Official Compels Couple To Get Second Divorce Decree
LITTLE ROCK, Ark., Jan. 15.—(INS)—Seventeen years ago through a mistake made by a city official, E. H. Bostin and Miss Kerie Bostin had to get married twice.

Army Men Receive... Too Small
Jan. 15.—(INS)—Officers are paid to maintain them in a position of Major-General.

SUNDAY TO BE 8TH BIRTHDAY OF U.S. DRY ACT

General Andrews Declares That If Congress Enacts Proposed Legislation His Strides Will Be Made Soon
Dry Aides Working On Huge Conspiracy
Details Of Many Smuggling Rings Throughout Nation Will Be Revealed Shortly

WASHINGTON, Jan. 15.—(INS)—The center of a whirlpool of public controversy, political and otherwise, prohibition will celebrate its eighth birthday in the United States tomorrow.

Record Cold In Gotham
New York, Jan. 15.—(INS)—Northwest winds of gale intensity and snow showers in a cold wave which may smother all records here for the winter.

Kirtley Awarded \$2,000 Damages In Circuit Court Suit
A jury in the case of C. R. Kirtley versus Treasurer Brothers Transportation Company awarded the plaintiff the sum of \$2,000 for damages alleged to have been sustained by him in an accident near Altamonte Springs.

Motorcade Plans Of County Chamber Perfected At Meet
Final plans were made and committees appointed for the "Know Your County" motorcade tour Jan. 24, at last night's meeting of the directors of the Seminole County Chamber of Commerce.

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Charlie Chaplin Will Seek Refuge In His Film Work, He Declares In New York

New York, Jan. 15.—(INS)—Charlie Chaplin collapsed today in a result of worry over his wife's divorce suit and the harassment of reporters.

Tennessee High Georgia Board Court Upholds Evolution Law Of Big Railroad
Tribunal Holds That Legislature Has Right To Tell What Should Be Taught In Tax-Supported Institutions

Georgia Industrial Home Band To Give Concert Next Week
The Georgia Industrial Home Band, Macon, Ga., is to give a free concert at the City Hall auditorium on the night of Jan. 22.

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LEADERS URGE Move For Peace In Central America Favored By U.S., Says Kellogg

Federal Church Council In Statement Made by Gotham Minister Protest Against Force In Central America
Arbitration Favored Asserts Dr. Cadman
Views Of Minister On Mexican Situation At Variance With Those Of Government

Churchmen Want Settlement
"The churchmen of this country," the manifesto set forth, "instinctively urge that the present difficulties between the United States and Mexico be settled by some form of arbitration.

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HOSPITAL ISSUE TO COME BEFORE PEOPLE TUESDAY

Large Vote Urged By Mayor Lake In Passage Of Bond Issue To Cover Cost Of Erecting A Modern Hospital
Plans are being made by various civic leaders for a landslide vote on the hospital bond issue which is to come before voters of Sanford next Tuesday.

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Proposals Suggested By Three Republics In Central America Have U.S. Sympathy

Sacasa Reported In Favor Of Action
Liberals In Protest Over Arms Seizure By U. S. Fleet Head
WASHINGTON, Jan. 15.—The American governments, Costa Rica, Guatemala and Salvador, have preferred their good offices to adjust the Nicaraguan civil war.

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SPORTS



Hornsby's Love For Horse Races Caused Break in the Card Owner, Says Bredor

ST. LOUIS, MO., Jan. 14. (INS)—I don't approve of men who make their money playing baseball gambling it away on horse races, Sam Bredor, owner of the Cardinals, told International News Service today in discussing the incidents which caused the break between himself and Rogers Hornsby, former Cardinal pilot.

His statement was made in connection with the appearance here and the threat of Frank L. Moore, a betting commissioner, to try through Commissioner K. M. Landis and the courts to collect an alleged debt of \$22,000 from Hornsby.

"I have nothing to do with this matter of Moore collecting his debt from Hornsby," Bredor added. "I told Moore that he called me up and wanted to see me. That is a personal matter between them."

It had been known quite generally, although previously officially denied, that Hornsby's friendship with Moore was the reason for the break in relations between the Cardinal owner and manager.

Moore arrived at the training camp of the Cardinals last spring in San Antonio, Tex., as Hornsby's guest. They were seen together about the camp each day. Bredor objected to the friendship and went to Hornsby, who at that time was on the closest terms with the club owner.

"Drop that man," was the substance of Bredor's edict to Horn-

by, pointing out it did not look proper to have a betting commissioner in a baseball camp. Hornsby replied Moore was there as his personal friend and Moore stayed at the camp until the team came north.

"All that is true," Bredor continued today in discussing the matter. "But that is not all. Throughout the season Mr. and Mrs. Moore visited here on week-ends when the Cardinals were playing in St. Louis. Moore would be down on the bench with 'Doc' during the game and Mrs. Moore and Mrs. Hornsby would be in the box, of course I didn't approve of it."

