

YOUR NEWSPAPER  
Published in Florida's Heart,  
The World's Greatest Vegetable  
Spot and Richest Garden Land.

# The Sanford Herald

AN INDEPENDENT DAILY NEWS PAPER

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SANFORD, FLORIDA, THURSDAY, FEBRUARY 14, 1935

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NUMBER 124

THE WEATHER

Partly cloudy with possible rain  
on Wed. or cold tonight. Friday  
partly cloudy with slowly rising  
temperature.

## HOVER TO SEE LINDBERGH FOR WHILE TODAY

Colonel Spends  
Night At Estate On  
Belle Isle Close By  
President-Elect's

## "Lone Eagle" Is Slated For Job

Planner's Sister Also  
Guest At Residence  
Near Penny's Home

MIAMI BEACH, Fla., Feb. 14.—(INS.)—Belle Isle, the tiny 20-acre island nestled up against the Venetian Causeway, which has been pre-inaugural headquarters for President-elect Hoover for the past three weeks, took an added significance today in the world's spotlight.

Making their headquarters at the minute estate formation were not only Mr. and Mrs. Hoover, but Colonel Charles A. Lindbergh and Elizabeth Morrow, as well as Elizabeth, the daughter of Dwight Morrow, American ambassador to Mexico, and a sister of Anne Morrow Lindbergh, who arrived at Miami from Cuba, and Mrs. Morrow who came from Nassau by boat.

The guests were on the Joseph E. Adams estate, adjoining the Perry, winter home where the Hoovers are staying. It was probable the President-elect and the young Colonel would get together during the course of the day. He has been mentioned rather consistently for an under secretary in the Hoover cabinet in charge of aviation.

There was another flyer on Mr. Hoover's engagement list today. Tina Lai Yang, known as the "Chinese Lindbergh". It was understood the Chinese came to Miami to pay his respects. Other callers scheduled included George W. Chambliss, publisher of the Minneapolis Journal, and William Shaw, publisher of the Mason City, Iowa, Globe-Gazette.

The engagement was held over yesterday as a result of inability of the four members of the delegation to reach Miami Beach in time. This morning the President-elect will hear the informal report of a sub-committee of four.

Edward Hunt, of the department of commerce, Clarence M. Shaw of the A. W. Shaw Company of Chicago, and Adolph Miller, of the Federal Reserve Bank, will render an official report.

Mr. Hoover and his staff began today the task of discussing fishing rods and picking up flies. Following the return to Washington, the President-elect embarked on a two-day tour of inspection of the Everglades and the Lake Okechobee region, the return from which he will leave him much time to handle his equipment.

## Local Legislation To Be Discussed Tuesday

A conference between Seminole County legislators, County commissioners and interested citizens for the purpose of discussing proposed bills of a local nature, will be held Tuesday morning at 10 o'clock in the court house, according to information obtained from Vanne B. DeGaulle, clerk of the board.

The representatives are expected to discuss what their constituents want in the way of legislation.

## New York Is Excited Over Possibility Of Lindbergh Wedding Near Its Vicinity

Shopgirls, Stenographers, Debutantes And  
Everybody Discuss Various Phases  
Of Approaching Epochal Event

NEW YORK, Feb. 14.—(INS.)—Being Valentine's day, this great city is excited over the possibility of a wedding near its vicinity. The thought of the marriage of the man who flew solo across the Atlantic Ocean, to the woman who was the first to fly solo across the Atlantic Ocean, is a thought that has been on the minds of many New Yorkers.

Shopgirls, stenographers, debutantes and everybody else are discussing the various phases of the approaching epochal event. The wedding of the man who flew solo across the Atlantic Ocean, to the woman who was the first to fly solo across the Atlantic Ocean, is a thought that has been on the minds of many New Yorkers.

Upcoming the belief that the epochal event will be celebrated at the estate of Ambassador Dwight W. Morrow in Englewood, N. Y., is the active about the estate of almost 100 landscape workers, and a team of men who are working on the grounds. The wedding of the man who flew solo across the Atlantic Ocean, to the woman who was the first to fly solo across the Atlantic Ocean, is a thought that has been on the minds of many New Yorkers.

## MISSING PLANE IS REPORTED SAFE IN BAHAMA ISLES

Pan-American Flier  
On Hunt For Another  
Radio Message

WASHINGTON, Feb. 14.—(INS.)—The Pan-American Airways amphibian piloted by Harry Gurnea, missing since early yesterday morning was reported safe at 6:11 A. M. today near Nassau, the Bahamas, according to a radio message received by President J. T. Trippe of the American company.

The giant Sikorsky amphibian left the airway airport at Miami at 5:50 A. M. yesterday in search of another plane piloted by Lt. Callaway which went down in the Gulf of Mexico near the Florida Keys and later was reported safe.

When the Rogers plane also was reported missing, Col. Charles A. Lindbergh started out and remained in the air until darkness. He made further search last night, but he planned to resume his flight today.

The message to Trippe, who came here from New York to await news of the ship, said the amphibian went down at Pine Cay, Red Bay, Andros Island, Bahamas. Mechanic Whitton, who accompanied Rogers on the flight, made his way to Nassau in a small boat to report their safety. He reported all well as to personnel and equipment. Andros Island is at the south end of the Bahamas group.

Trippe in reporting safety of the ship said he wanted to express his appreciation of the cooperation of the Navy in efforts to locate the amphibian. "Both assistant secretary of the Navy Robinson and Admiral Huggins," he said, "personally cooperated to the utmost, and showed a fine spirit."

The Navy had ordered several vessels in the vicinity to aid in the search.

## Anne Morrow Gets Many Expressions Of Congratulation

MEXICO CITY, Feb. 14.—(INS.)—Miss Anne Morrow Lindbergh, today was busy spending more messages of felicitations and congratulations from many of those from whom she does not know, upon the announcement of her engagement.

Hundreds of telegrams and cables poured into the embassy for Miss Morrow and her father, American Ambassador Dwight W. Morrow, from persons high in diplomatic and society circles and prominent in aviation, banking and business fields.

## FILIBUSTER IS SAID NEARING FIGHT ON BILL

Caraway's Measure Is  
Facing Certain Re-  
jection But Debate  
Has Dragged Days

## 11 Days Remain For Legislation

Reapportionment Seen  
As Object Of Delay  
Entailed By Arguing

WASHINGTON, Feb. 14.—(INS.)—The House of Representatives today was expected to begin a fight against the reapportionment bill, which was introduced by Representative William C. Clegg of Ohio. The bill was expected to be passed by the House by a vote of 215 to 200.

