

The Sanford Herald

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The Herald, Sanford's oldest newspaper, has the largest circulation in the county. It is published every afternoon except Sunday, and carries all the leading news of the entire world.

THURSDAY, SEPT. 26, 1929

BIBLE VERSE FOR TODAY

THE GLORIOUS DAY—He shall judge among many people, and rebuke strong nations alike; and they shall hear their words into prunings; nations shall not lift up a sword against nation, neither shall they learn war any more.—Isaiah 2:4

NEVER HURT THE PROUD

Never hurt the proud, Least the wound stay Long as a through. Like a mark in clay, Till the soil is old, Till the clay is stone, And till time is gone.

Speak against the wind, Or on a humble sand, Write the cruel word, Waves will understand. Swiftly they will come To wash the spirit clean, Of mad thought and mean.

Never hurt the proud, For not every prickle Is so firm in power, That it can deride Even its own wound, Oh, let love alone Be given on the stone.

By Marguerite Wilkinson

Well, the swagman bloomed again, Fall has at last arrived. We had a fine frost last night, Dada, see that spook climber?

Three thousand acres of celery already finished! A six million dollar crop! Business will soon be picking up.

Sanford is to have several teams of diamond baseball, which is the same thing as indoor baseball played outdoors.

Bernard How do you mean, as work for everybody, if the definition sticks, the code is down.—Daily News

It will be easier for the Z's to check the globe in 1930. The globe is drifting 1 inch a year.—Milwaukee Journal

More than 100,000 have seen his picture, more than 100,000 more than the lack of clarity.—Chicago Post

John Collins received a well-deserved reward of \$100,000 from his father, if that's a reward in college economy, the wonder he was popular with Republicans.

There is charge of the After-Supper Club, to be formed in the morning at 10:00 o'clock, the first thing was held up in the Bahamas Islands and warning this to go there.

It is interesting to note that the expedition never had any trouble, although the weather was not so good as it was in the past.

Congressman De Puy says he is going to go over to the United States soon and see if he can't make some money out of it.

Uncle Benjamin, who has many nieces and nephews, than any other man in Florida, and he is generally made the lion's share of dependent upon his family.

where the Cabinet have been can be of great service to the people of this state.

NO SUCH ANIMALE Here's to the wife, Who'll only grin When you come home late, And let you in.

Here's to the wife, Who's always cozy When you start.

Some skilled mathematicians, broadcasting from Orlando, say, right, and it is figured out that since the highway was only 150 miles east of Miami and traveling northwest it would take only an hour and a half to get to the coast and less than three hours to reach central Florida, since the winds were blowing at a rate of one hundred miles an hour.

Believe it or not, a hurricane blowing in hundred miles requires at least ten hours to travel 100 miles.

Two Thousand Volts

The scene of this little drama was laid in the death room of the Eddyville, Kentucky, prison. A condemned prisoner was brought in and strapped to the chair. The apparatus was properly applied to head and leg. There was a tense moment as the current was turned on. The body leaped forward as two thousand volts surged through the murderer's muscles. Then he sagged back, and as chills played upon the spines of his witnesses, he sighed, "Boys, I'm not dead yet."

So the current was turned on again and after a more rigid application of electricity, the body again fell back and the doctor duly pronounced it dead. Thus another murder was finally avenged and the state had successfully exacted the penalty which the law allows. Another lesson had been written to teach that one should not too lightly take the life of his fellow man.

But the thought occurs to us that possibly the state was in error in this particular case. Somewhere we have seen a law to the effect that a man cannot be placed in jeopardy of his life for the same offense more than once. Certainly the first time those two thousand volts went through his body, he was in jeopardy of his life. And it was not until the second time the current was turned on that he finally died.

This is of course a fine point of law with which we shall not bother ourselves. But we shall consider it as just additional evidence that capital punishment is not the most civilized method of dealing with murderers. Time was when such violators of the established code were tortured before being put to death, were dissected limb from limb, were burned at the stake. The state figured that torture provided the best example to others of the evil of law violations.

Nowadays they shoot a current of electricity through the criminal, and if that does not kill him, they shoot another. Some day such offenders will be locked up for life, where they can do no harm, and where they will have a chance to consider their misdeeds.