Hornsby and Bredor refused to speak to each other late in the season when the Cardinal pilot showed displeasure over exhibition games arranged during the final days of the title race.

"Refuse to play?" Bredor replied to a question. "How could he? Hornsby was there to carry out instructions. It was his attitude in front of the players that didn't set well with me. He had to play the games as they are arranged by other parties and the manager of the club carries out the order."

When the Cardinals clinched the pennant Bredor sent a six-word telegram to Hornsby congratulating him and the players. From that day until Hornsby and Bredor conferred after the World Series had been won, neither had spoken to the other.

Billy Evans Says

Year's Greatest Feat
"What do you record as the greatest athletic feat of 1926?" writes a sport enthusiast, who, it seems, would have my opinion on the subject.

When one sees, talks, and writes sports for 365 days of each year, he becomes rather blasé to thrills. Yet, 1926 was unusual in many respects that it several times caused me to get unduly excited.

I must admit that Gertrude Ederle compelled me to do considerable cheering for the fair sex when she swam the English Channel. No doubt many of the experts will rate it as the master sport achievement of the year.

It was unfortunate that so many others should have accomplished the feat after Miss Ederle's successful attempt. It took some of the kick out of the performance.

Channel Was Doodle
I am told that swimming the channel is a gamble as much on the

Basketball Fans To See 1927 Debut Of Sanford Quintet In Gym Tonight

Basketball fans of both sexes are expected to flock to the new high school gym tonight to watch the 1927 debut of their young hopefuls when they clash with teams representing Leesburg High. Without a great amount of preparation, the boys' team may be extended to carry off the honors in their game, but it is believed that Mrs. "Coach" Williams will have the girls' quintet in excellent shape for their bout with the Leesburg storms and strifes.

More interest in the cage game has developed in Sanford with the opening of the new gymnasium and the number of games carded for the season just beginning will far surpass the number played here last year, according to team officials.

While Coach Entz has been pushing his squad with unremitting energy during the past week, many rough spots exist which are not expected to be smoothed out until the campaign is well underway for the year. A plan to give every man a trial is to be placed in effect with tonight's game, the coach has announced.

The tentative line-up for the boys' team is as follows: Spear, R. F.; Thompson, L. F.; Maxwell, C.; Mobley, R. G.; Higgins, L. G. The games are to start at 7:30 o'clock.

I also am told that 1926 was an ideal summer for channel swimming; that never in the history of

that body of water has been quite so facile.

However, it would seem that some one must have worn a smooth path through the water, so easily was the channel conquered after Miss Ederle's triumph.

How the swimmers got over is of no great moment. Those who turned the trick and conformed to the rules of sportsmanship are deserving of great credit.

You will recall that some of Miss Ederle's critics insisted she was helped by the tugs that accompanied her across the body of water.

RAGS WANTED

Cash paid for clean Cotton Rags at the Herald office.

Herald Classified Ads Bring Results

Famous Golf Course Architect Gives Unique Features Of Mt. Plymouth Links

A. P. Phillips National Sales director of the Mount Plymouth Corporation is in receipt of a letter from W. D. Clark, the famous Golf Course Architect who laid out and constructed the new 18 hole course at the Sportsmans Paradise known as the St. Andrews Course.

The view of Mr. Clark who has laid out some of the finest courses in the United States and Canada will be of much interest to the National golfers.

Mr. Clark's letter follows:

Dec. 8, 1926
Mr. A. P. Phillips, Sales Director
Mount Plymouth Corporation,
Orlando, Fla.
Dear Sir:

With the completion of the St. Andrews, the first of the series of 18 hole courses at Mount Plymouth.

The effort to create short holes possessing some particular merit and distinctive features without the natural topography is an almost impossible task for the golf course architect. There is little that the architect may do even with the expenditure of a large amount of money to put hills and valleys where none exist, that will not in the end look "made" and artificial.

Therefore, when the golf course architect is presented with a piece of property where by his genius can be brought into play and can be given free scope, the task to him becomes a comparatively simple one and is within itself an inspiration to him. The whole terrain in which Mount Plymouth Corporation has chosen to make a golfers mecca is of such a nature and character.

The location of Mount Ply-

mouth is the most perfect, on the wonderful Ridge Section of Florida.

Realizing the appeal to all classes of golfers that such land offers particularly to the making of ideal short and two-shot holes the architect has been able to create on No. 1 course for short holes, Nos. 2-100; No. 11-170; No. 15-150 and No. 9-150 Yds. No. 11 is an all water carry over a small lake, the green being located just on the far edge of the water, such a hole always calls for a perfect shot, especially where the tee is on an elevation above the green as it is in this case. No. 9 is the table type of green with heavy trapping on all sides making the shot a real problem even for the expert player.

