





The Sanford Herald

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WILLIAM L. DEAR Editor EDWARD DEAR Manager EARLE L. JONES Managing Editor

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THURSDAY, JANUARY 10, 1928

OUR PRAYER

Be not worth very sore, O Lord, neither remember iniquity for ever: behold, we beseech thee, we are all thy people.—Isaiah 64:9.

LOST LAUGHTER

Life took all my dreams away, for sleepers must awaken: Gave me open eyes to vision in unavailing years; With laughter and another, my soul was not forsaken.

What This Year Holds In Store

Under the heading, "General Outlook Brighter," the Leesburg Commercial editorializes on general business conditions and the outlook for the next twelve months.

TEX RICKARD

MIAMI NEWS

The death of George L. (Tex) Rickard, premier sports promoter, carries deep sorrow into a multitude of hearts.

He was an optimist. Faith in human nature made him so. He was a "square shooter," as the saying is, and was never known to break his word, once he gave it.

Loyalty to his friends was one of the sterling qualities of this genial man whose untimely death at the height of his successful, colorful career followed his operation at Allerton hospital, Miami Beach, for appendicitis.

Rickard was of a rugged type. He had passed gold in the Klondike, punched cattle on the west-coast plains and showed his mettle as a soldier of fortune in South America.

He was the owner of "making" more sports champions than any other man in the world. His "making" plant held its brilliant opening the

Florida Looks To The Sky

Amid an atmosphere of optimism and under the gaze of a group of notables, three tri-motored argosies of the air left the ground at the Pan American Airport in Miami yesterday and headed southward, thereby linking the Magic City to eleven nations of Central and South America.

Citizens of Florida have been proclaimed by those interested in aviation to be air-minded, a condition which indicates that they are aware of the fact that transportation through the skies is no myth and that it will have its effect upon the development of cities and states as far reaching as the advent of the railroad or steamboat.

There are several reasons why Florida should become the aviation center of the world and among them are the following: first, it is situated in a climate ideally given to flying throughout the year, a condition seldom found in other states.

There is another reason, perhaps not as tangible as the others but nevertheless just as real, which appears to us a fitting one why Florida should lead the way in the air.

Progress in the South

Tremendous progress and development in the South during 1927 is shown in a comprehensive report published by the Southern Railway System.

Intensive cultivation of the tender sprout which has been discovered in the soil of Florida, recently is the upstartable aim of the Republicans of state and nation.

"Sunrise," the Fox film with mystic score and sound effects, which is now being shown in Florida, is the cinema's best yet.

In Orlando the grivous question of governmental competition with private enterprise has struck home in the protest of local motion picture houses against films presented in the municipal auditorium.

The final count shows that Governor Smith carried Rhode Island by 1,451 votes in view of the number of states carried by Governor Smith's opponent.

He counted among his friends men and women of prominence throughout the world. The prince of Wales, King Albert of Belgium and Queen Marie of Rumania were among his friends.

The Greater Miami district loses an enthusiastic and loyal winter resident in the passing of Tex Rickard. His plan, incomplete at the time of his death, provided for the establishment of Miami Beach of the largest sports center on the continent.

This Afternoon

by JOHN TEMPLE GRAVES II



When you were a fish and I was a fish to the Paleozoic time

Tennessee has the makings of another evolution case, but there is no William Jennings Bryan to bring it to the attention of the masses of his tongue.

Rumors that President Hoover will offer Alfred P. South a place in his cabinet are interesting but not convincing. And not appealing either, says mentalists.

Ivy League Johnnie thinks the greatest living American is Mr. General C. G. Bonner. If someone is chief of staff of the United States Army, the beautiful and wise minister of the Treasury, Commodore, and evidently has a womanly weakness for brass buttons, but she is as right as that in war and in peace, as she points out, he has made history for his country.

Doyle Carlton is thinking over whether he nominates anyone for the greatest living Florida. He might be expected to appoint him chairman of the state road department. Governors are not always free to speak freely.

Business offices of hundreds of newspapers pick up their hats at the announcement that the American Tobacco Company will spend \$12,000,000 this year in advertising Lucky Strike cigarettes.

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THAT'S MORE LIKE IT



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"Pass me a Lucky-I pass up the sweets." Johnny Farrell

Johnny Farrell, National Open Golf Champion, 1928

WHEN fattening sweets tempt and you dread extra weight, light a Lucky instead. No discomfort, no trouble—just a common sense method of retaining a slender figure.

