

RAIL LEADERS GIVE VIEWS ON L.C.C. DECISION

Hold Meeting To Decide What They Believe Is Wrong With Recent Rate Offer

WASHINGTON, Oct. 29.—(A.P.)—Railroad chieftains met yesterday, decided what they thought was wrong with the Interstate Commerce Commission's plan for increasing revenues, and then told the commission about it.

They made notes of their differences of opinion on how the surcharge-pooling proposal of the transportation tribunal can best be administered. Then they went to the commission's offices.

It was intimated when the meeting ended two hours afterward that the talk with commission members was just preliminary; that the purpose had been to sound out the tribunal on charges.

The rail heads, members of the advisory committee of the Association of Railway Executives, met behind closed doors. They studied the commission's report in the 15 percent rate case and the instructions given them at last week's meeting of the association in Atlanta City.

While the railroad men conferred at the association offices, Franklin Hoover and Senator Conants discussed railways and taxes at the White House.

There was nothing from the chief executive's office, however, to indicate the trend of the con-

(Continued On Page Five)

Japanese Take Steps To Protect Their Interests In Northern Manchuria

TOKYO, Oct. 28.—(A.P.)—Japan moved yesterday to protect its interests in Northern Manchuria. She requested Russia to stop troop concentrations on the Manchurian border, and sent engineers north along the Supinghai-Tsienang-Anganchi railway to cross the Chinese Eastern line and re-open the direct route from Tsinan to Tsitsihar.

Troops accompanied the engineers. This is farther north in Manchuria than any Japanese troops have gone since Russo-Japanese relations were resumed in 1925.

The foreign office announced also it would submit to the League of Nations council a list of Sino-Japanese treaties it feels China has failed to respect. China is onward at Geneva as acknowledging her obligation to respect treaty stipulations.

Thus the sixth week of the difficultly brought no sign of direct Sino-Japanese forces in Manchuria to the area to which their activities are limited by treaty.

The trouble started September 1 with a clash near Mukden over

a railroad near Mukden over

what the tribunals had ruled on charges.

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(Continued On Page Five)

HOOVER CHARGED HOUSE CONTROL WITH IGNORANCE CONTINUES TO BE AT FATE'S MERCY BY NAVY LEAGUE

Pamphlet Excoriates President For His Stand On Reduction

WASHINGTON, Oct. 29.—(A.P.)—President Hoover was charged by the Navy League yesterday with exhibiting "abysmal ignorance of why navies are maintained and of how they are used to accomplish their major mission."

A **pamphlet**, issued in behalf of the league over the signature of William Howard Gardner, president of the civilian organization which represents much of the naval sentiment for more powerful armament, carried the statement with an expression of regret. They, it concluded:

"It has been necessary, however, to say what has been said above if we are to have a real appreciation of the impelling motives back of President Hoover's efforts, at every turn, to restrict, to reduce and to starve the United States navy—under the present plea of budget limitation on which we may have further cause to comment."

The "abysmal ignorance" attributed to Hoover was said to have been shown in his proposal to immunize sea-born food supplies during time of war.

"Acceptance of his suggestion would have worked not only dis-

(Continued On Page Five)

If there are no upsets, death

(Continued on page four)

Ad In Herald Results In Sell-Out Of Fruit

LANDIS SEES NATION FACING GLOOMY DAYS

WEST PALM BEACH, Oct. 29.—(A.P.)—Attorney General Cary Landis has called upon Florida's lawyers to help cope with the "most momentous situation in revolution or change in our citizenship that has taken place in the history of our country." He will be in an address before the bar members here that he attributes the situation to the fact that America no longer offers its citizens an equal opportunity to make a living."

Landis said the situation was brought about by the passing of the country's major industries into the control of a few large interests, forming the condition dangerous. Landis said "our citizenship is going to disintegrate and deteriorate" as long as the average citizens no longer can go into business or agriculture with a reasonable hope of success since he must compete with the huge chain leaders."

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Body Of Sheridan Reaches Academy For Funeral Rites

(Continued from Page One) quarter of the Army-Yale game Saturday, will be given the military funeral of a soldier.

Because the Catholic chapel seats but 300, only Mrs. Richard Brimley Sheridan, mother of the cadet who raced from Asheville, N.C., to reach the side of her son three hours before he died, members of the family, the second year class of which Sheridan was president, the football squad and senior officers of the post will attend the services. Because Sheridan was a soldier and "the army must carry on" classes after burial will be as usual.