Nos. 5 & 11 are played from an elevation over deep valleys and here the architect has expended his finest efforts—against these holes call for perfect shots to reach the green, both being of the Redan type. The player who plays his shot correctly on these holes walks off the tee with the idea that he can create on the Universe and nothing else matters. This is real golf—golf as the golfer wants expects and is enthused over. As for the two-shot holes on No. 1 course these speak for themselves, each presenting a different problem for each class of player. Such golf holes as already pointed out can only be created and make interesting thru the help which nature herself has provided at Mount Plymouth, America's new golf center.

Enthusiastically yours,
W. D. CLARK
Golf Course Architect

SUNSHINE SERVICE

POWER

WILD TO MODERN

The span from wild nature to a modern city is bridged by dependable Electric service.

People, business, trade and industry naturally gravitate to the Modern City and modernity having

Well lighted streets, stores and display windows, hotels and office buildings which extend a mute welcome to the prospective citizen and creates a happy home-town atmosphere and home-town pride.

Modern civilization and keen competition have developed super power Electric service, extending through the jungle, inter-connecting scores of cities into a single Electric service system.

Thus making available dependable power that builds up the waste places and converts wild nature into a modern city. This is the mission of

FLORIDA POWER & LIGHT CO.

SUNSHINE SERVICE

GAS

ICE

FINAL RACES AT LONGWOOD TO BE FULL OF SPEED

Good Events Promised Fans On Getaway Day For Oval Where Curtain Is To Ring Down On Winter Meeting

The final day of the 21-day meeting at Seminola is to see a big card of bankbills listed for the getaway events and thousands of fans are expected to flock to the big plant for their last glimpse of the horses in action until spring meeting time rolls around again.

The present meeting has been a success in many ways, with a loss financially, according to Edward A. Pohlman, managing director of the Seminola Racing Club, who stated today that with business increasing all over the state during the past few weeks, better conditions for racing will probably exist late this spring and in the meetings next winter.

Improvements which have been made at the track during the past few months, together with those planned to be put through during the coming year, are expected to add materially to the beauty of the entire plant. Thousands of dollars have been spent in the program for beautification, according to Mr. Pohlman, an other coming summer will see hundreds of new flowers, trees and shrubbery laid out, he stated.

Additional stables are expected to be built this year to take care of the larger number of horses which will probably be sent here next season. This year the stables were used to overflowing during the

first two weeks of the meeting and new barns were erected by the association.

Tomorrow, a diversified card is to be offered the fans, with every opportunity for the owner to profit for his get away. Seven races, as usual, are to be on the program, featuring some of the best horses at the track.

Goal posts were uprooted and scattered on exactly 1,927 ball fields in cock-eyed celebrations of victories, defeats, draws, halitosis convalescents and what not.

POLICEMAN SHOTS NEGRO JACKSONVILLE, Jan. 14 (INS)
—Charlie England, negro, was shot twice by Patrolman T. D. Yarr here today when he attempted to escape arrest. Yarrere was taking England and another negro, alleged to have stolen a quantity of pocket knives, to the police station in his patrol car when England jumped out and started running, the officer then firing at him.

ARCADE DELICATESSEN

Prepared Meats
Rolls, Cakes
Salads, Cheese
44 McLander Arcade

Make This a Happy New Year
By making sure that the house and furniture is protected from stored and fire, that this is attended to before it is too late.

See The Old Reliable
W. J. Thigpen & Co.
Palston & Bramley Bldg. Phone 113

FERTILIZERS

IDEAL BRANDS

For citrus trees, truck and field crops, watermelons, tropical fruits, lawns and flowers. We have a formula suited to the needs of every crop. We are equipped to make prompt shipment of IDEAL FERTILIZERS in perfect mechanical condition. Don't delay ordering your fall requirements.

Wilson & Toomer Fertilizer Co.
JACKSONVILLE, FLORIDA

With which is Affiliated
FLORIDA AGRICULTURAL SUPPLY CO., Orlando, Florida
PAUL R. FORBES, Mgr., Sanford Branch

Announcing New Policy

Seminola Park Running Races

For the balance of the current race meeting now in progress at beautiful Seminola Park, located near Longwood on the Dixie Highway between Orlando and Sanford, the price of general admission including grandstand and parking privileges will be

\$1.00 PLUS TAX—LADIES FREE EVERY DAY
SEVEN RACES DAILY—RAIN OR SHINE
POST TIME 2:30
AUSPICES

SEMINOLA RACING CLUB

Jos. B. Tinker, Pres. E. A. Pohlman, Managing Director

BIG SHIPMENT

SHOES

DRY-GOODS

NOTIONS

FURNITURE

JUST RECEIVED FROM UNDERWRITERS

This merchandise will be on display Saturday, January 15th—come and make selections at the same prices that will prevail during our

CLEARANCE SALE

OF UNDERWRITERS MERCHANDISE

which starts next week—watch The Herald for announcement.