Advertising And Its Value

Newspaper advertising and the automobile, says the DeLand Sun, have combined to bring daily shops to the very door of every home. Each day the newspapers bring in a complete quotation of what can be bought, where it can be purchased, and the price at which it can be obtained. The sale is actually made through the advertising columns of the newspaper. A visit to the store next day by automobile completes the exchange of money for merchandise.

"How much more convenient is this combination of modern commercial and industrial goods to the inefficient method of our rural forefathers who knew only their personal needs. With them there was no alternative for the slow, tedious and unexpedient of going to town by wagon or cart and tramping in distance and a slow pair of shoes to seek out the shop which sold that which they were in need of and which sold it at an acceptable price, if not at the lowest obtainable price."

"The merchants in the cities and towns need not have doubted over the merits of the mail order houses before the day of the automobile and of national newspaper advertising. The mail order houses provided the rural and suburban buyer with a store—if only an answer—in which to plan his buying. Newspaper advertising is now offering the service formerly offered by the catalog of the mail order house but in addition is furnishing this service daily instead of twice a week. It is giving the buyer the choice of prices and goods of all merchants yet saving him the trouble of a valuable 24-hour service in assisting the public to determine its wants."

THIS IS THE story of a prudent man as told by a business newspaper:

He brushed his teeth twice daily, wore overalls in wet weather, did his daily dinner, step with his windows open, was careful with his diet, had a medical examination twice a year, never smoked or drank or indulged in any kind of excess, and he was all set to live to be 100 years old.

The funeral was held last week. He is survived by 11 nephews, four nephews-in-law, six grandsons, and numerous uncles, aunts, and cousins.

He had foregone to look out for a train at a railroad crossing.—Glades County Democrat

PRESIDENT ROOVER AND TARIFF

The House has passed a bill providing for the tariff question. The bill is a compromise between the protectionists and the free traders.

The president's attitude, however, is not yet clear. He is expected to sign the bill, but he may veto it.

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WANT MORE FLORIDA POTATOES

FLORIDA TIMES-UNION

Coming out of Washington as the advice and eye of the interstate early potato committee is the suggestion that Florida give greater acreage to production here in order to meet what is expected to be considerably increased demand. With the prospect of having on hand eighty million bushels of old potatoes at the beginning of the new year, the committee apparently considers that this supply will not interfere with the demand for extra early potatoes—at least not in any great degree. The estimates are made for the coming season through study of the records of last year, and the price paid and inquiry as to spring can and the supplies were being offered well along the coast and to the interior. Florida gets the opening market almost without competition. The few potatoes brought in from Bermuda, as early as Florida products appear, rather serve to assist in the sale of the latter through advertising the fact that they are obtainable.

The committee is reported as having its recommendations upon probable market conditions of next year, potato growers of the five Atlantic seaboard states being asked to increase acreage to last year's total that would add about two thousand bushels to the crop produced last spring. This increase, it is said, would make the total crop from the region indicated measure up to about 30,000 cars. Extension and marketing officials of the various states and the department of agriculture, have asked that Florida bring its potato fields up to about 25,000 acres, and produce a crop of six thousand bushels of potatoes as compared with five thousand cars reported last year.

Indicating the advisability of increasing the acreage in South Carolina and North Carolina, it was thought best to urge increased acreage only in the Norfolk section of Virginia, while the potato growers of the eastern shore of that state were advised to decrease production. It was thought best to suggest no increase for Maryland, potato fields, and the explanation of these latter recommendations clearly indicated the probability of heavy competition for the section that would enter the market when New Jersey, Long Island, and the Mississippi valley were ready to offer potatoes.

Florida has in the past several years had a great deal of experience with early Irish potatoes, and while every year a number of growers have made big money with the crop, it is always a risk, and with several important details and possibilities that keep the interested farmers very much "on the job." That it should pay handsomely is evident from the records made by those who undertake the work armed by experience and having luck and enterprise. When the Florida new potato is about ready for shipment, the people of the country are very considerably using what are called "potatoes" in the East and West and North, and "Irish potatoes" in the South.