As a further example of the Army code, Maj. Gen. William R. Smith, Superintendent of the academy, announced the Cadets will play out the football schedule despite the death of Cadet Sheridan.

Decision not to call off the football program, as was done when Ben Byrne, a tackle, died after a game here with Harvard 22 years ago, was based, Major General Smith said, "on the expressed desire of members of the football team of the corps cadets and of the members of Cadet Sheridan's immediate family now present at West Point."

A varsity soccer game scheduled with the University of Delaware and a plebe football match with Allentown, Pa., prep today have been cancelled, however. Intra-mural activities also were abandoned yesterday. There was no football practice in preparation for the game with Colorado college here Saturday. As the gray cadets moved steadily about the Point yesterday, silently carrying out their duties, three universities as well as Army, arranged to do final honor to the youngster who gained his appointment to West Point from regular army banks and despite his scant 148 pounds battered his way to an end post on the varsity eleven.

Yale, where Sheridan met his death sent Albie Booth, captain of the team, Prof. Selden Rose, chairman of the board of athletics, and John N. Gates, director of athletics, to aid in paying tribute. Harvard was represented by Bill Bingham, director of athletics, and Joseph Byrne, of Newark, N.J., brought the official condolences of Notre Dame. Sheridan's father, at first be-

lieved too ill to leave home for the trip here, will arrive today with Mrs. J. L. Herman, of Augusta, Ga., a sister of the cadet in time for the ceremonies. Mrs. Sheridan arrived here Monday night.

Behind the post military band and the corps of cadets, young Sheridan will ride to his last resting place in a flag-draped coffin on a field artillery caisson. Behind him will walk a caparisoned horse led by a cavalry trooper, a pair of boots set backward in the stirrups.

Three of Sheridan's team-mates, Capt. John M. Price, of Fort Dodge, Iowa; Kenneth B. Fields, of Elkhart, Ind.; and William V. Fentress, of Danville, Ill., will lead the list of pallbearers.

Hyde Described As Only A Listener At Citrus Discussion

WINTER HAVEN, Oct. 28.—(A.P.)—Allen E. Walker, chairman of the Committee of Fifty of the Clearing House, said today that Secretary Hyde didn't comment himself during the discussion of a reported proposal to consolidate the Clearing House and the Florida Citrus Exchange while on a fishing trip with citrus leaders at Ft. Myers last weekend.

Walker said the discussion took place but the agriculture secretary was only an "interested listener." The talk was participated in by himself, Secretary Hyde, and W. J. Howe on behalf of the Clearing House and J. A. Snively and C. C. Commander, of the Citrus Exchange.

The discussion Walker said, was merely an exchange of ideas between men anxious to do the best thing for the citrus industry. Howe announced at Howe-Innes Hills last night that Hyde is seeking efforts looking to the merger of the two organizations. Howe represented Hyde as believing the "position of the Florida citrus industry will be greatly strengthened" by consolidation.

JAP SHIP'S CREW SAVED

SAN FRANCISCO, Oct. 28.—(A.P.)—The Marine exchange received word early yesterday evening all members of the crew of the Japanese freighter Yoro Maru had been saved after their ship had sent out distress calls 380 miles south of Yokohama.

Largest Amphibian Plane Is Groomed For Tropical Trip

MIAMI, Oct. 28.—(A.P.)—The American Clipper, giant 50-passenger amphibian airplane of Pan-American Airways, was groomed today for her first scheduled passenger flight as flagship of the flying company's fleet, with her course charted to the Canal Zone.

Date of the maiden commercial flight for the plane, the largest amphibian in the world, was not announced.

Tentative plans called for a regular run for the American Clipper over the route from Miami to Cienfuegos, Cuba; to Kingston, Jamaica; to Barranquilla, Colombia; to Cristobal, Canal Zone. The route is an 1800 mile one.

Should the route be accepted, the flight south would take two days, with a two day lay-over before a two day return trip. Use of the plane in this way would be dependent upon traffic conditions.

Germany Expects Laval Visit To Get Revision Of Debts

BERLIN, Oct. 28.—(A.P.)—The German foreign office expects Premier Pierre Laval on his return to France to inaugurate with American support what will turn out to be a re-examination of war debts as well as reparations.