CASH SUPPLY CO.

205 W. First St. Cate's Old Stand

NEWS FOR THE MOTORIST

Negro Suit Against Pullman Company Is Dismissed By Board

WASHINGTON, Jan. 13 (INS)—The complaint of J. P. Harden, negro lawyer of Chicago, that the Pullman Company had refused to furnish him Pullman passes from Atlanta to Chicago on July 7, 1925, was dismissed today by the Interstate Commerce Commission.

Harden sought \$25,000 damages for alleged discrimination. Harden charged that he attempted to buy a Pullman berth and was informed by the ticket agent that "we do not sell Pullman tickets to niggers down here." The commission said the refusal alleged would not constitute unjust discrimination in violation of section 2 of the interstate commerce act, which prohibits charging one person more than another for a like service.

SPECIAL ASSESSMENT ROLL PREPARED UNDER AUTHORITY OF RESOLUTION NO. 333, ADOPTED ON THE 27TH DAY OF DECEMBER, A. D. 1926, BY THE CITY COMMISSION OF THE CITY OF SANFORD, FLORIDA.

The following is the estimated cost of paving Third Street from Avocado Avenue west to Perimmon Avenue and Perimmon Avenue from Third Street North to First Street, 24 feet in width with sheet asphalt on a rock base or with other suitable material.

4000 cu. yds. grading at 75c	\$ 4550.00
6850 lin. ft. concrete curb & gutter at \$1.20	8220.00
450 lin. ft. single curb at 50c	225.00
9640 sq. yds. paving at \$2.50	24100.00
3060 lin. ft. 12-inch pipe at \$1.35	4131.00
5 manholes at \$75.00	375.00
29 inlets at \$50.00	1450.00
5500 lin. ft. drain tile at \$200.00 per M.	1100.00
Engineering, legal expense, advertising, etc.	44356.30
Total estimated cost	\$48057.30

To be borne entirely by adjacent property owners. Number of feet frontage 5339.7. Assessment per foot frontage \$9.00. FRED T. WILLIAMS, Engineer.

Name	Description	Foot Frontage	Preliminary Assessment
L. G. STRINGFELLOW'S SUB-DIVISION, SANFORD, FLORIDA			
W. M. Thigpen	Lot 1 Block A	60	\$540.00
W. M. Thigpen	Lot 2 Block A	60	\$540.00
John Stemper	Lot 3 Block A	60	\$540.00
S. C. Brown	Lot 4 Block A	60	\$540.00
L. H. Walker	Lot 5 Block A	60	\$540.00
L. H. Walker	Lot 6 Block A	60	\$540.00
Thos. E. Wilson	Lot 7 Block A	60	\$540.00
Thos. E. Wilson	Lot 8 Block A	60	\$540.00
L. G. Stringfellow Est.	Lot 9 Block A	60	\$540.00
L. G. Stringfellow Est.	Lot 10 Block A	60	\$540.00
L. G. Stringfellow Est.	Lot 11 Block A	29	\$261.00

FLORIDA LAND & COLONIZATION CO.'S, MAP OF ST. GERTRUDE'S ADDITION, SANFORD, FLORIDA.

A. H. Mahoney	S. E. 1/4 of Block 4 Tier 17	144.5	\$1300.50
Meisch Realty Co.	S. W. 1/4 of Block 4 Tier 17	111.5	\$1003.50
Meisch Realty Co.	S. E. 1/4 of Block 4 Tier 18	127.5	\$1147.50
Meisch Realty Co.	S. W. 1/4 of Block 4 Tier 18	127.5	\$1147.50
F. L. Woodruff	S. E. 1/4 of Block 4 Tier 19	127.5	\$1147.50
Meisch Realty Co.	S. W. 1/4 of Block 4 Tier 19	127.5	\$1147.50
Meisch Realty Co.	S. E. 1/4 of Block 4 Tier 20	127.5	\$1147.50
Meisch Realty Co.	S. W. 1/4 of Block 4 Tier 20	127.5	\$1147.50
L. P. Dowling	S. W. 1/4 of Block 4 Tier 21	127.5	\$1147.50
C. D. Tew	S. W. 1/4 of Block 4 Tier 21	127.5	\$1147.50
C. J. Cranston	S. E. 1/4 of Block 4 Tier 22	127.5	\$1147.50
C. J. Cranston	S. W. 1/4 of Block 4 Tier 22	260.2	\$2342.25
C. J. Cranston	N. W. 1/4 of Block 4 Tier 22	132.75	\$1194.75
C. J. Cranston	S. W. 1/4 of Block 3 Tier 22	128.1	\$1152.90
C. J. Cranston	N. W. 1/4 of Block 3 Tier 22	128.1	\$1152.90
C. W. Bowman	N. 1/2 of Block 3 Tier 15	251.8	\$2266.20
John Stemper	N. 1/2 of Block 5 Tier 16	295.5	\$2659.50
Meisch Realty Co.	S. E. 1/4 of Block 5 Tier 17	248.	\$2232.00
Meisch Realty Co.	N. E. 1/4 of Block 5 Tier 18	127.5	\$1147.50
Meisch Realty Co.	N. W. 1/4 of Block 5 Tier 18	127.5	\$1147.50