But the vegetable appearing daily on the tables of millions of the year opens have been kept since the summer. They are "old potatoes" when the new year appears, and they are good food. But anything new has a call with the multitude. The announcement of "new potatoes" thrills the housewife, and the humble "spud" gets a line on the most fashionable and expensive menus. Everybody wants to get them.

Florida growers are shown by the agricultural department records to receive more money for fewer potatoes, grown on half the acreage occupied by the crop in states farther up the coast. The figures are not recalled at the moment, but they have been shown as proving that in this state the production per acre is not only greater, but the price per bushel or barrel received is so much larger that the balance in actual money is in favor of Florida. Virginia growers, with more than sixty thousand acres in potatoes, get less for their crop than Florida with half the acreage. The invitation to extend activities along this line is something that should greatly please all who are interested in agriculture in this state.

Purely from a utilitarian standpoint we'd like to see the Manchuian railroad go in whichever side can open the Pullman windows.—Detroit News

We trust that whoever first writes a book about the Zeppelin voyage will not name the volume "The Wacky"—Detroit Press

MADISON—Southeastern Telephone Company making extensive improvements in wire system in this city.

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BOOSTERISM FLOWS IN TELLURIDE

ST. LOUIS POST-DEPARCH

In the self-immolation of Banker C. D. Waggoner of Telluride, Col., Americans may recognize the final flowering of the boosterism for more than a decade by the red-blooded men of 1,000 luncheon club, this stirring impulse has achieved its ultimate triumph in the act whereby a man flings his liberty and his sacred honor on the altar of civic pride. Over the door of the cell which he doubtless will shortly occupy at Leavenworth, Atlanta, may well be inscribed the homely but moving legend: "He did it for dear old Telluride."

He did do it for Telluride, or so he says. The town was on the loggans. The mines had closed down. Foreign interests had withdrawn large deposits from the bank of which Waggoner was president, presumably transferring them to more fertile fields of exploitation. In this desperate situation Waggoner hit upon a desperate expedient—he decided to rob somebody else in order to save Telluride. Who could best stand to be robbed? With unerring instinct, he selected six New York banks. From them, through faked drafts and telegrams, he obtained \$500,000, most of which he dispatched to the Telluride bank. Then he climbed into his automobile and drove leisurely around the country, waiting for the sheriff to overtake him. He had done his damndest for Telluride.

But it was not quite enough. New York, which knows something about these matters, acted swiftly to intercept and recover the loot before it could reach Telluride. It did not catch Colorado asleep. Realizing that a feat of heroism had been performed, and determined that its fruits should not be lost, Colorado moved. Should it, ever be said that Waggoner of Telluride had robbed in vain? No! thundered Colorado. And thus it was that Colorado's senators descended upon the post office department in Washington, demanding that no hand be raised to prevent the delivery of the package; that wrong, silent men gathered at the Telluride postoffice; that Colorado mothers murmur the name of Telluride's savior to Colorado's children.

Of course, some cynic will rise long enough to ask why it was necessary to pillage New York to save Telluride if all the money which Telluride's depositors had put in Waggoner's bank was still there? But the booster spirit has always had to contend with cynicism.

A Boston man slapped his wife as she slept. Men are getting bolder and bolder.

There will be no bald-headed folk by 1950, says a prominent hairdresser. Guess the flies will have to give up skating.

We had heard that the new bills would be smaller, but that doesn't seem to pertain to those which come the first of the month.

A Chicago judge rules it is a husband's duty to wipe the sliding on the maid's night out. Investigation reveals he is unmarried.—Cleveland Plain Dealer

Some men demonstrate that they have grit. This summer the women have been demonstrating that they have backbone.—Florida Times-Union

A writer urges that farmers give up automobiles as an economy measure. But how would they ever get to town to buy their butter and eggs?—Springfield Sun

We are inclined to think at times that some folk purchased their disposition at a second-hand store, and on a bargain counter at that.—Osborn Enterprise

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AFFILIATED WITH THE ATLANTIC NATIONAL BANK of Jacksonville

"FOREMOST IN FLORIDA"

Sanford Florida

You can't wreck the SAMSONBAK BELT with your hands—so you won't by wearing it

STRONG men aren't all in the circus! That's the warning we received when we first challenged men to a tug-of-war on the new HANES SAMSONBAK Union Suit. But we knew our garment. And now big men and little men in every walk of life are satisfied that here are the longest service, the best fit and the most comfort ever found in a union suit.