This expectation, it is understood, is based in part at least on reports received by the foreign office from Dr. Friedrich Wilhelm von Prittwitz-Gaffron, Germany's ambassador at Washington. The reports cover the conferences between President Hoover and the French Premier. Laval now is in the United States.

The ambassador's report, it was said, has enabled the German leaders to see more clearly what is expected of them by the Premier himself. Secretary Hyde, and W. J. Howe announced at Howe-Innes Hills last night that Hyde is seeking efforts looking to the merger of the two organizations. Howe represented Hyde as believing the "position of the Florida citrus industry will be greatly strengthened" by consolidation.

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Courtesy Squad Of New York Police Is Doing Great Work

NEW YORK, Oct. 28.—(A.P.)—Crime has been cut, traffic jams straightened out and about 2,000,000 perching questions of New York visitors answered by 84 handsome young men who have been walking up and down the city streets for three months for those exchanges.

It was learned Monday at the "lexy district" of New York French foreign office that China for three months for those exchanges.

They are members of the courtesy squad and have diplomas.

He recommended the funds be raised by raising bonds on which the interest would be paid through a tax on luxuries and higher taxes on large incomes and inheritances.

They work has made such a hit among the natives as well as visitors

Goodbye Words Of Laval And Hoover Reveal Cordiality

WASHINGTON, Oct. 28.—(A.P.)—The tone of farewell messages exchanged yesterday between President Hoover and Premier Laval is any indication, their conversations were in unqualified success.

Secretary Simon's parting communion to the French premier was also warm and had been a privilege to talk to him in an atmosphere of "cordial and frankness."

Mr. Hoover wished the French man a "nice voyage" and said he "personally" appreciated the "cordial contacts resulting from conversations."

Premier Laval in reply expressed his personal gratitude to the chief executive and Mrs. Hoover for the kindnesses shown him and his daughter, Jean.

The Premier's message, sent from the Hotel de France, said:

"I wish to express to you my gratitude for your kind telegram I am returning to France greatly pleased with our cordial conversations and I feel confident that their results will be beneficial to the cause of Franco-American relations as well as to world reconstruction."

"May I ask you to convey to Mrs. Hoover my profound respects and my appreciation for her great kindness to my daughter. I beg you to accept my most sincere gratitude for your personal hospitality as well as the welcome that I received in the United States."

Reading a prepared statement Dr. Ryan said:

"The most discouraging fact about our very grave unemployment situation is the indifference to human suffering exhibited by our public officials and influential classes."

"They all seem to assume that their duty will be performed if none of the unemployed dies of actual and quick starvation."

Dr. Ryan estimated that a \$5,000,000 federal construction program would result in the employment either directly or indirectly of 4,000,000 to 5,000,000 persons.

He recommended the funds be raised by raising bonds on which the interest would be paid through a tax on luxuries and higher taxes on large incomes and inheritances.

Jail attaches here said they understood she has been examined by a psychiatrist and that she told

that 18 new recruits have just been added to their band.

The courtesy squad must do duty eight hours a day, six days a week; they must be extremely pleasant and soft spoken. An indication of the vast store of knowledge they must have at their finger tips is indicated by these samples of problems they have been called on to solve in the last three months:

"Can you tell me a nice place to take a young lady to dine tonight? Not too expensive, but nothing she'll think is cheap."

"Do you know where I can find an exhibit with some good examples of malice?"

"I want to buy some underthings for a young lady. They tell me in this neighborhood—"

"Where can I buy orchids?"

Official Apathy In Employment Crisis Given Indictment

WASHINGTON, Oct. 28.—(A.P.)—Official indifference to starved starvation among the unemployed was charged before a Senate committee yesterday by Dr. John A. Ryan, of the National Catholic Welfare Council.

The churchman was one of three witnesses who testified before the Senate manufacturers' sub-committee in favor of the creation of a national economic council to study industrial trends and prevent future business collapses.

He also proposed a \$5,000,000 public construction program to provide jobs.

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EXTRADITION HAS STAGE CENTER IN JUDD CRIME CASE

Effort Being Made To Take Woman Slayer To Phoenix, Arizona

LOS ANGELES, Oct. 28.—The Winnie Ruth Judd murder case shifted yesterday to a fight over extradition papers to send the confessed killer of two women back to Phoenix, Ariz., for trial.

Counsel for Mrs. Judd declared the papers, which were signed last week by Governor Hunt of Arizona, were of faulty legal construction, and announced intention of forcing a court review of the documents through a writ of habeas corpus.