Meisch Realty Co.	N. E. 1/4 of Block 5 Tier 19	127.5	\$1147.50
C. D. Tew	N. W. 1/4 of Block 5 Tier 19	127.5	\$1147.50
Meisch Realty Co.	N. E. 1/4 of Block 5 Tier 20	127.5	\$1147.50
C. D. Tew	N. W. 1/4 of Block 5 Tier 20	127.5	\$1147.50
Meisch Realty Co.	N. E. 1/4 of Block 5 Tier 21	127.5	\$1147.50
E. J. L'Engle, Admin.	N. W. 1/4 of Block 5 Tier 21	127.5	\$1147.50
Meisch Realty Co.	N. E. 1/4 of Block 5 Tier 22	127.5	\$1147.50
Meisch Realty Co.	N. W. 1/4 of Block 5 Tier 22	127.5	\$1147.50

Edmond L. Day: Begin at the intersection of the North line of Third St. with the West line of Perimmon Ave., run West 125 feet, North 687.7 feet to First Street, East 125 feet, South 687.7 feet to beginning. 587.7 \$5289.33

Notice is hereby given to any and all persons interested in the Special Assessments against the various pieces of property above described that said Special Assessments are payable in full within thirty days after the above and foregoing special assessment roll has been equalized, approved, and confirmed, or in ten equal annual installments with interest at 8 per cent per annum from and after the time said special assessments stand approved and confirmed.

A meeting of the Equalizing Board of the City of Sanford, Florida, will be held at the City Hall at 2:30 p. m., on the 24th day of January, A. D. 1927, at which meeting said Board will hear any and all complaints and objections as to such special assessments, and will at said time adjust and equalize said assessments on a basis of justice and right, and when said special assessments are so equalized and adjusted, same will then stand confirmed and be, and remain, binding liens upon the property against which said assessments are made until paid in accordance with the provisions of Resolution No. 333 adopted



Buick Ahead Again in the Yellowstone!

Again in 1926, more Buicks toured through Yellowstone Park than any other car except the one of lowest price.

Buick has held this same honor every year since the Park was opened to automobile travel.

This year there were 4,756 Buicks in a total of 44,472 cars registered. 101 different makes were represented in the registrations. One in every ten was a Buick.

Here is convincing evidence of Buick reliability—striking proof of the faith which Buick owners repose in their car.

They know Buick will take them and bring them back comfortably, safely and splendidly—across the Continent—or around the World.

THE GREATEST BUICK EVER BUILT

Sanford Buick Co.

Magnolia Ave.

SANFORD CASH LUMBER CO. W. S. PRICE, Mgr. 710 W. First St., Phone 472-W NEW

LUMBER YARD

- A Complete Line of Frames and Screens
- Medicine Cabinets
- Cypress and Pine Framing
- Sheathing
- Siding
- Flooring
- Ceiling
- Finish
- Mouldings
- Lath
- Brick
- Lime
- Plaster
- White Rock Plaster Board
- Nails
- Green Wire
- Builders Hardware
- Doors
- Windows
- Murphy's Trimming Board

Made to Order The Price Is Right

ARCADE DELICATESSEN Prepared Meats Rolls, Cakes Salads, Cheese 44 McLander Arcade

WAZZLES and WAZZ TIRE SERVICE That Makes Friends

This is a Happy New Year... See the Old Reliable J. Thigpen & Co.

For Business or Pleasure

Drive A



A universal car that fits in to your local needs

In attending to your business, a Ford is the safest and most economical transportation.

For the ladies who wish to drive, a Ford is the easiest as well as the safest.

For those who appreciate the pleasure derived from motor transportation, at the lowest possible cost, a Ford is their car.

In commercial use, where economy and durability are the two outstanding requirements, Ford trucks and tractors meet these features.