The finest tobaccos are skillfully blended to make Lucky Strike. Then, "It's Toasted." This secret process brings out every essence in the tobaccos and produces a flavor which makes Lucky Strike a delightful alternative when you crave fattening sweets—there is no interference with a natural appetite for healthful foods. That's why folks say "It's good to smoke Luckies."

At the same time toasting removes impurities. That's why 20,679 physicians are on record that Lucky Strike is less irritating than other cigarettes. That's why prominent athletes have testified that Luckies steady their nerves and do not impair their physical condition. No wonder that this was discovered long ago by many men, who pride themselves on keeping trim and fit, who love the "pep" that comes with health and vigor.

A reasonable proportion of sugar in the diet is recommended, but the authorities are overwhelming that too many fattening sweets are harmful and that too many such are eaten by the American people. So, for moderation's sake we say:—

"REACH FOR A LUCKY INSTEAD OF A SWEET."

"It's toasted" No Throat Irritation—No Cough.

Come to coast radio hall-up every Saturday night through the National Broadcasting Company's network. The Lucky Strike Dance Orchestra in "The Times that made Broadway, Broadway."



Reach for a Lucky instead of a sweet.

Johnny Farrell, National Open Golf Champion, 1928

LUCKY STRIKE "IT'S TOASTED" CIGARETTES

© 1928 The American Tobacco Co. Manufacturers

Social And Personal Activities

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

Social Calendar

FRIDAY Mrs. A. E. Hill will entertain the members of the Book Lovers Club at 1 o'clock at her home in Rose Court. Regular meeting of Seminole Rebekah Lodge Number 4, 7:30 to 8:30 p.m. District Deputy President will be present for the installation of new officers. Sanford Choral Society will meet at 8:30 o'clock at the Congregational Church. The Cecilia Music Club will meet at 8:15 o'clock at the studio of Mrs. Fannie Munson 901 Myrtle Avenue. The Seminoles Chapter Number Two, O. E. S. will have a candy food sale in front of the Parkway Mergly Store on First Street.

Visitor Honored By Miss Olyve Newman

Miss Olyve Newman, a guest of the hostess, Miss Rose Newman, entertained at her home on Tuesday evening, a party given in honor of Miss Olyve Newman. Miss Rose Newman, in Rose Court, was the hostess. As guests, a number of friends were present, including Miss Olyve Newman, Miss Rose Newman, Miss Mary Louisa, Miss Mary Louisa, Miss Mary Louisa, and others. The party was a success and the evening was enjoyed by all present.

Personals

Ruby Tinker spent Wednesday night in Orlando as the guest of friends. Mrs. J. B. Lawson and Mrs. J. B. Lawson entertained at their home on Wednesday evening. Mrs. Viola Hughes and Mrs. J. B. Lawson were the guests of Mrs. J. B. Lawson and Mrs. J. B. Lawson. The party was a success and the evening was enjoyed by all present.

Camp Fire Girls Have Meet On Wednesday

The Wednesday Camp Fire Girls met Wednesday afternoon at the home of Mrs. H. E. Martin in West. The meeting was held in the morning. The girls discussed the plans for the coming year. The meeting was a success and the girls enjoyed the afternoon.

Bridge Party Given By Mrs. W.R. Williams

Mrs. W. R. Williams entertained a number of friends at a bridge party at her home in the Lafayette Apartments. High score prize was presented to Miss Olyve Newman. The party was a success and the evening was enjoyed by all present.

Bridge Party Given By Mrs. W.R. Williams

Mrs. W. R. Williams entertained a number of friends at a bridge party at her home in the Lafayette Apartments. High score prize was presented to Miss Olyve Newman. The party was a success and the evening was enjoyed by all present.

DAYTONA BEACH—Construction of new Federal building will be started here in very near future.

OCALA—Daily business in Marion County increased, according to a report from the Chamber of Commerce.