## MOTHER SLAYER OF SIX CHILDREN TO BE ARRAIGNED

Accusations Of Daughter  
Form Basis Of  
Sheriff's Evidence

ST. JOSEPH, Mich., Feb. 14.—(INS.)—A "daughter of the law" who is accused of murdering her mother and six children, will be arraigned today in the court of Justice Elizabeth H. Forbes.

The accusations of the daughter, against her own mother, form the basis of evidence on which Sheriff Fred G. Bryant of Berrien County prepared warrants formally charging Mrs. Ethel Lewis and Mrs. Ophelia Gorman with the murder of the latter's infant son.

In all, Mrs. Lewis is accused by her daughter of doing away with three of her own infant children and three of Mrs. Gorman's. Most often the daughter says, Mrs. Lewis accomplished her purpose by mixing some "red stuff" she said was mouth wash, with the condensed milk in the babies' nursing bottles.

To these charges, Mrs. Lewis, a sandy-haired woman of 42, with a limping gait and a withered arm, replied, after an all-night grilling by county officials: "Och! always wanted to get rid of 'em."

Mrs. Gorman is a dark woman of 23, who was as far as the "tenth reader" in school, and has borne her 6-year-old husband and six children during five years of marriage. The sheriff's investigation was opened when it was reported that a child of the Gormans was dead under circumstances identical with those which aroused the suspicion of authorities several years ago.

The two women, with their husbands, are held in the county jail here. The vital organs of five-month-old Clarence Wesley Gorman, who died Sunday at his grandmother's home in Eau Claire 12 miles south of here, are to be sent today to Lansing or Ann Arbor, for analysis by expert pathologists.

The hearing today will probably be continued pending a report on the result of this analysis.

## Xylophone Trio Is Heard By Kiwanians

Musical by a xylophone trio, composed of Mr. and Mrs. James Robinson and Miss Pearl Robinson, featured Wednesday's luncheon of the Kiwanis Club at the Hotel Forrest Lake.

## U.S. Shipping Board Sells 11 Vessels

WASHINGTON, Feb. 14.—(INS.)—The U. S. Shipping Board today sold to a syndicate headed by Paul W. Cavanaugh, of New York, 11 vessels of the government's fleet. The vessels, which were placed on the list of the board's surplus property, were sold for \$1,000,000.

## HIGGINS ELECTED AS NEW HEAD OF SALVATION ARMY

Election Follows De-  
position Of Booth,  
Founder Of Order

SENIOR OFFICERS, Feb. 14.—(INS.)—The Salvation Army today elected William H. Higgins as its new head, following the deposition of General Booth, the founder of the order.

## Series Of Poultry Classes Will Begin Next Tuesday Night

The first of a series of 10 lessons in practical poultry production, offered under the auspices of the Seminole High School, will be given Tuesday night at the high school, according to an announcement today by Alice R. Johnson, instructor.

## DEPUTY COLLECTOR COMING

A deputy collector of internal revenue will be in Sanford March 1 to assist taxpayers in making out their 1928 income tax returns, according to advice received here from Peter H. Miller, collector of internal revenue for the state of Florida. All taxpayers having returns to file for the past year are urged to file in connection with their liability to the return should not hesitate to call on the deputy collector, Mr. Miller said in his communication.

## PADERWISKI IS ILL

NICE, France, Feb. 14.—(INS.)—Ignace Paderewski, famous Polish pianist, is seriously ill here of influenza, today. He was taken upon his arrival to play at a charity concert.

## Big Crowd Expected For Opening Of Second Annual Auto Show At Hotel

Although no formal ceremonies were on the program, Sanford's second annual automobile show opened with a bang this afternoon at the Hotel Forrest Lake. The exhibition got under way at 2 o'clock with a crowd expected to visit the show between that time and midnight. Tomorrow's program will also open at 2 o'clock.

## COOLIDGE ASKS FOR FUNDS TO START ON NAVY

President Seeks Sum  
To Begin Construction  
On Cruisers As  
Provided For In Bill

## Work Not To Begin Until After July

Big Navy Leaders De-  
sire Building To Be  
Instituted At Once

WASHINGTON, Feb. 14.—(INS.)—President Coolidge today asked for \$100,000,000 to begin construction on the Navy's new cruisers, as provided for in a bill passed by Congress last year. The president's request was made in a message to Congress today.

## CHICAGO GANGSTERS FOR FUNDS TO START ON NAVY

Invaders Smash Down  
Doors Of Warehouse  
Of Moran Gang And  
Wipe Out Defenders

Tangle Of Bodies  
Found In Building

Machine Guns, Bombs,  
Shot Guns, Pistols  
Strewn Among Dead

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## FORD DISCLOSES HIS FORMULA FOR GAINING SUCCESS

Motor Magnate Gives  
Interview Revealing  
Ideas Upon Life

FORD MYERS, Fla., Feb. 14.—(INS.)—Henry Ford, one of the world's greatest manufacturers, today gave an interview in which he revealed his formula for gaining success in life.

Mr. Ford, who is 63 years old, has been a successful businessman for over 40 years. He has built the Ford Motor Company into one of the largest and most successful in the world.

He has also been a philanthropist, giving away millions of dollars to various charities and causes. He has been a leader in the movement for the betterment of the race.

He has been a pioneer in the use of the assembly line, which has made it possible to produce automobiles at a much lower cost than before.

He has also been a pioneer in the use of the moving picture, which has made it possible to show movies to a large audience.

He has been a pioneer in the use of the radio, which has made it possible to broadcast news and entertainment to a large audience.

He has been a pioneer in the use of the airplane, which has made it possible to travel across the world in a matter of days.

He has been a pioneer in the use of the automobile, which has made it possible for millions of people to travel freely.

He has been a pioneer in the use of the telephone, which has made it possible for people to communicate with each other over long distances.

He has been a pioneer in the use of the electric light, which has made it possible to see at night.

He has been a pioneer in the use of the electric fan, which has made it possible to keep cool in the summer.

He has been a pioneer in the use of the electric refrigerator, which has made it possible to keep food fresh for a long time.

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## CHRYSLER AVERS MOTOR BUSINESS IN STABLE PERIOD

Head Of Great Auto Company Pictures Optimistic Future

The automobile has reached the third climactic phase which features the growth and development of every essential product, and is now entering the most permanent and stable period of its public utility, in the opinion of Walter P. Chrysler.

The man who, with Henry Ford, is generally considered responsible for the greatest developments in motor car engineering and production, sees in present automotive trends the most conclusive evidence of continued national prosperity. "All new inventions which have ultimately become factors in human life and in the advancement of civilization must pass through three great stages of development," says Mr. Chrysler.