On the heels of this declaration came a statement from the California attorney general's office that the papers had been presented by Sheriff James R. McFadden of Phoenix, and found complete.

Backed with this approval, the affixing of the signature of Governor Ralph of California, was expected to be only a formality.

If granted, the writ proposed by the defense will force a court here to permit arguments on the legality of the papers. The writ will supersede a similar action filed upon the surrender of Mrs. Judd last Friday night.

Counsel did not disclose what object would be made but it was anticipated the brief description in the extradition papers of the killing of the victims, Miss Hedvig Samuelson and Mrs. Agnes Hol, would at least one basis for the contest.

The papers represent the time of the crime as Oct. 18. Mrs. Judd has said it was Oct. 17.

The announcement of the defense was an about face of the position taken Monday night when counsel said extradition would not be opposed.

Meanwhile, the principal investigation of the crime went forward in Phoenix, in a search for evidence to break down an anticipated self-defense and insanity. Mrs. Judd has claimed she shot the women as they attacked her during a quarrel over a man.

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Agricultural Help And Aid For Idle Sought By Fact

MADISON, Wis., Oct. 28.—(A.P.)—The progressive element of Wisconsin's delegation in Congress served notice yesterday, through the Madison Capital Times, progressive newspaper, that it would not support the regular Republicans in the organization of the House in December unless its demands for unemployment and agricultural relief are given consideration.

Eight of Wisconsin's Republicans are members of the progressive faction, organized by the late Senator La Follette. The present party division of the lower branch of Congress is to close that the progressives held a balance of power.

A meeting of the eight congressmen is to be held in Madison in a few weeks. Invitations are to be extended to progressive representatives of other states to join in formulating a platform for the Seventy-second Congress. A definite date for the meeting has not been set.

BEGINNING FRIDAY 36th BIRTHDAY SALE AT CHURCHWELL'S WATCH TOMORROW'S HERALD

PURE • CLEAR • SOLID ICE

BUY YOUR ICE FROM THE WAGON OR TRUCK WITH THE ORANGE OVAL EMBLEM
ROCK & POWER & LIGHT DEPARTMENT COMPANY 202 4th and Atlantic Ave. PHONE

Men's Art CRAFT SHIRTS

Guaranteed fast colors pre-shrunk and perfect fitting. Colors, white, blue, tan and green.
Regular \$1.50 Value
SPECIAL SALE PRICE \$1.00

FAST COLOR

YARD WIDE DRESS PRINTS

New patterns just arrived. About 25 to select from. Specially Priced.

13¢ YD.

SPECIAL CLOSE OUT

All light colored short sleeve and half sleeve

SILK DRESSES

REGULAR \$10.00 ALL SILK.

SPECIAL \$5.75

WOMEN'S AND MISSES SHOES

Brown Suede one strap pump one of our new fall styles.

\$4.50

BROWN KID ONE STRAP PUMP

Made of excellent quality soft kid.

Special \$4.50

MISSIS PATENT LEATHER

One strap with Cuban heel. One strap. Regular.

\$3.00 VALUE



PRICED

\$3.95 \$4.95 \$8.95

W.L. Douglas

SHOES

FOR MEN

Our new Fall shoes for men are here. Try a pair of these neat fitting comfortable wearing shoes.

W. L. Douglas & Natural Bridge \$4.50

REGULAR \$5.00 VALUES

OTHERS \$2.95 & \$3.45

STORE CLOSED ALL DAY THURSDAY

LOW PRICES FOR THE EARLY FALL SHOPPER

New Low Prices Plus Special Reductions During this October Sale Should Attract Everyone in the Preparation of Fall Buying. We are Showing at this Time the Most Recent Styles for Fall in Most All Lines. You are Assured Most Substantial Savings Together With Outstanding Quality and Style of Every Item You May Purchase. Many Bargains Throughout the Store Will be Found that are Not Listed Here and We Urge You to Attend this Sale.

BLACKSHEAR'S

NEXT DOOR TO THE POST OFFICE, SANFORD

REDUCED PRICE SALE

STARTS FRIDAY, OCTOBER 30th AT 9 A. M.

EXTRA SPECIAL FRIDAY 9 A. M.