Hustle around to your dealer. Tell him you want to see for yourself how strong the SAMSONBAK really is. He'll get a stranglehold on one end of the suit. You grab the other. Then pull, pull hard.

The belt stretch-ches marvelously, but never rips. That belt goes three-quarters of the way around your body too—everywhere there's any possibility of pulling or binding. And there's not a strand of rubber in it to break or lose elasticity.

You won't find this belt in any other union suit—or anything like the comfort. The whole idea is patented. The cost is only one dollar. There are many other styles in HANES Underwear. See them all—particularly the smart new shirts and shorts. P. H. Hanes Knitting Co., Winston-Salem, North Carolina.



THIS worthy, smooth recommendation of Woco-Pep is the super-Pennsylvania grade oil that stands up under extreme motor heat. That's why it's good for a thousand miles of SAFE Substitution car equipment. Add years of life to your car.



Look for the SAMSONBAK label before you buy. Center emblem of belt is in blue to help identification.

only \$1

Tiolene MOTOR OIL

THE SEABOARD OIL CO.—Distributors for THE PURE OIL CO.

Social And Personal Activities

MISS MARGARET PETERS, Society Editor
Office Telephone 148. Residence Telephone 443.

Social Calendar

FRIDAY
The N. de V. Howard Chapter of the U. D. C. will meet at 7 o'clock with Mrs. E. D. Mobley at her home, 618 Oak Avenue.
The quarterly Mother's Meeting of the Children's Department of the Woman's Missionary Society of the First Methodist Church will be held at 3:30 o'clock in the church annex.
The regular business meeting of the Seminole Rebecca Lodge will be held at 8 P. M. at the Lodge Room of the Odd Fellows' Hall.
Miss Daphne Takach will present a piano recital at 4:30 o'clock at the Woman's Club.

SATURDAY
Mrs. John Melach Jr. and Mrs. Linton E. Allen will entertain with a bridge luncheon at 1 o'clock at the home of the latter in Ross Court, comprising Mrs. Olyve Newman, recent bride-elect.

TUESDAY
The Board of Managers of the Woman's Club will meet at 10 o'clock in the club house.
The monthly business meeting of the Daughters of Wesley Sunday School Class of the First Methodist Church will be held at 7:30 o'clock in the class rooms at the church.

WEDNESDAY
The general business meeting of the Woman's Club will be held at 3:30 o'clock and will be followed by a reception at 4 o'clock honoring the teachers in the public schools of the City.

Truth Seekers Class... Holds Meet Monday

The monthly business and social meeting of the Truth Seekers' Class of the First Methodist Church was held Monday afternoon at the home of Mrs. John Brown, 1928 Maple Avenue, at 3 o'clock with Mrs. Brown, Mrs. Francis Nixon, Mrs. W. D. Hoober, Mrs. J. H. Cowan and Mrs. T. R. Miller as hostesses.
During the business session the following officers were chosen to serve during the coming year: Mrs. L. M. Spitzer, president; Mrs. B. W. Turner, vice-president; Mrs. Mary Norris, teacher; Mrs. John Vaughan, secretary and Mrs. T. E. Wilson, treasurer.

At the conclusion of all business a social period was enjoyed when the hostesses presented were: Mrs. W. L. Clark, Mrs. J. M. Move, Mrs. P. M. Elder, Mrs. W. E. Hughes, Mrs. J. C. Vaughan, Mrs. W. E. Wells, Mrs. P. D. Parker, Mrs. W. S. Thornton, Mrs. T. W. Williams, Mrs. D. F. Rizer, Mrs. D. C. Barcliff, Mrs. H. M. MacCauley, Mrs. A. D. Shoemaker, Mrs. C. C. Priest, Mrs. G. E. Camp, Mrs. T. E. Wilson, Mrs. W. A. Nagel, Mrs. J. L. Telford, Mrs. J. B. Crawford, Mrs. S. H. Spitzer, Mrs. Mary Norris, Mrs. T. R. Miller, Mrs. J. W. Rutledge, Mrs. Otto Schmehl, Mrs. F. L. Nixon, Mrs. W. D. Hoober, Mrs. R. F. Cross, Mrs. W. P. Burman and Mrs. R. W. Turner.