The first is the invention and experimental stage. A quarter century ago the automobile was an inventive hope. In the early days of the Twentieth Century the budding automobile industry was experimenting with an almost endless variety of self-propelled vehicles. There was no agreement among engineers. In fact, there were few who could properly be called automobile engineers.

Heard They Would Run. "That was the period when the industry hoped that the cars it built would run. It was easy for the sound, advanced thinkers to visualize the place the motor car was destined to occupy in modern life, but not so easy for them to see the form of the final product which is today a vital factor in our existence, which is changing the plan of our cities and remaking the habitual parts of the globe."

"We were on our way, however. The United States was blessed with the essential qualities needed to make this nation the world's preeminent of automobile transportation."

Naturally, the first experimental cars were costly. If the automobile was to grow in public use and become an essential factor in modern life, stability had to come. The second phase was the production of more nearly standardized types in such volume that they should be within the economical reach of the mass of the people.

Henry Ford set the pace thru the long years of the second phase—the period of low cost cars. A step behind him came the great quantity production era. We thought then that the ultimate status of our industry was attained. With all the essential variations due to size, numbers of cylinders, variety of models and luxury of finish, other companies followed the Ford lead. Great plants sprung up. Quantity became the keynote of automobile development. Then, logically following it, came the era of ever lowering prices. In spite of the interruption of the war, the downward trend of prices continued steadily, with quantity output ever growing.

Unusually Demanded. "An inevitable reaction from quantity production and low prices is a demand for quality. The universality of that trend, affecting all essential products, suggests that it is perhaps more sociological than economic. When any article universally needed becomes cheap enough for practically every one to possess it the demand for higher quality, better style and greater luxury follows quickly."

"We saw evidences of this trend eight years ago and prepared to meet it. The history of the industry marks the Chrysler. I am happy to say, as the first engineering and manufacturing recognition of a new impulse in automobile buying."

Since 1924 the demand for quality has become universal. It has changed the character of automobile vehicles most radically. It has remodeled factories until not a one that I know of has escaped the necessity of conforming to a new public conception of what constitutes value in an automobile. Mr. Ford's latest product is his recognition of the public demand for modern luxury, modern performance and higher quality."

"We are now arrived at the third and most permanent phase of any industry."

The problem for new quality car production on the most economical basis.

Nothing can be done for the industry, however, of the large scale production of the motor car, which has been the mainstay of the industry, until the most fundamental changes have been made. The industry must be able to produce a car in the most efficient manner, and at the same time, to be able to produce a car of the highest quality, and at the same time, to be able to produce a car of the most modern design, and at the same time, to be able to produce a car of the most economical construction.

## ESSEX BUILDERS PUT STRESS UPON MACHINE'S SPEED

Output Of Motor Has Been Increased 24 Per Cent, Is Claim

While the new Essex, the lower priced of the two cars built by the Hudson Motor Car Company, is tagged with a lot of different mechanical and body improvements, the makers lay so much stress on the car's outstanding performance that the new name has been given the official name of "Essex the Challenger."

There is speed, 30 m. p. h. and more—and abundant power, because the output of the motor has been increased 24 per cent to an actual 55 horsepower. Among the changes to which the greater speed and power are due are a large bore, higher compression, increased valve lift, new cylinder head, improved valve timing, new location of spark plugs, new lubrication system, larger radiator, higher gear ratio of the first drive and other features.

The development of the power plant to an engine of 55 horsepower has led to the adoption of new main and connecting rod bearings of new design for which patent applications are pending. The improved main bearings, the lower half is without recessed, sectional lubrication grooves and in the connecting rod bearings the upper halves are ungrooved. On the other hand, the upper main bearings and the lower connecting rod bearings are grooved in accordance with a new system that provides copious lubrication in spite of the fact that the bearings themselves are adjusted with closer clearance than are common practice.

Also, through the adoption of new Marvel carburetor with heat controls, adjustments for variations and climatic changes, the gasoline consumption is said to be still lower than before.

Essex the Challenger now comes with a new steering gear adjustable for the driver's height and operating on roller bearing throughout the entire mechanism. A new four-wheel brake system has been provided. It is of the shoe type, completely covered. Molded composition blocks are used instead of textile linings, and brake adjustment can be made without tools.

Seven body types are furnished, namely:—roadster, phaeton, coupe,

## Variety Of Colors Are Seen In Late Models Of The Ford

The new model A Ford cars, which will be introduced today and tomorrow at the auto show, have a variety of color harmonies and color schemes that are distinctive among American cars.

Few people would care to admit that the modern car is a thing of beauty, but the Ford company is not one of them.

An entire department of the Ford factory is devoted to the selection and blending of colors. The color scheme of the new model A Ford is a result of the work of the color department. The color scheme of the new model A Ford is a result of the work of the color department. The color scheme of the new model A Ford is a result of the work of the color department.

With a color scheme of navy, maroon, Model A Ford only model car in the world, as the color scheme of the new model A Ford is a result of the work of the color department. The color scheme of the new model A Ford is a result of the work of the color department.

## PERSHING SUFFERS COLD

PARIS, Feb. 13 (INS).—Gen. John J. Pershing, who was brought here yesterday from the front, suffering from a severe cold, was much better this morning. "With this cold," Gen. Pershing told Interior and Justice Secretary, "it is best that I remain in my room for a few days. I am to be here for an indefinite period, so there is no hurry."

Cotton, automobiles and wheat are our principle exports.

Convertible coupe, coach, sedan and town sedan. The convertible coupe and the town sedan are new to the Essex line.

The general impression given by the new body, head and fender lines is one of business and power. Even the chevron, not definitely looking for style and new more than harmony with prevailing tendencies; he will see spirited, youthful style, slim contours, easy beauty and individual character.

## HUDSON MOTOR DEVELOPS HIGH SPEED RECORD

Added Refinements Provide Increased Power In Pulling

In the first respect, the new Hudson motor is a development of the 1928 motor. It is a 24 valve, 12 cylinder, 100 horsepower motor. The new motor is a development of the 1928 motor. It is a 24 valve, 12 cylinder, 100 horsepower motor.

Among the new features for 1929 are a new 24 valve, 12 cylinder, 100 horsepower motor. The new motor is a development of the 1928 motor. It is a 24 valve, 12 cylinder, 100 horsepower motor. The new motor is a development of the 1928 motor. It is a 24 valve, 12 cylinder, 100 horsepower motor.

New clutch incorporates an interlocking mechanism, "neutralizer," which holds the clutch in the disengaged position and prevents the clutch from slipping and stopping, but also the clutch from slipping and stopping.