SEE HEAR DOBSON GILBERT GARBO Woman's Affairs WITH SOUND SYNCHRONIZED FINAL SHOWINGS TO DAY Adults 50 MILANE Children 15

Social Calendar

FRIDAY Circle Number Six of the First Baptist Church will meet at 7:30 o'clock at the home of Mrs. W. A. Spear, 112 Laurel Avenue. Circle Number One of the Methodist Missionary Society will meet at 3 o'clock with Mrs. S. E. Scott, 606 Palmetto Avenue. Circle Number Two of the Methodist Missionary Society will meet at 3 o'clock with Mrs. F. A. Eder, 613 Oak Avenue. Circle Number Three of the Methodist Missionary Society will meet with Mrs. J. E. Preston, 602 West Fifth Street, at 3 o'clock.

Henry Witte Jr. Gives 'Kid Party' Tuesday

Henry Witte Jr. entertained a party at his home on Tuesday evening. The party was a success and the evening was enjoyed by all present.

Dependables Enjoy Monthly Dinner Meet

The Dependables enjoyed a monthly dinner meeting at the home of Mrs. H. E. Martin. The meeting was a success and the evening was enjoyed by all present.

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Elton J. Moughton Architect

Elton J. Moughton, Architect, First Nat'l Bank Bldg. Sanford, Fla.

Social Calendar

FRIDAY Circle Number Four of the Methodist Missionary Society will meet with Mrs. H. H. Chappell at her home on Kelly Avenue, at 3 o'clock. Circle Number Five of the Methodist Missionary Society will meet with Mrs. S. O. Shuboldt, 1108 Oak Avenue, at 3 o'clock. Circle Number Six of the Methodist Missionary Society will meet with Mrs. J. F. McClelland, 209 Birch Avenue, at 3 o'clock. Circle Number Seven of the Methodist Missionary Society will meet at 3 o'clock with Mrs. Tom Bolt, 2300 Palmetto Avenue. There will be a very important meeting of the St. Agrets Guild at 2 o'clock at the parish house.

Miss Bender Gives Supper And Dance

Miss Beverly Bender entertained with a box supper Wednesday night at the home of her parents. The party was a success and the evening was enjoyed by all present.

Mrs. G. Irving Loucks Entertains At Bridge

Mrs. G. Irving Loucks entertained the members of the Afternoon Tea Club Wednesday afternoon at her home. The party was a success and the evening was enjoyed by all present.

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JUST OUT Moran and Mack's Latest 'Two Black Crows In Hades'

Moran and Mack's Latest 'Two Black Crows In Hades' Columbia Record No. 1652D Melton Electric Co. Exclusive Columbia Dealer 321 Sanford Ave.

Social Calendar

FRIDAY Circle Number Eight of the Presbyterian Auxiliary, Mrs. C. H. Boyd, chairman, will meet at the home of Miss Mae Magill, 507 Magnolia Avenue, with Miss Magill and Mrs. R. F. Meek as hostesses, at 3:30 o'clock. Circle Number Nine of the Presbyterian Auxiliary, Mrs. Clyde Byrd, chairman, will meet with Mrs. C. R. Mason at her home, 1223 East Seventh Street, at 3:30 o'clock. Circle Number Ten of the Presbyterian Auxiliary, Miss Love Turner, chairman, will meet at the home of Miss Nan Paxton, 918 Myrtle Avenue, with Miss Paxton and Miss Turner as hostesses at 3 o'clock.

PENSACOLA—Louisville & Nashville Railroad will expend approximately \$200,000 on Terra-gona terminal here.

Melton Electric Co. Exclusive Columbia Dealer 321 Sanford Ave.

Loch Arbor The place to build your home De Forest Sanford Realty Co.

SEA FOOD Specials

SEA FOOD Specials. FRESH caught and appetizing our Sea Foods offer you the best available at prices that are consistently low, considering the quality. Fresh Crab Meat, Finnie Of Haddock, Fresh & Salt Water FISH, Florida and Baltimore OYSTERS, Hens and Fryers, KENDALL'S Fish And Poultry Market 217 Sanford Ave. Phone 870

MOTHERS!

MOTHERS! Have the 'Kiddies' feet fitted JUST RIGHT for those long days they must sit in the school room and keep still. Our complete line of children's shoes are all of good quality and priced right. Special care is taken by our salesmen to fit all children comfortably and neatly. PROPER FITTING MEANS LONGER WEAR. THE FORST CO., INC. 128 Magnolia Avenue

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THE YOWELL CO. COLORFUL SPRING FABRICS

THE YOWELL CO. COLORFUL SPRING FABRICS. EVERFAST PRINTS 50¢. PRINTED LINEN \$1.25. EVERFAST EPONGE \$1.25. PLAIN EPONGE \$1.00. COTTON TWEEDS \$1.00. GABARDINE & PIQUE \$1.00. FLAT CREPE \$1.25. WOOL JERSEY \$1.25.