Touring Car, \$280 — Roadster, \$360

Coupe, \$485 — Tudor Sedan, \$495

Ton Truck, \$325 — Fordson Tractor, \$495

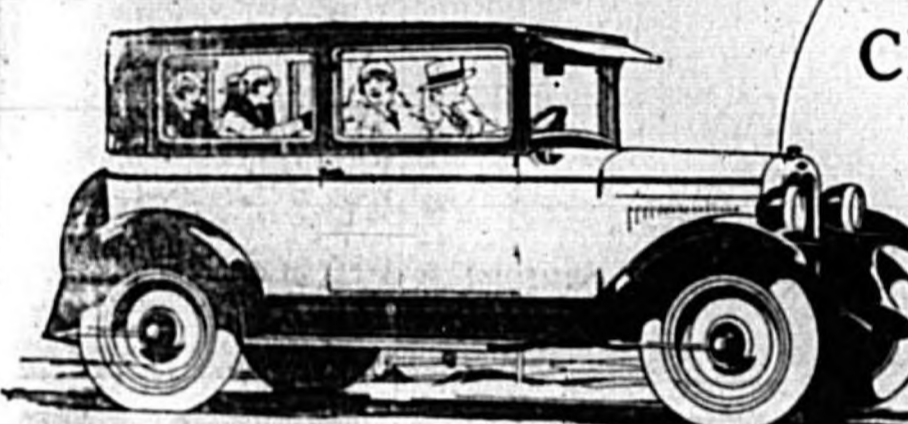
(All Prices f. o. b., Detroit)

Phone 331

Edward Higgins, Inc.

Lincoln — Ford — Fordson Sanford, Fla.

The Greatest Sensation of America's Greatest Industry



The Chevrolet Coach Improved in Quality

yet reduced to \$595 f. o. b. Flint, Mich. Former price \$645

New and Marvelously Beautiful Fisher Bodies—a host of Mechanical Improvements—New Features found only on the costliest cars—plus an Amazing Reduction in Prices!

America has always expected great things from its greatest industry. But the announcement of the Most Beautiful Chevrolet has been an automotive sensation of all time!

Here is a car which in beauty, luxury, quality and modern design challenges the costliest creations of the day.

Here, in a price class where average standards have been the rule, is now offered a car so far beyond all expectation that comparison is out of the question.

Seven superb models styled as low priced cars were never styled before and offering such marks of fine car distinction as: full one-piece fenders, bullet type lamps and "fish tail" rear deck styling! New and supremely beautiful bodies by Fisher! And all, infinitely finer quality—the result of a host of additional improvements such as AC oil filter, AC air cleaner, coincidental wiring and ignition lock, larger 17 inch steering wheel, gasoline pump and many, many others!

All this is combined to a supreme degree in the long famous line of the Chevrolet line—the Coach. It would be a brilliant achievement for any manufacturer merely to design such a splendid car to sell at any reasonably low price. But to sell it at the price of \$595 is a feat of history making proportions. This one reduction alone would suffice to center worldwide attention on the Chevrolet. But due to economies of tremendous production plus the resources of General Motors, Chevrolet also announces striking reductions on other models.

For years Chevrolet has led the world in providing Quality at a Low Cost. But now with a new and more beautiful car—with a car infinitely finer in quality and greatly lower in price, Chevrolet is supreme and unchallenged in dollar-for-dollar value!

No matter in what price class you intend to buy of whether you plan to spend more or less than the price of a Chevrolet, come today and see the most beautiful low priced Coach ever designed. Admire its marvelous style and grace! Mark its many new features! Learn for yourself by personal inspection why, at its low price, it is the greatest sensation of America's greatest industry!



Beautiful Chevrolet in Chevrolet History

- The Coach \$595 Former price \$645
- The Coupe \$625 Former price \$645
- The Sedan \$695 Former price \$735
- The Landau \$745 Former price \$765
- The Touring Car \$525 Price includes balloon tires and steel disc wheels. Former price \$525 with balloon tires only.
- The Roadster \$525 Price includes balloon tires and steel disc wheels. Former price \$525 with balloon tires only.
- The Sport Cabriolet \$715 Entirely new model with fumble seat.
- 1-Ton Truck (Chassis Only) \$495
- 1/2-Ton Truck Chassis Only \$395

White-Higleyman, Inc.

Sanford Avenue at 10th Street

QUALITY AT LOW COST

NEWS FOR THE MOTORIST

Prolet Manager Increase Sales in 1927

Business for the year 1927, is forecast by general sales manager of the Chevrolet Motor Company today that reason to believe they will continue to prosper that has been business in the months. Evidence on the industry that would indicate a promising outlook for the next months of the year. Grant declared that to be well emotional we capita greatest on record. Outlook is im- banks are acknowl- industry is prepar- annually active year. Advantages of au- ship and the fact motor car offers the

greatest dollar value in the history of the industry, are giving a constant impetus to sales. As a result, production this year should compare favorably with the output of 1926.

"Replacements of old cars in the United States will require approximately 2,000,000 units in 1927. Export markets, had fair to labor rise to one million cars and trucks of American manufacture. New owners coming into the market in this country during the next twelve months, will require a million cars or more. In addition, there is a rapidly growing tendency toward the ownership of two or more cars in the same family.