Advertising Quota Of Cities To Be Limited

By an act of Congress, the Federal Government has authorized the Federal Trade Commission to issue regulations which will limit the advertising of motor vehicles in the United States. The regulations will limit the advertising of motor vehicles in the United States. The regulations will limit the advertising of motor vehicles in the United States.

Be sure and see the

# NEW Studebaker PRESIDENT 8

the latest and greatest world champion

Larger — More Powerful — More Beautiful.

# Also the NEW Studebaker COMMANDER

now available in an 8 or 6 at a new LOW PRICE.

With many NEW Improvements.

5 GALLONS OF OIL FREE each night at our Sunoco Gasoline and Oil Exhibit.

San Juan Garage Co.

## National Demonstration Week!

Drive the Chevrolet Six

No matter how closely you inspect The Outstanding Chevrolet of Chevrolet History—you will never appreciate what a wonderful achievement it is until you sit at the wheel and drive. So this week has been set aside as National Demonstration Week, and you are cordially invited to come in and drive this sensational automobile.

Not only is the new six-cylinder valve-in-head motor 32% more powerful, with correspondingly higher speed and faster acceleration... not only does it provide a fuel economy of better than twenty miles to the gallon—but it operates with such marvelous six-cylinder smoothness that you almost forget there is a motor under the hood!

Regardless of the car you may now be driving—come drive this new Chevrolet Six. Come in today!

-a Six in the price range of the four!



| The COACH       | \$595 |
|-----------------|-------|
| The Roadster    | \$525 |
| The Sedan       | \$525 |
| The Coupe       | \$595 |
| The Sport       | \$675 |
| The Convertible | \$695 |
| The Cabriolet   | \$695 |

WHITE-HIGHLEYMAN, INC.  
SANFORD AVE. AT TENTH ST.  
QUALITY AT LOW COST

## See the New Dodge Brothers Six Presented by Walter Chrysler

Dodge Brothers Six typifies that genius in engineering and craftsmanship which characterizes all Chrysler-built cars. The most remarkable value in Dodge Brothers history, it introduces more than a score of important betterments.

In new beauty, in sparkling performance, in superior comfort, in safety, and in luxury of detail, the new Dodge Brothers Six is a supreme achievement. The long-time prestige of Dodge Brothers takes on new lustre from this remarkable six.

## New Dodge Senior

the largest, handsomest and finest product of Dodge Brothers craftsmanship

THE New Dodge Senior was the first creation of Dodge Brothers under the auspices of Walter P. Chrysler.

It is a fine, large car of most forceful character and attraction—modern in mode, vivid in action.

MILLER O. PHILLIPS INC.

Phone 3

13th and Elm

## ERSKINE BOASTS SEVEN MODELS IN THIS YEAR'S LINE

### Distinctive Features Are Enumerated By The Manufacturers

Studebaker's Erskine Six, a splendid in refinement and improvements announced during recent months, makes its formal debut at the automobile show with two years of steadily growing popularity behind it. Seven different models are announced in the present line, including a 5-passenger Royal sedan, a 5-passenger regular sedan, a 5-passenger Club sedan, a Royal cabriolet for 4, and a cabriolet for 2.

Distinctive features of the Erskine Six body lines include a deep narrow radiator flanked by head lamps of new design and topped by a flat radiator cap which carries a winged motif of championship speed. A necked-in roof between the large headlamps carries a graceful "E", which adds a distinctive note to the appearance of the car. Cow lamps, handsome miniature of the headlamps, extend

outward from a nicked bead at the cowl line. Graceful sweeping fenders give an added flare to the 300-wing body.

**Graceful Moulding**  
The beauty of the Erskine's body lines is accentuated by a new moulding treatment which flows in a graceful curve from the windshield down to the lower corner of the hood. The roof line terminates in a jaunty pin cap visor of new design. Emphasizing the low, sport appearance of the body is a front moulding at the belt line finished in colors that are pleasingly contrasted to body lacquer.

Interiors of the Erskine are roomy, luxuriously appointed and comfortable. The wide doors of the club sedan open on two wide folding seats which are deeply cushioned.

Interior refinements include recessed ash receptacles, dome light and antique ivory instrument panel in which are grouped hydrostatic gasoline gauge, ammeter, oil pressure gauge and speedometer. A console vital lock to steering and ignition secures lower theft insurance for the owner and is operated by a key which also controls the door lock.

All Erskine models are powered with the famous Erskine Six motor, which established new speed and endurance records for fully equipped stock cars selling

## 1928 Sales Show Pontiac Advanced To Leading Position

The "running start" is when the Pontiac in 1926 established a world's record for the first year sales of any new make of automobile. It has been surpassed during the succeeding two years by such a spectacular margin that 1928 saw Pontiac advance to a leading position among all makes, with a total year's output of 220,000 cars.

The initial acceptance of the new model by traveling thousands of miles in 1928 is a testament to the quality of the car.

This motor is applied now to meet the high standard of Studebaker performance and embodies many features of Studebaker engineering genius. Indicative of its advanced design is the fact that any Erskine car may be driven forty miles per hour even when now the result of quality materials, precision workmanship and thorough inspection and testing during manufacture.

As in the other Studebaker motor, engine oil need be changed only at 2,500 mile intervals after the first 1,000 miles of operation.

Pontiac Six in 1926 exceeded even the most sanguine hopes of the Oakland executives who saw the capabilities of the car through the three years of preliminary testing at the famous Motors Proving Ground, which had been subject of intense being paid upon the market.

During the first year more than 25,000 new Pontiac Sixes were sold. And through that figure stands a sales record for a new make of car. The Pontiac output in 1928 will represent substantially twice the volume of its nearest and long established competitor.

But even in 1928 the Pontiac Six, which is a product of the Oakland Six, was transferred to its own group of model factories. The Pontiac plant has been rushed to completion during the latter part of 1928 when demand for the new car threatened to swamp the plant. Oakland Pontiac facilities.

Our total foreign trade in 1924 was over nine billion dollars, almost four times that of twenty years ago.

The United States regular army totals approximately 120,000 men.

# Now on Display at the Auto Show!

Today you can see the most sensational automobile ever introduced—The Outstanding Chevrolet of Chevrolet History, a Six in the price range of the four!

Today, this amazing new automobile is on display in our showrooms and we cordially invite you to come in for a personal inspection!

When you lift the hood and see the new six-cylinder valve-in-head engine you will realize that a new era has dawned for the buyers of low-priced automobiles. Representing four years development and testing, this new power plant is a marvel of advanced design. At every speed it operates with that delightful smoothness which everyone demands today in a modern automobile. It develops approximately 32% more power than any previous Chevrolet engine. It displays sensationally greater speed and faster acceleration. And yet, despite this brilliantly improved performance, it maintains Chevrolet's worldwide reputation for economical transportation by delivering better than an average of twenty miles to the gallon of gasoline!