What to look for in Investments The First National Bank Sanford, Fla.

A good investment must first of all meet these plain requirements: It must safeguard money. It must pay good interest. It must convert readily into cash. This bank invests its own funds on that basis, and recommends it as a safe guard for customers to follow in investing their surplus funds. We are always in a position to offer you many attractive interest-bearing investments which have been carefully analyzed by the country's outstanding investment houses. Please feel free to come in and discuss your investments with us.

THE YOWELL CO. COLORFUL SPRING FABRICS. EVERFAST PRINTS 50¢. PRINTED LINEN \$1.25. EVERFAST EPONGE \$1.25. PLAIN EPONGE \$1.00. COTTON TWEEDS \$1.00. GABARDINE & PIQUE \$1.00. FLAT CREPE \$1.25. WOOL JERSEY \$1.25.

FUTURE PLANS OF GATORS HOPE FOR DEMISEY MAY BE VICTORY IN TILT REVEALED TODAY WITH TIGER CREW

Jack To Tell Public Whether He Will Retire Or Come Back

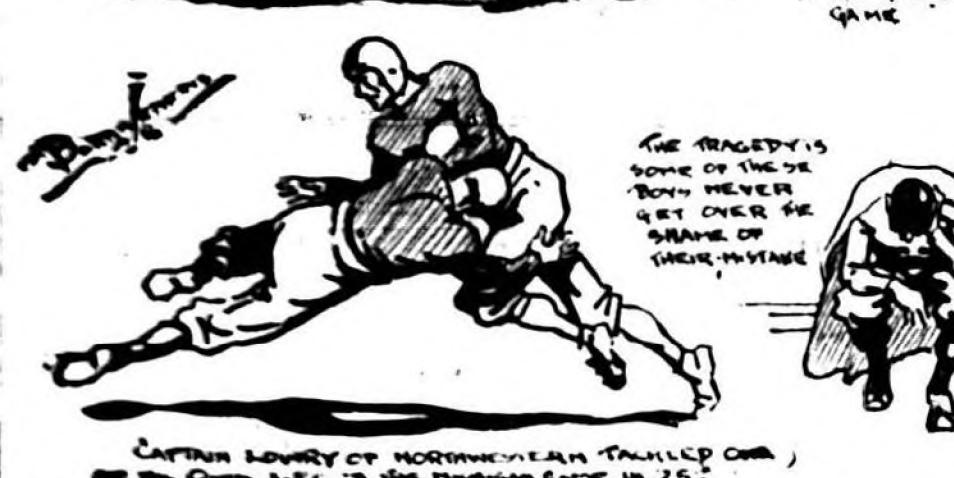
NEW YORK, Jan. 10.—(AP)—The future plans of the Gators are being revealed today when the Tiger crew will meet the Gators in a tilt at the Madison Square Garden.

Demisey, who has been the Gators' champion for several years, is expected to give the Gators a hard fight.

The Gators are expected to give Demisey a hard fight, and it is expected that Demisey will win.

Demisey is expected to win the tilt, and it is expected that he will retire after the tilt.

HEART BREAKING BLUNDERS!



THEY HADN'T FORGOTTEN THE FATAL BLUNDER OF PERKINS OF THE GIANTS WHO NEGLECTED TO TOUCH SECOND!

PERKINS OF CALIF. WAS 70 YRS. HE WROTE PREVIOUSLY IN 'THE GAZETTE' THAT HE WOULD NEVER RETIRE.

THE TRAGEDY'S SOME OF THE 'BOY' MEN GET OVER SEVERAL OF THESE MEN.

CAPTAIN LEWIS OF NORTHWESTERN (THUNDER CO.) WAS THE ONLY ONE WHO TOUCHED SECOND.

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Dry Negro Is Given Bath In Liquor Vat



DECATUR, Ga., Jan. 10.—(AP)—A Negro man was given a bath in a liquor vat at the local jail here today.