100
81x99 and 81x105

COLORED STRIPED BED SPREADS

The Sanford Herald

Published every Saturday morning
111 Magnolia Avenue
Sanford, Florida

Editor, Mr. E. L. Deane
Managing Editor, Mrs. E. L. Deane
Subscription Rates

Subscription	Yearly
U.S.A.	\$1.00
Foreign	\$1.50

All editorial notices, words of
advice, remonstrance, and messages of
information for the guidance of
readers will be welcome. All
advertisements are reserved.

Editor, Louis C. McKay, more
than 20 years in the newspaper
business, is the author of the
column "The Temperer." Letters
and comments are invited in the larger office of
the newspaper with practical
advice in Chicago and New York.

The Herald is a member of the
National Press Association and
is entitled to the news from
all news dispatches
in this country with practical
advice in Chicago and New York.

THURSDAY, OCTOBER 29, 1931

THE TEMPERER
There is a tale that people tell
(A tale that some have
dared dispute),
How Satan came up out of Hell
And tempted Eve with pleasant
fruits.

But I have wondered if it might
Have been the other way
around—
That Eve, the Temptress, took de-
light
In some new power she had
found.

No devil's lure could lay restraint
Upon her charms of face and
limb,
And Satan may have been a saint
Until the woman tempted him.
—James Larkin Peacock.

Many a girl who steps out at
night thinks she is wearing Seven
League Boots.

It isn't the crime wave that
young ladies worry so much
about; it's the permanent wave.

The gold diggers of Broadway
have gone off the gold standard
too; we understand. They're dig-
ging for bread crumbs or anything
they can get, nowadays.

Mayor McKay, of Tampa, has re-
signed his office one week before
his term expired. So eager was
he to get back into newspaper
service that he just couldn't wait
any longer.

The construction of the founda-
tion for the electric clock at the
intersection in the center of San-
ford makes things look as if buil-
dness was picking up around that
corner.

There'll probably be a great
rush among Chicago gangsters
to step into Al Capone's shoes,
but the next gangland leader,
well be our shirt, will pay his
income taxes if he doesn't do any
thing else.

Ruth Bryan Owen is on a lec-
ture tour in the middle west try-
ing to raise money to pay the
expenses of the trip to Wash-
ington which she arranges every
year for leading high school pu-
pils. These youngsters appreciate
Mrs. Owen's kindness to them
more than ever when they realize
that she has to earn the money
herself to pay for the trip.

Japan, in a nice way of course,
tells the League of Nations it
will withdraw from Manchuria
when it gets darn good and ready.

China whines and snivels and begs
the League to do something about
it. If China could work up a
good old-fashioned American
"righteous indignation" among
its four hundred million people, it
could take Japan's little old 65,-
000-million across its knee and
spank them good. But Japan goes
furiously along knowing that the
bigger they come the harder they
fall.

Briabane speaks of the death
of Sheridan as a result of the
Army-Yale football game and asks,
"Are all the football games, the
college glory, the gate receipts
worth that life?" The answer is
obviously "Yes!" The gate receipts
couldn't be considered in an an-
swer to such a question, of course,
but there is far more to football
games than gate receipts. Disgrac-
able as is the loss of life in
any game, football still is a
disgraceful balance on the credit
of the ledger. More men have
been made by football than is
known.

Illinois Central after pay-
ing dividends regularly for over
a year omitted its third quater
dividend this year. That hurt
thousands of stockholders, many
of whom were what small
investors in what they had
thought was safe securities. In
this case, however, probability
is on the side of the company.

Mr. A. C. Caldwell, presi-
dent of the company, said in a
statement: "We are doing our
best to meet the emergency
and to keep our stockholders
fully informed."

Mr. J. M. Wrenner had man-
aged to have a quiet talk with his
son, Mr. W. W. Wrenner, who
is president of the company.

Gratitude And Patriotism

The old geometric proposition that the whole of anything is greater than any of its parts was proved again the other day when English citizens went to the polls and returned the National government of Prime Minister MacDonald by an overwhelming majority.

Last summer when England was trying to balance its budget, and MacDonald, then head of the Labor Party, decided upon a cut in the dole as the only means of saving the country, he was roundly denounced by leading Laborites; was, in fact, ejected from the party.

The better prevailed that MacDonald was through. The Labor party which had made him, had thrown him out. He, his former cohorts held, showed little gratitude when he, their representative in government, and head of the state, turned against their fundamental policy.