**Great Array of New Features**  
Matching this spectacular advance in performance is the greatest array of new features Chevrolet has ever announced.

The big, new four-wheel brakes are exceedingly quiet in operation. The new two-beam headlamps with foot control dimming device were never before available in Chevrolet's price class. And so on throughout the entire chassis, you will find feature after feature previously demanded in the finest of automobiles and now offered on the Outstanding Chevrolet in keeping with Chevrolet's policy of constant progress.

**Distinctive New Beauty**  
But, however impressed you may be by the mechanical superiority of the Outstanding Chevrolet, your admiration will reach even greater heights when you study the car's distinctive beauty—

the marvelous new Fisher bodies represent a masterful example of artistic coachwork. Never have beauty, comfort, convenience and staunch construction been more skillfully combined in the bodies of any automobile!

So we urge you to come in today and inspect this outstanding new car.

## The COACH \$595

|              |       |                         |       |
|--------------|-------|-------------------------|-------|
| TO ROADSTER  | \$525 | THE COMMANDER           | \$725 |
| TO PHAETON   | \$525 | SEDAN DELIVERY          | \$595 |
| TO COUPE     | \$595 | LIGHT DELIVERY          | \$400 |
| TO SEDAN     | \$675 | TO TON CHASSIS          | \$545 |
| TO CABRIOLET | \$695 | TO TON CHASSIS WITH CAB | \$650 |

All prices f.o.b. Flint, Michigan



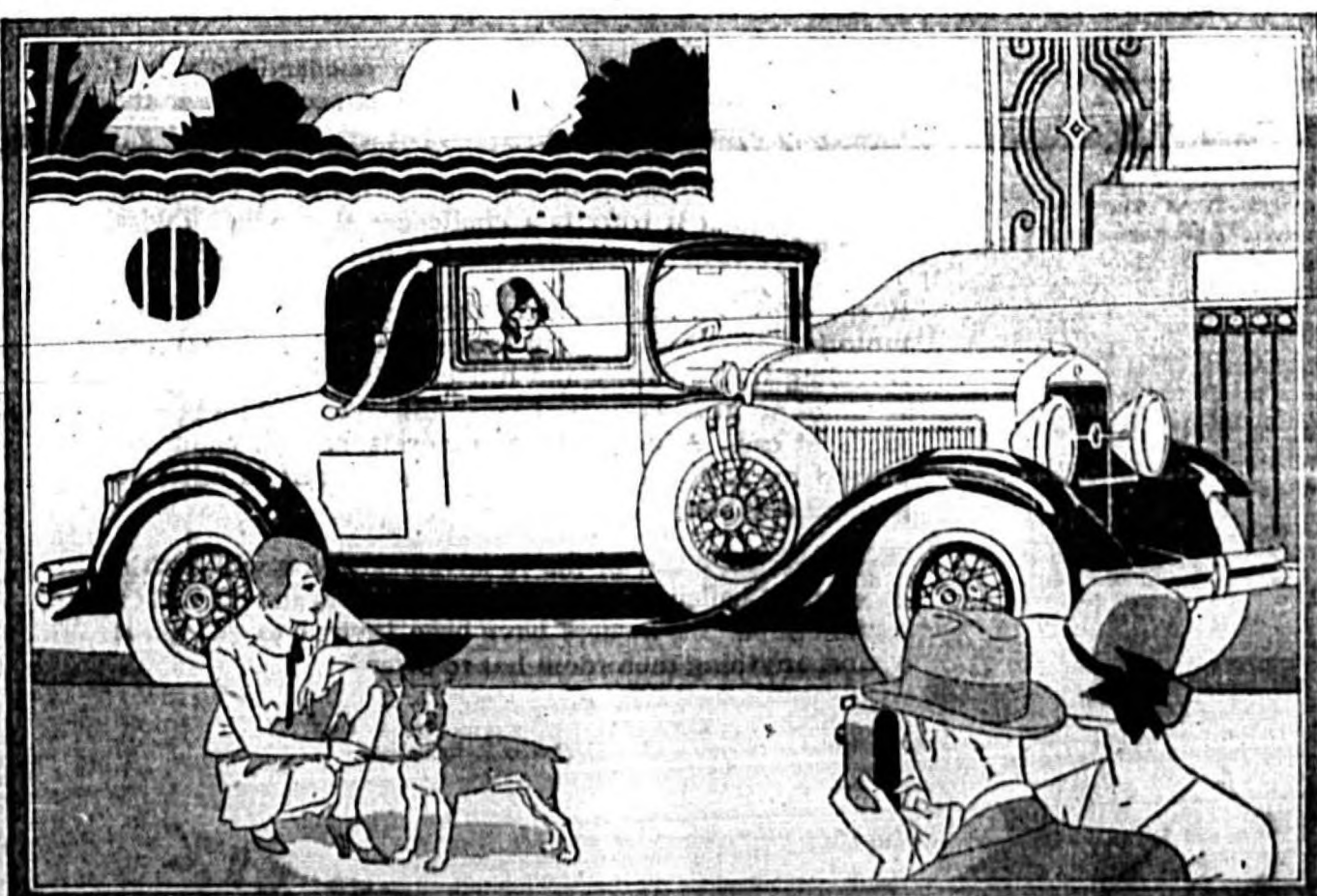
### Partial List of Outstanding Features