Recital To Be Given... At Club Next Friday

Invitations have been issued for the piano recital which will be given Friday afternoon at 4:30 o'clock at the Woman's Club, by Miss Daphne Takach, daughter of Mr. and Mrs. Julius Takach. The others who will take part on the program are little Miss Doris Jackson, dancer and Miss Nancy Rosalter, juvenile elocutionist.
Miss Takach gave her first recital at the age of seven last year. She is a pupil of her mother, Lucille Aspinwall Takach, and began her musical career at the age of four. Her program will consist of nine numbers, among them, "Menuet" by Paderewski; "Butterfly" by Lavallee and other works of well known composers.

Port Pierce—Plans underway for proposed fill in Indian River at foot of Avenue A to be used for recreation purposes.

Subscription Bridge... Party Given By Guild

Mrs. John Melach Jr., Mrs. Arthur Branan and Mrs. Raymond Phillips were hostesses at a subscription bridge party given Wednesday afternoon at the Episcopal parish house for the benefit of the St. Agnes Guild. The guests were received at the doors by the hostesses while little Miss Emily Tracy Phillips distributed the tallies.
The parish house was decorated for the occasion in a color scheme of rose and gold. Quantities of fall flowers, including anemones, hibiscus and Mexican sweetheart vine were arranged in profusion in vases and bowls while the tallies and bridge necessities accentuated the chosen colors of rose and gold.
During the course of the afternoon several progressions of bridge were enjoyed and at the tea hour an ice course was served by the hostesses, assisted by Mrs. George McRory, Mrs. M. Minarik and Mrs. Roland L. Dean. Among those present were: Mrs. Monroe B. Hutton, Mrs. E. M. Galloway, Mrs. Gilderoy Holler, Mrs. Laverne Hurt, Mrs. W. W. Patter, Mrs. A. B. Peterson, Mrs. Ralph Wight, Mrs. W. M. Scott, Mrs. E. A. Douglas, Mrs. Raymond Ball, Mrs. J. C. Mitchell, Mrs. Walter L. Morgan, Mrs. Walter Campbell, Mrs. Lee A. Conoley, Mrs. M. E. Turner, Mrs. J. E. Courter, Mrs. Maude Armstrong, Mrs. Jackson and Mrs. George Paxton.
Also Mrs. Ernest Hill, Mrs. C. W. Baker, Mrs. A. C. Chamberlain, Mrs. Walter Cooper, Mrs. E. H. Ashcraft, Mrs. Ernest Krupp, Mrs. E. D. Mobley, Miss Martha Fox, Miss Mary Louise Berkebile, Mrs. J. E. Brouse, Mrs. R. A. Newman, Mrs. Vivian Speer, Mrs. A. P. Connelly, Mrs. A. C. Fort, Mrs. J. R. MacDonald, Mrs. E. B. Lawrence, Mrs. E. I. Hoy, Mrs. John Melach, Mrs. Harry Heeren, Mrs. Howard Long, Mrs. John Bender, Mrs. M. Minarik, Mrs. Heyward Walker, Mrs. Clifford Walker and Mrs. B. C. Moore.
Also Mrs. R. W. Pearman, Mrs. Clarke Leonardy, Mrs. Herbert Reitz, Mrs. Paul Biggers, Mrs. P. M. King, Mrs. J. F. Cooner, Mrs. James Huff, Mrs. E. J. Routh, Mrs. Sandy Anderson, Mrs. Hugh Torrance, Mrs. J. Richmond Miller, Mrs. F. H. Sawyer, Mrs. Roy F. Symes, Mrs. Fred Bender, Mrs. Fred Williams and Mrs. L. P. Hagan.