But MacDonald believed himself to be an Englishman first, a Laborite second. When the policies of his party clashed with the interests of his country, he abandoned his party. Ingratitude it may have been, but there are those who admire his patriotism. When he took his stand for economy, even to a cut in the dole, for the sake of a balanced budget, he thought he was committing political suicide. But he gladly made the sacrifice.

Today MacDonald is the greatest man in England. He is in fact the greatest premier England has had since Gladstone and Disraeli. His national government is the most powerful England has had since the absolute monarchs of old. He acquired this power by a vote of the people who gave him five hundred of the 615 seats in Parliament.

The people of England are to be congratulated upon the good fortune to have a man who places his country above his own selfish interests, and upon the good sense to recognize such a man when they see one.

Hoover Laval Conference

American citizens looking for an immediate termination of hard times, or a prompt settlement of all unsettled world affairs, are doubtless dissatisfied with the outcome of the Hoover-Laval conferences, but those who believe that mutual understanding is the basis of all real progress are inclined to the belief that France and the United States have laid the foundation for at least a higher degree of world peace and prosperity. A statement issued jointly by Premier Laval and President Hoover explains their work as follows:

"We in international relations bearing upon it; the problems of the forthcoming conference for limitation and reduction of armaments; the effect of the depression on payments under intergovernmental debts; the stabilization of international exchanges and other financial and economic subjects."

"An informal and cordial discussion has served to outline with greater precision the nature of the problems. It has not been the purpose of either of us to engage in commitments binding our governments, but rather, through development of fact, to enable each country to act more effectively in its own field.

"It is our joint purpose that the conference for limitation of armaments will not fail to take advantage of the great opportunity which presents itself and that it will be capable of meeting what is in reality its true mission, that is the organization of a firm foundation of permanent peace.

"In so far as intergovernmental obligations are concerned, we recognize that prior to the expiration of the Hoover year of postponement some agreement regarding them may be necessary covering the period of business depression, as to the terms and conditions of which the two governments make all reservations. The initiative in this matter should be taken at an early date by the European powers principally concerned within the framework of the agreements existing prior to July 1, 1931.

"Our especial emphasis has been upon the more important means through which the efforts of our governments could be exerted toward restoration of economic stability and confidence. Particularly we are convinced of the importance of monetary stability as an essential factor in the restoration of normal economic life in the world, in which the maintenance of the gold standard in France and the United States will serve as a major influence.

"It is our intent to continue to study methods for the maintenance of stability in international exchanges.

"While in the short time at our disposal it has not been possible to formulate definite programs, we find that we view the nature of these financial and economic problems by the same light and that this understanding on our part should serve to pave the way for helpful action by our respective governments."

SANFORD, TWENTY YEARS AGO

The lid was put on hard and scintillating fast in Palatka last Sunday when, in accordance with Mayor Davis' order, all the grocery stores and meat shops were closed tight as wax. Confectionary stores and soft drink dispensaries were not exempt from the embargo placed upon the sale of their wares, which was restricted to cigars, tobacco and cold, thirst-quenchers exclusively.

Reorganization of the county road working crews was completed by the board of county commissioners at a meeting Monday. C. L. Lowman, former county road supervisor, having charge of repair work on roads all over the county, was put back to work by the commissioners as foreman of the tax crew at a salary of \$4 per day. His salary as supervisor had been \$150 per month. The commission also provided for a salary of \$2 per day to be paid to the overseers of ordinary road work in the several districts of the county.

Mrs. C. O. McLaughlin entertained the Every Week Club Wednesday afternoon. The program was made by Mrs. W. D. Holden, who was the first prize.

The booby prize was received by Mrs. W. W. Prather. After the games of cards a delicious salad

was served. Mrs. McLaughlin's guests were: Mrs. H. H. Lester, Mrs. G. W. Cindy, Mrs. W. D. Holden, Mrs. Forrest Lake, Mrs. O. W. King, Mrs. H. P. Driver and Mrs. W. W. Prather.

A. P. Connally has returned from a business trip to Jacksonville.

R. A. Caldwell and sons, David and Wideman, have returned from Jacksonville.

Mrs. J. M. Wrenner had a quiet talk with her son, Mr. W. W. Wrenner, president of the company.