|                                                                    |                                                                                    |
|--------------------------------------------------------------------|------------------------------------------------------------------------------------|
| <b>NEW SIX-CYLINDER MOTOR, VALVE-IN-HEAD TYPE, FULLY ENCLOSED.</b> | <b>NEW SAFETY-PROOF ELECTROLOCK.</b>                                               |
| <b>NEW AUTOMATIC LUBRICATION OF PISTON AND MECHANISM.</b>          | <b>NEW SEMI-AUTOMATIC SPARK CONTROLS.</b>                                          |
| <b>NEW FABRIC CAMSHAFT GEAR.</b>                                   | <b>NEW WATERPROOF SPARK COIL LOCATED BENEATH COIL.</b>                             |
| <b>NEW HEAVY CRANKSHAFT STATICALLY AND DYNAMICALLY BALANCED.</b>   | <b>CHASSIS</b>                                                                     |
| <b>NEW REINFORCED PISTON PINS.</b>                                 | <b>NEW SELF-ADJUSTING, SINGLE PLATE, DRY DIS CLUTCH.</b>                           |
| <b>NEW HOT-SPOT MANIFOLD.</b>                                      | <b>NEW SMOOTH SLIDING 3-SPEED TRANSMISSION WITH VANADIUM STEEL GEARS.</b>          |
| <b>NEW AC GASOLINE PUMP WITH FILTER REPLACING VACUUM TANK.</b>     | <b>NEW SOLID SHAFT TYPE STEERING COLUMN.</b>                                       |
| <b>NEW TYPE AC AIR CLEANER.</b>                                    | <b>NEW FLAT TYPE, SLENDER RIM STEERING WHEEL WITH LARGE HORN BUTTON IN CENTER.</b> |
| <b>COOLING SYSTEM</b>                                              | <b>NEW AND MORE EFFICIENT MUFFLING SYSTEM.</b>                                     |
| <b>NEW TYPE THERMOSTAT COOLING SYSTEM CONTROL.</b>                 | <b>NEW AND MORE COMPLETE ALEMITE CHASSIS LUBRICATION.</b>                          |
| <b>NEW WATER TEMPERATURE INDICATOR ON DASH.</b>                    | <b>NEW RUBBER-ON-STEEL PEDAL ENCLOSURES.</b>                                       |
| <b>ELECTRICAL EQUIPMENT</b>                                        | <b>NEW LARGER GASOLINE TANK AT REAR—11-GALLON CAPACITY.</b>                        |
| <b>NEW TWO-BEAM HEADLAMPS WITH FOOT BUTTON CONTROL.</b>            | <b>NEW, SMALLER, STARTER WHEELS WITH FULL BALLOON TIRES.</b>                       |
| <b>NEW PARKING LIGHTS INSIDE HEADLAMPS.</b>                        |                                                                                    |
| <b>NEW PRISMATIC HEADLAMP LENSES.</b>                              |                                                                                    |

AGAIN CHEVROLET HAS CREATED A MASTER-PIECE IN BEAUTY, POWER, ECONOMY, COMFORT, SPEED IN FACT EVERYTHING THAT GOES TO MAKE A WONDERFUL CAR.

# A Six Cylinder Car IN THE PRICE RANGE OF THE FOUR

**White-Higleyman Inc.**  
SANFORD AVE. AT TENTH STREET



THE COMMANDER EIGHT CONVERTIBLE CHASSIS FOR FOUR, six wire wheels and trunk rack standard equipment, \$1645. Other Commander Eight models as low as \$1495. The Commander Six Cabriolet, \$1495. Prices at the factory. Bumper and spare tire extra.

THE whole world has known this magnificent car as the Six that sped 25,000 miles in less than 23,000 minutes in heroic proof of its speed and stamina. Only Studebaker's great President Eight has surpassed—or even approached—this spectacular demonstration. Think what The Commander's stamina means to you, in year after year of surpassing, trouble-free performance! And now Studebaker adds to the appeal of The Commander, the winning, silken suavity of eight-cylinder power—at a price as low as \$1495 at the factory.

New body art in line, curve and color, interprets the very spirit of the new Commander's brilliant performance. New riding comfort, the result of hydraulic shock absorbers and Studebaker's ball bearing spring shackles. New safety, contributed by non-shatterable windshield, steel core steering wheel and large amplified-action wheel brakes. New ease of handling at high speed—for the new Commander is lower, with a new double-drop frame. And it looks lower still!

Come in today and see the new Commander. Ride in "Studebaker Champions"—Sunday Evening—10:15 to 10:45 Eastern Time, Station WJAX, WEE, WMC and all of NBC Red Network.

**SAN JUAN GARAGE CO.**  
301 W. First St. Sanford Fla.

it. Drive it. Trust your own judgment, backed by Studebaker—a name that has meant quality manufacture for 77 years.

### COMMANDER MODELS AND NEW LOW ONE-PRICE PRICES

|                                       | SEVEN  | EIGHT  |
|---------------------------------------|--------|--------|
| Sedan, for five                       | \$1375 | \$1545 |
| Sedan, Regal, for five                | 1495   | 1645   |
| (Including 6 wire wheels, trunk rack) |        |        |
| Brougham, for five                    | 1525   | 1675   |
| Victoria, for four                    | 1375   | 1525   |
| Cabriolet, Convertible, for four      | 1495   | 1645   |
| (Including 6 wire wheels, trunk rack) |        |        |
| Coupe, Business, for two              | 1350   | 1495   |
| Roadster, Business, for two           | 1375   |        |
| Roadster, Regal, for four             | 1450   | 1595   |

### OTHER MODELS

|                     |                  |
|---------------------|------------------|
| The President Eight | \$1785 to \$2575 |
| The Dictator        | \$1050 to \$1395 |
| The Erskine Six     | \$600 to \$1045  |

PRICES AT THE FACTORY

## PUBLIC ACCLAIMS NEW CREATIONS IN OAKLAND LINE

### New Fisher Bodies Reveal Unique And Symmetrical Lines

Achieving popularity, beyond any of its predecessors, the newest Oakland All-American Six, despite having been introduced late in 1928, continues a leading magnet in automobile circles.

"Something entirely new," is the popular verdict accorded the line, with emphasis placed particularly upon the unique and distinctive body lines, which rank the Oakland Motor Car company as a style creator as well as a pioneer of engineering and chassis refinements.

The new grill front of the larger seven-flow radiator, arranged in a symmetrical design with a chrome-plated bar extending vertically through the center, gives the car an identity easily distinguishable in traffic. The radiator shell, higher this year with an unbroken outside curve line, gleams with a finish of chrome plate, as do all lamps and other exterior hardware.

On the hood is a new "honey-comb" grouping of four sets of five each, the hood itself giving the impression of increased power and testiness developed by the larger and refined engine.

Seven body types are in the line: 4-door sedan, 2-door sedan, convertible cabriolet, coupe, sport roadster, sport phaeton, and a new convertible cabriolet and landaulet design. Both latter types bordering on the custom-built, are introduced in the Oakland line for the first time in the 1929 model.

In keeping with the distinctive front end, the new Fisher bodies reveal unique and symmetrical lines unlike those of any other car now on the road. Duo color combinations are new and smart. A beautifully proportioned back panel emphasizes the sweeping, low line of the car, and an oval window in the rear replaces the conventional type.

The rear seat of all five passenger models has been made two inches wider without increasing the tread, to add to the comfort of passengers. Increased width across the dash also makes for greater roominess and convenience in the driver's compartment.

Fisher craftsmen working in conjunction with Oakland engineers built into the bodies eight major improvements: Correct seating position both front and rear, freedom from rumble and rattle, rigid bearing, durability, strength and safety, form fitting cushions, side cowl ventilators, and adjustable driver's seat.