PERSONALS
Mr. and Mrs. I. E. Southward announce the birth of a daughter, Myra Ann, on Monday, Sept. 23, at their home on Laurel Avenue.
Miss Lucille Anderson returned Wednesday from Boston, Mass. where she has been spending the past three months visiting friends.
Mr. and Mrs. S. B. Crowe and Mrs. Georgia Hart left Thursday morning by motor for Baton Rouge, La. where they will spend several weeks.
Mrs. Ross Adams has returned from Waycross, Ga. where she has been with Mr. Adams who underwent an operation there recently, at the Atlantic Coast Line Hospital.
Edward Mitchell left Sunday for Lakeland where he will enter Southern College for this year. He was accompanied by Mrs. C. H. Smith, Mrs. Virgil L. Smith and Mrs. F. H. Mitchell who returned Sunday evening.
Mr. and Mrs. F. S. Lamson and son, Donald, returned Saturday afternoon from Washington, D. C. where they have been for the past few weeks. Mrs. Lamson and Donald have been in City Rapids, Iowa all summer and met Mr. Lamson in Washington several weeks ago.
R. C. Heslop, instructor in mathematics in high school, has arrived from Puerto Castilla, Honduras where he spent the summer. Mrs. Heslop has joined him after summering in Washington, D. C. They will make their home this winter with Mrs. Heslop's parents, Mr. and Mrs. J. M. Hood, Lake Mary.

ELUSIVE HURRICANE Hovers Off Florida; May Hit Tomorrow
(Continued From Page One)
northward travel during the last 24 hours.
The West Palm Beach headquarters of the American Red Cross has established emergency stations at various spots in the threatened Everglades district. Staffs of expert nurses and doctors have been sent to Pahokee, Belle Glade, Canal Point, Jupiter, Kissimmee, Lake Worth, Boynton, Del Ray and Boca Raton.
Palm Beach, the world's winter playground, is well prepared for the storm. Nearly all mansions along the famous ocean boulevard are storm-shuttered and costly foliage and shrubbery is carefully protected. Gilt coconut and palm trees are stoutly braced with timber planks and cables. Palm Beach town officials are prepared for the worst and a great force of workers are on hand at trouble.
Downtown hotels and apartment houses are rapidly filling to capacity and office buildings are being outfitted with cots, blankets and clothing.

Engineer Killed And Six Hurt In Wreck

MACON, Ga., Sept. 26.—(INS)—Edward W. Callahan, 48, engineer, was killed and six persons were injured, one probably fatally, when a Central of Georgia passenger train plunged through a washout near here early today. The engine and three cars of the train plunged into the breach in the track and turned over.
The wreck occurred on the main line between Macon and Columbus, Ga. The train was en route from Macon to Columbus, Ga. The engine and three cars of the train plunged into the breach in the track and turned over.

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AUXILIARY MEETS
The members of the Auxiliary of the local Elks' Lodge met Tuesday evening at the Elks' Club on Oak Avenue with Mrs. Rex Beckard presiding. At this time a report of the subscription bridge party which was held last Friday night, was given, and plans were discussed for a similar party in the near future.
Those present were: Mrs. H. C. Watson, Mrs. Rex Beckard, Mrs. Dave Boniske, Mrs. Howard Overlin, Mrs. A. S. Peck, Mrs. Clarence Crique and Mrs. C. E. Ward.

NOTICE
Ensign Willard Evans, secretary of the Young People's Division of the Jacksonville headquarters, will conduct a special meeting for the young people Friday afternoon at 5 o'clock at the Salvation Army Hall on East Second Street. An open air service will be held at 7:15 o'clock on First Street and will be followed by an indoor meeting at the Army Hall. Ensign Evans will deliver the messages at all meetings. The public is cordially invited to be present.

See and Hear
MILANE LAST TIMES TONIGHT
ALL TALKING
BILLIE DOVE
Her Private Life
More radiantly beautiful than ever before.
Speaking lines as true as life.
With a charm that is unmatched on the screen.
ADDED
CLARK & McCULLOUGH
VAUDEVILLE'S FUNNIEST COMEDIANS
PARAMOUNT NEWS

FALL STYLE SHOW



FALL FASHIONS
by
SADYE'S
SPECIALTY SHOP
Shoes by National Shoe Co.

VIVID SPARKLING SCINTILLATING!