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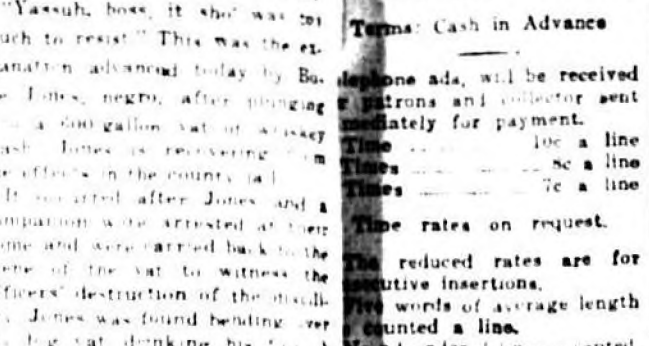
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Davis Heads Church Board of Education



CHATTANOOGA, Tenn., Jan. 10.—(AP)—H. B. Davis will head the new board of education of the First Baptist Church here today.

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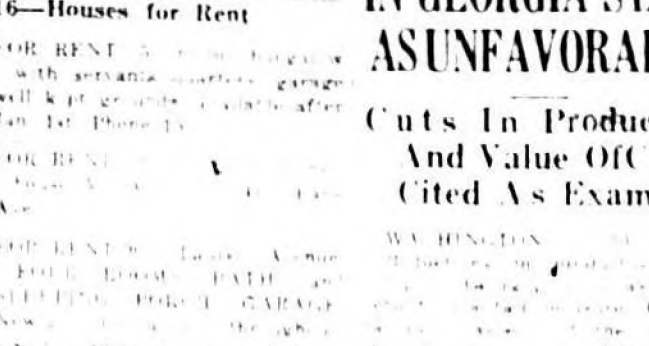
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FARM PROSPECTS IN GEORGIA SEEN AS UNFAVORABLE



ATLANTA, Jan. 10.—(AP)—Farm prospects in Georgia are seen as unfavorable by the Georgia Farm Bureau here today.

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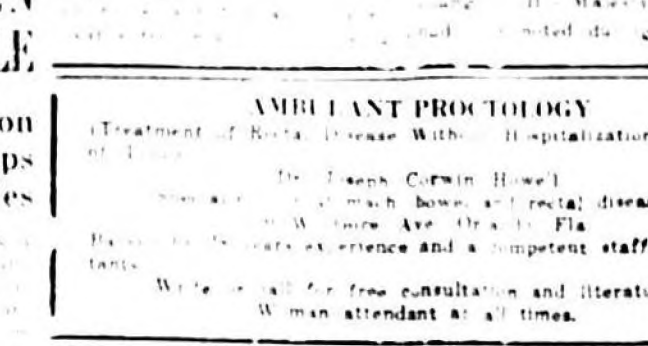
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BEWARE THE COUGHS THAT FOLLOW FLU!



They May Weaken Your System and Lead to Serious Trouble

CREOMULSION FOR THE COUGH FROM COLDS THAT HANG ON

Become better acquainted with CALCIUM NITRATE

You will find it well adapted to your conditions. It contains both calcium and nitrogen—food elements necessary to the growth of plants and animals.

Ask the man who's used it. He'll tell you it's the "Perfect Top Dresser." Made by the world's largest nitrogen producers.

Synthetic Nitrogen Products Corporation

Calcium Nitrate for sale in Seminole County by FRED DORNER

Sanford, Fla.

Sanford, Fla.

Sanford, Fla.

Sanford, Fla.

Sanford, Fla.

Sanford, Fla.

CLASSIFIED BUSINESS DIRECTORY

CUT THIS DIRECTORY OUT FOR HANDY REFERENCE

Advertisement for Classified Business Directory listing various services like Gun Repairing, Fireplaces, Stoves, Art-Gallery, Night-Club, etc.

THE YOWELL CO. FRIDAY & SATURDAY LAST DAYS OF SALE! SALE OF Wool Hose Colors and Designs For Every Taste

INTRODUCING MR. T. REID LAUTERBACH Here from the Kahn Tailoring Co. of Indianapolis to Give an Unusual Custom Tailoring Exhibit FRIDAY & SATURDAY

666 is a Prescription for Colds, Grippe, Flu, Diphtheria, Whooping Cough, and Sore Throat. It is the most speedy remedy known.

LOOY DUT DOPE, BENNY, JOE JINKS, and other comic strips by Bill Gross and J. Carver Pusey.