The side cowl ventilators operate by foot control, and add a smart touch to the exterior appearance of the car, at the same time providing for greater comfort in warm weather driving. In addition to the side ventilators the convertible cabriolet has a top cowl ventilator.

Minute attention to detail carried out in every body type extends even to a rear vision mirror, which this year is constructed of colored glass so that at night the reflected glare of a following headlight will not blind the driver.

Heavy and luxurious mohair in solid colors which blend attractively with the exterior Duo finish, upholsters all bodies except the convertible cabriolet and the open sport types, where leather is used.

An outstanding new feature particularly attractive to women drivers is the adjustable driver's seat in all closed models. It may be set to accommodate the height of any driver. The entire seat, back and all, moves forward or back and is approximately three inches by a conveniently placed and easily operated knob adjustment.

The instrument panel represents a departure from the conventional indirect lighting method formerly in vogue. The new All-American panel, finished in a dignified black, has two direct lamps which illuminate the board with soft, reflected light. Instruments, symmetrically grouped and mounted directly on the dash, include a eighty mile speedometer, gasoline gauge, oil gauge, ammeter, ignition, horn, lighting switch, choke and throttle buttons, and windshield wiper control. All instrument dials have a black finish with white figures.

On the instrument board also is mounted the new "All-American" clock, equipped with red white and blue hands carrying out the "All-American" theme. When engaged, the clock shows the time in minutes and seconds, and also the day of the month.

in chrome plate. Headlamps, stop light, tail lamp and filler cap also follow a new design and carry the same brilliant finish.

Bodies, while in appearance lower and smarter than a year ago have not sacrificed head room, an effect achieved by arching the roof and slightly raising the belt line. Windows are arched and are bordered by reveals set off by narrow bead.

Interior hardware of exclusive Oakland pattern distinguishes every model. Appointments common to various models are the new type sun visor, walnut finished door panels, axminster carpet in tonneau, embossed leather steering wheel, and other expected items of luxury.

All Fisher bodies, of composite steel and wood construction, for utmost strength and rigidity, have been built to withstand the high speed and quick acceleration which the enlarged power plant delivers.

### Federal Judges Are Cited For Good Work

ALBANY, N. Y., Feb. 14 (INS)—Federal Judge Frank Cooper and Frederick Bryant of the Federal Court of the Northern New York District, with headquarters in Albany, have just been commended in a report of the United States Attorney General for collecting the largest amount of fines for liquor violations in 1928 than any other federal court in the country.

The fines imposed and collected by the two jurists aggregated \$174,865. This sum is nearly \$100,000 in excess of the fines collected by the next highest district in New York State—the southern district—headquarters in New York City. Liquor law violations brought the largest source of assessment, according to the Attorney General. Prosecution of this type of case was not only more stringent in meting out punishment but authorities were also more successful in compelling payment of fines.

QUINCY—New school building completed.

## SILLS DECLARES VOICE TESTS ARE HOKUM IN MOVIES

### Says Quality Of Vocal Ability Is Comparatively Unimportant

HOLLYWOOD, Feb. 6 (INS)—Voice tests are all hokum, according to Milton Sills, who has been successful on stage and screen.

"I believe that almost any voice can be satisfactorily projected by the mechanism now in vogue to project sound," Sills recently announced in a lecture on the subject of talking pictures. "Quality of voice is comparatively unimportant," he continued. "In teaching the art of acting for talking pictures insistence should not be laid upon voice quality as upon the intelligent reading of the lines, giving them their utmost variety, their utmost naturalness, the secret of life itself."

The star warned against elocution as the pitfall of mediocre actors, pointing out that "elocution frequently is synonymous with affectation, pedantry and bombast in speech. We do not want elocution on the screen in that sense."

Moving around in Movieland, Metro-Goldwyn-Mayer claims to have the largest galaxy of stars and featured players ever assembled at any studio. Here's the list: Lily Damita, Lupe Velez, Rod La Roche, Henry B. Walthall, Don Alvarado, "Estelle" Taylor, Lulu Tushman, Douglas Fairbanks, Jr., Mitchell Lewis, Lloyd Hughes, Raymond Hackett, Donald Crisp, Carol Lombard—pause—Norma Shearer, Lon Chaney, Ernest Torrence, Lewis Stone, Marion Davies, Conrad Nagel, Alleen Pringle, Bette Kenton, Ramon Novarro—second and final pause—Charles Pickford, Kay Johnson, Landers Stevens, Mary Doran, Willard Mack, Beatrice Banvard, Robert

and Sylvia Fields, William Haines, John Gilbert and Greta Garbo, now in Europe, are expected at the studio soon.

In his new role, Duke Kahana-moku, Hawaiian swimming champion, will be like a fish out of water. In the part of an animal trainer for the first time he won't have to swim or dive in the picture.

Jeanette Loff has a dress designer who has been so successful that it was necessary to divulge her identity. It's Jeanette's mother who has designed the following spring wardrobe for the star. A black satin and cream lace ensemble for afternoon wear, an apricot robe de style for evening, a wrap of cloth gold and several sporty outfits.

Delta Goodall is said to have the most complete wardrobe of any player in the film colony. Because of the wide variety of roles, she has portrayed she has acquired all types of clothes.

## Large Crowd Sees The Zander-Gump Wedding Last Night

The "Zander-Gump Wedding," a comedy introducing characters made famous in the comics, was presented last night at the Junior High School auditorium to a packed house with standing room only. The show, presented under the auspices of the local chapter, Order of Eastern Star, and directed by Mrs. M. C. Maxwell, was declared a tremendous success by those who witnessed the production.