Milane Theatre

Friday Evening
8 O'clock
September 27th

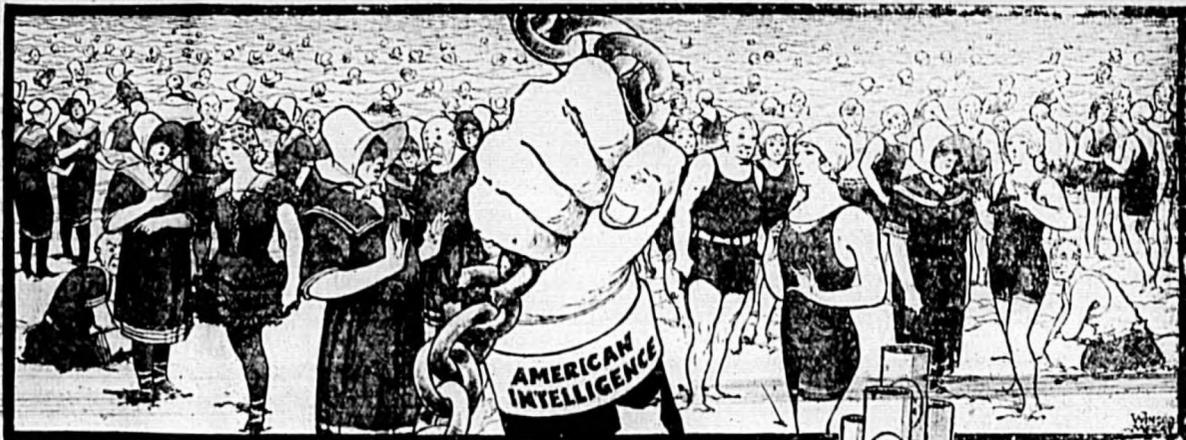
MUSIC and ENTERTAINMENT

Program Arranged by Betty Hall Brown

Sun-Tan Is The Fashion!

AN ANCIENT PREJUDICE HAS BEEN REMOVED

False modesty is a relic of an ancient prejudice. AMERICAN INTELLIGENCE has cut it away and, in behalf of better health and pure enjoyment, sponsors the fashion of sensible swimming attire.



"toasting did it"

Gone is that ancient prejudice against cigarettes—Progress has been made. We removed the prejudice against cigarettes when we removed harmful corrosive ACRIDS (pungent irritants) from the tobaccos.

YEARS ago, when cigarettes were made without the aid of modern science, there originated that ancient prejudice against all cigarettes. That criticism is no longer justified. LUCKY STRIKE, the finest cigarette you ever smoked, made of the choicest tobacco, properly aged and skillfully blended—"It's Toasted."

"TOASTING," the most modern step in cigarette manufacture, removes from LUCKY STRIKE harmful irritants which are present in cigarettes manufactured in the old-fashioned way.

Everyone knows that heat purifies, and so "TOASTING"—LUCKY STRIKE'S extra secret process—removes harmful corrosive ACRIDS (pungent irritants) from LUCKIES which in the old-fashioned manufacture of cigarettes cause throat irritation and coughing. Thus "TOASTING" has destroyed that ancient prejudice against cigarette smoking by men and by women.

"It's toasted"

No Throat Irritation—No Cough.

TUNE IN—The Lucky Strike Dance Orchestra, every Saturday night, over a coast-to-coast network of the N. B. C.
© 1929, The American Tobacco Co., Mfrs.



"It's Toasted"—the phrase that describes the extra "toasting" process applied in the manufacture of Lucky Strike Cigarettes. The finest tobaccos—the Cream of the Crop—are scientifically subjected to penetrating heat at minimum, 260°—maximum, 300° Fahrenheit. The exact, expert regulation of such high temperatures removes impurities. More than a slogan, "It's Toasted" is recognized by millions as the most modern step in cigarette manufacture.

FOR RENT
TWO NICE CELERY FARMS
B. L. PERKINS STORE BUILDING
Best location in the City for any kind of retail business.
SAUMUS BROS. FERRY STORE BUILDING SUITABLE FOR RETAIL OR WHOLESALE BUSINESS ANY KIND.
B. H. ASHCRAFT
PHONE 199

SADYE'S SPECIALTY SHOP **FASHION REVIEW** **MILANE** **FRIDAY NIGHT** **DOORS OPEN AT 7:30** **SHOW AT 8:00 SHARP**