Dodge-Ford Feud Is Aired In U. S. Court

DETROIT, Jan. 15.—(INS)—The Ford-Dodge feud which flared up before John F. and Horace Isdale had forced Henry Ford to divide the gigantic profits of the Ford Motor Company with stockholders, became part of the record today in the hearing of the government's suit to recover \$34,000,000

from former Ford stockholders. Perry S. Tolbert, of Washington, former deputy commissioner of Internal Revenue, was today's star witness. He testified that in 1919 the late James J. Isdale, then collector of Internal Revenue in Detroit, visited the Internal Revenue Bureau at Washington and ex-

plained that "a bad situation exists in Detroit due to the feud between Henry Ford and the Dodge Brothers." MELBURNNE Maytag, Alu-minium Washing Machine Manu-facturing Company established branch office here.

MICHELIN TIRES



*This statement is based on facts. We picked at random 1500 automobiles which were tested Michelin tires opposite other makes. 54% of the Michelin tires proved themselves better.

No matter what other makes of tire you are using we promise you more mileage if you will buy Michelin Tires of us.

Sanford Filling Station

Sanford Ave., at 2nd St.
Sanford Ave., at 12th St.

BRINGS THEM BACK

Certainly we are anxious to sell a lot of Used Cars! Because we figure that every Used Car of the kind we sell will eventually bring us a New Car Customer.

MILLER O. PHILLIPS Inc.

Elm Avenue at 13th Street
USED CAR IS ONLY AS DEPENDABLE AS THE DEALER WHO SELLS IT

GRAPHITE LUBRICATION

In Your Motor

Is the

BEST INSURANCE—

You Can Have



Sold in SEALED CANS Only

Sold in SEALED CANS Only

"Add a Small Can to Your Regular Oil" Every Time You Change Oil And Experience

- Motor Smoothness
- Motor Power
- Motor Quietness
- Motor Long Life

MOTOR ECONOMY

ACHESON OILDAG CO. PORT HURON, MICH.
Distributor for Northeastern Florida
M. W. Reynolds 216 Church St. Jacksonville

A STATEMENT

By the President of Dodge Brothers, Inc.

Within a few months, Dodge Brothers, Inc., will introduce a new line of motor cars, in no way conflicting with the market for Dodge Brothers present types, but occupying a considerably higher price field and produced in limited quantities.

Combining Dodge Brothers well known dependability with exceptional performance and striking beauty of appointment and design, these distinguished vehicles, we believe, will instantly set a new and higher standard in fine car practice.

Dodge Brothers will continue to produce their present line in maximum quantities to meet a demand which, during the year just ended, was very much the largest in their history, reaching the record total of 330,000 cars.

Ed. Sevel



NOW READY RAY BROS. AUTO LAUNDRY

Washing - Greasing - Polishing

We solicit your business. We have just installed a modern Electrical Washing Plant, Electric Upholstery Cleaning System and a GYCLONE high pressure Motor Nozzle that removes every particle of dirt and grease from every nook and corner of your car and engine. We clean it, polish it, and grease it inside and out, and our only cost for Crank-Case Service is that you pay for the Motor Oil specified by you. Our prices are very reasonable.

Washing	\$1.25	Polishing	\$1.50
Greasing	\$1.00	Top Dressing	\$1.50

Includes jacking up and thorough Spring Shot. One coat, 50c each additional coat. Rear End, Differential, Etc., and Crank Case, only charge for grease and oil actually used.

RAY BROS., AUTO LAUNDRY
RAY BROS., FIRESTONE TIRE SERVICE
RAY BROS., WILLARD BATTERY SERVICE
15 Years in Sanford "WE SERVE TO SERVE AGAIN"

Social and Personal Activities :-

TELEPHONE 148 MRS. FRED S. DAIGER, SOCIETY EDITOR RESIDENCE TELEPHONE: 217-W

Social Standard

Hour at the library... will meet at the home of Mrs. J. B. Root...

At the Churches

Congregational Church Notes... Morning worship 11 o'clock... Evening worship 7:30 o'clock...

Parrish-Bryan

Mr. and Mrs. Jesse Jackson Parrish request the honor of your presence at the marriage of their daughter...

Junior High School Parent-Teacher Body Holds First Meeting

The first meeting of the Junior High School Parent-Teacher Association was held Friday afternoon in the school auditorium...

Mrs. Potter Hostess To Bridge Associates Wednesday Evening

Among the many social affairs of the week, one of the most enjoyable was that of Wednesday evening when Mrs. W. W. Potter was hostess at bridge...

Mrs. Housholder Has Lovely Party For Miss Abbey Bogart Of N. J.

Entertaining in her usual cordial manner, Mrs. Ernest Housholder was hostess Friday afternoon when she entertained at bridge at her home on Evans Street...

Lovely Party Is Given By Mrs. R. A. Winston Honor Recent Brides

Mrs. R. A. Winston entertained members of the Fidelis Class of the First Baptist Church on Thursday evening at her lovely home on Magnolia avenue...