E. B. Hodgson, as Uncle Ben Gump, played the part of the groom, while Mrs. Sibyl Routh, as the bride, played the part of Henrietta Zander. The bride, J. Tilden Jacobs as Aunt Gump was best man and Mrs. Minette Jacobs as Min Gump was the matron of honor. Groomsman included Claude Herndon as V. Whipple and George Schifley as Hardbread Harry. The bridesmaids were Miss R. E. Griffin

as Tillie the Toiler, and Miss Ethelda Tatterson as Beinda. Other members of the wedding party were: Flower girl, Orphan Anna played by Frances Johnson; ring bearer, Chester Gump played by Jimmy Shoemaker, trainbearer, Hattie and Fritz Katzenjammer, Joe Crenshaw and Elizabeth Turner. The wedding guests included the following:

Ella Cinders, broadcaster, Mrs. Katherine McKay, Rinky Dinky Club, L. P. McCuller, Harry Degler, Billy Green, Miss Appleby an old maid, Mrs. Elizabeth Scott, Ambrose Potts, an old bachelor, D. S. E. Starr, Mr. Appleby, father of Miss Appleby, G. E. Elliot, Jiggs, a hen pecked husband, F. Hasky Wright, Maggie, Jiggs wife, Maud, Cat away, Miss Jiggs, their beautiful daughter, Ella Spencer, Uncle Walt, a good old sport, Bob Yancy, Skeezik, Walt's adopted son, Owen McCuller, Rachael, Walt's servant, Mrs. Stella Moore, Gouth Gump, the Gump baby, Dottie Dimple, Mutt, Sarah Warren Easterby, Jeff, Mutt's pal, Mrs. Dorothy Varn, Pa Perkins, Edna Greene, Ma Perkins, Chale Routh, Mandy, colored flapper, Mrs. Estell, Elliott, Fato, her man, Mrs. Iva Wigh, Flapper Chorus—Boots, Christa Stoudenville, Bubbles, Frances Ritz, Fritz, Sara Maxwell, Roy, Ruth Pearman, Polly, Flanagan Terry, Ghost of rejected sister, Mrs. Jamie Shoemaker, Major Hoople, Justice of the Peace, Mrs. W. E. Stone, Treckles, Billy Barber, Tagalong, Albert Huff, Jay, Norman Glenn, Mrs. Katzenjammer, Henrietta Hushowitz, The Captain, "Fat" Partin, Barney Google, Arthur Johnson, Sunshine, Margaret Reitz, J. PALATKA Putnam National Bank occupying new building.

## Indiana Legislature To Battle Utilities

INDIANAPOLIS, Feb. 14—

(INS)—Indiana legislators have begun an attempt to bring the big holding companies or public utilities within the jurisdiction of the State public service commission. Increased at recent rate increases obtained by light and telephone companies, a group of State Legislature members has drafted a program of utility legislation to be presented during the present session.

The program includes: Forcing holding companies owning 50 per cent more of stock in Indiana utilities to be regulated by the commission.

Increasing the staff of engineers and accountants of the commission. Repealing a bill which has enabled utilities to set aside decisions of the commission through appeals to friendly circuit courts.

LAKE CITY—\$2,000 sprinkling system will be installed at Veterans' Hospital.

# ESSEX THE CHALLENGER

Twice now... in 30 days...  
production has had  
to be increased

### 76 Advanced Features

Includes: Power increased 24%—Above 70 miles an hour top speed—60 miles an hour all day—Four hydraulic shock absorbers—New type double action four-wheel brakes—Large, fine bodies—Easier steering—Greater economy.

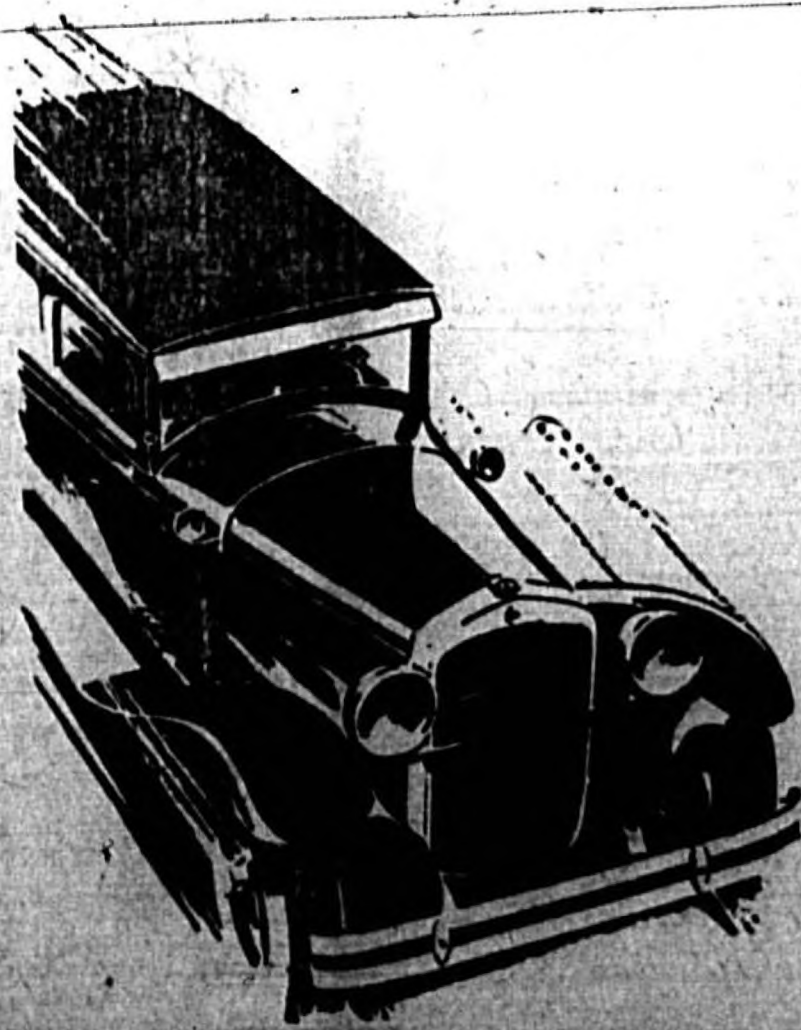
How quickly motordom recognizes outstanding value! In the case of Essex the Challenger its acceptance is the talk everywhere.

In its tens of thousands of demonstrations there is conclusive proof that it truly is a challenger that wins. Twice now—in 30 days—production has had to be increased.

Every day in more than five thousand Essex salesrooms motorists are appraising its looks. On the road they are revealing it in getaway and hill climbing. Its better than 70 miles an hour is proved over and over again by thousands of cars. And that such performance will endure is proved by any number of demonstrations of 60 miles an hour all day long.

These are but a few of the 76 advantages you will find in Essex the Challenger. Go inspect the others and do what a million Super-Six owners have been invited to do. Pit it against anything motordom has to offer.

Make the radio program of the "Hudson-Essex Challenger" every Friday evening.



A BIG FINE SUPER SIX  
YOU'LL BE PROUD TO OWN  
\$695 AND UP AT FACTORY

| Model          | Price |
|----------------|-------|
| Standard Sedan | \$710 |
| Town Sedan     | \$690 |
| Runabout       | \$650 |
| Convertible    | \$750 |
| Coupe          | \$690 |

## WIGHT, BROS. CO.

PHONE 16 OR 66-J

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the  
**Majestic**  
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**HUDSON and ESSEX**  
AT THE AUTOMOBILE SHOW