Mesdames Hutton And Lake Are Hostesses To Members of D.A.R.

The Sally Harrison Chapter, No. 3, D. A. R., was entertained Friday afternoon by Mrs. Forrest Lake and Mrs. Monroe B. Hutton at the home of the former on Park Avenue...

South Side Parents And Teachers Have An Interesting Meeting

An exceptionally interesting meeting of the South Side Primary Parent Teachers Association was held Thursday afternoon with an unusually good attendance...

Mrs. Virginia Palmer, Miss Letitia Caldwell and Miss Perry Lee Bell went to Longwood to the races yesterday.

Mrs. W. M. Thigpen left yesterday for Lakeland, being called there on account of the illness of her aunt, Mrs. C. L. Deen.

Mrs. Ernest Griggs left Tuesday for Atlanta, Georgia, to spend some time.

Mrs. Frank Griggs and daughter, Mary, are spending today in Longwood to attend the Old Settlers' reunion, which is to be held here today.

Mrs. and Mrs. Bert W. Warner, Mrs. and Mrs. Edward Lane, Mrs. and Mrs. S. R. Dighton, Mr. and Mrs. J. D. Davidson were among those attending the opening of the new Mount Plymouth Hotel Wednesday evening.

Miss Pearl Robson of Gainsville is spending the week-end with Miss Elsie Lanier.

Princess Theatre - Theatre - Continuous from 1 p. m. to 11 p. m. MONDAY Emil Jannings in his latest masterpiece "Faust" Fourth Chapter of "The Radio Detective"

H. C. VIELE "A Substantial Jeweler in a Substantial City" 108 Magnolia Specifications SERVICE ROOFING CO. Railroad Ave. Welaka Bldg.

Parent-Teachers Association

The regular meeting of the Parent-Teachers Association at the East Side school...

Party Given

Thurston Is in a Affair

Thurston is in a affair

Teacher Body

Regular School Meet

Regular school meeting

Party Given

Thurston Is in a Affair

Thurston is in a affair

Teacher Body

Regular School Meet

Regular school meeting

Holy Cross Church

Sunday school, 9:45 o'clock, R. A. Wilson, superintendent. Communion and sermon, 11 a. m. Subject, "Answered Prayer."

First Baptist Church

Sunday school, 9:45 o'clock, R. A. Wilson, superintendent. Communion and sermon, 11 a. m. Subject, "Answered Prayer."

Christian Church

Bible school, 9:45 o'clock, R. A. Wilson, superintendent. Communion and sermon, 11 a. m. Subject, "Answered Prayer."

First Presbyterian Church

Sunday school, 9:45 a. m. Morning worship, 11 a. m. Christian Endeavor, 6:30 o'clock p. m. Virginia Barnes, leader.

First Methodist Church

Sunday school, 9:30 a. m. R. W. Ware, superintendent. Preaching, 11 a. m., by the pastor; subject of the sermon, "Heaven's Conditions For Success."

Holy Cross Church

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MILANE MONDAY NIGHT, 8:30 p. m. TUESDAY, 3:00 and 8:30 p. m. Seats Now On Sale Buy Early And Avoid The Rush Large Touring Orchestra Prices Matinee 50c, \$1.10 Nights 75c, \$1.10, \$1.65 All Seats Reserved Tickets Selling in Advance for All Performances BEN-HUR By GEN. LEW WALLACE Directed by FRED NIBLO with RAMON NOGUEIRA, Betty Bronson, Nip Woyce, Francis X. Bushman & Carmel Myers SEE THE STUPENDOUS CHARIOT RACE THAT THE WHOLE TOWN IS TALKING ABOUT

The Time To Build Is Now. Material is cheaper than at any time since the war. Labor is plenty, both skilled and unskilled. You can get your pick of the best workmen and jobs being scarcer, they are willing to give you far more for your money than you could get a year ago. The Place To Build Is Highland Park Its manifold advantages are such that no other part of Sanford is to be compared to it, and you can buy a building site in this superb development, if you are prepared to erect a high class home, at a price and on terms that will astonish you.

Sporting Goods Complete Lines in all goods Sanford Cycle Co. Park Ave.

Go To The Polls Tuesday And Vote For A

MODERN MUNICIPAL HOSPITAL

Sanford Needs It !!!

SANFORD'S present Municipal hospital is wholly inadequate-it is pitifully small and always overcrowded-doctors are forced to work under handicaps-it does not in any measure serve the needs of a city like Sanford ---- Sanford needs a Modern Municipal Hospital.

As a Substantial Citizen of "The City Substantial"

We know you will be at the Polls to do your duty on Tuesday--you could not do more for Sanford, you could not better serve humanity than to vote for and help secure for Sanford a Modern Municipal Hospital.

This Page Paid For By:

Dr. S. Puleston
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Dr. H. D. Smith

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