THE COMMUNITY AND ITS NEWSPAPER
SARASOTA HERALD

A newspaper serves the community in which it is circulated in various ways. It spreads before its readers important news from all over the world, provided for it through a great press agency with correspondents everywhere. Through its local reporters it gathers and disseminates the events in the local field. It provides the means of daily communication of the civic, social, church and club activities of the community. It provides the merchants a medium through which they can inform the public of their sales offerings. It gives expression to public opinion and through its editorial policy serves to mold public opinion and direct it into right channels. It is a conservator of public morals and a creator of community atmosphere. Indeed, the daily newspaper serves a community in so many and varied ways that are essential to its welfare that if one were not provided by private enterprise it would be a most worthy subject of public endeavor. Sarasota, or any other enterprising city, would be tremendously disadvantaged if it did not possess a daily newspaper for the dissemination of news and the diffusion of advertising.

It will readily be appreciated by any one who will stop to think of it, that the production of a newspaper is an expensive enterprise. A substantial plant equipment runs into many thousands of dollars, and an efficient body of employees entails a rather substantial pay roll. Telegraphic news and syndicated features call for the outlay of a good deal of money. In order to meet the great expense at which a newspaper is published, revenue is drawn from many different sources. The people who buy the newspaper pay a very small part of the cost of its production. The chief source of revenue is advertising, and this comes in from three directions: First, the local merchants; second, the national advertisers; and, third, the legal notices. About half the income of a newspaper is from the local merchants and the

other half is derived about equally from national advertising, legal notices and subscribers. It will be seen, therefore, that at least three-fifths of the cost of production of the newspaper is drawn out of the community in which it is published.

Unless a newspaper publisher is disposed to put his own money into the enterprise, the newspaper must get its revenue from local sources, and, this being the situation, the community will get practically the kind of paper for which it provides the support. During the past six years a good deal more money has been put into the publication of newspapers in Sarasota than the community has supplied. \$30,000 would not reimburse us for what we have spent more than we have received, and it will be recalled that another daily newspaper ceased publication with a loss in excess of that which we have sustained. For the past year we have been cutting our garment according to our cloth, and the community has not been receiving as good a newspaper as we should like to furnish it nor one that serves it as well as it should be served. But we are giving the community even a better newspaper than it is paying for, for we are receiving no return on our investment nor paying adequately for management. We should be only too happy to produce for Sarasota a larger and better newspaper if the business interests of Sarasota, instead of diverting their advertising appropriations into non-productive channels, were to provide us with a larger income by concentrating on their daily newspaper. When the business men and public officials place their advertising does not affect us any-thing like as much as it affects them, for every dollar diverted from the Sarasota Herald into other channels only lessens the service which the Sarasota Herald can give the community. In other words, it is up to Sarasota to determine the size of its daily newspaper and the extent of service which it is capable of rendering.

WILL IT BE AN "X" RACE?

TAMPA TRIBUNE

It's less than eight months until the Democrats of Florida will name a standard-bearer for Governor who, in due course of events, will move into the big house in Tallahassee.

At this writing positively and formally announced candidates are Stafford Caldwell, Arthur Gomez, Dave Shultz and Fred Eberhardt.

In the uncertain borderline of probability or possibility are Cary Hardee, John Martin, Fons Halmayway, John Taylor.

Hardee's candidacy is regarded

as assured but he isn't as yet ready to specifically announce.

Martin, who was here recently, said he wouldn't, but the report persists that he will. Hathaway has intimated an intention, but stopped at that. Taylor, whose announcement has been expected for weeks, is either still undecided, definitely out, or waiting for further announcements to see what kind of fight he would have to make.

Handicapped by a late start and a question of eligibility, Taylor made a strong run in 1928.

A reasonably safe prediction is that Taylor and Hathaway will not run, that Martin will, and that the real race will be between Hardee and Martin—which ought to be interesting. Two former Governors, each with a four-year record in the office. This year we had an "X" and an "XX" session of the Legislature—so why not an "ex-ex" contest for Governor? Each of these "exes" could point to his record and the comparisons would be illuminating.

James Truslow Adams, in a book just out, "Epic of America," says our present national decadence may be described succinctly by saying to elect.

PURE, WHOLESOME AND CLEAN

MILK

For your baby is produced at the new sanitary dairy farm on the Old Dixie Highway.

Our bacteria count is always under 14,000—U. S. Standard for certified milk.

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Social And Personal Activities

MARGARET PETERS, Society Editor

Office Telephone 148.

Social Calendar

FRIDAY.

A subscription bridge party for the benefit of the Country Club will be given at 2:30 o'clock at the club house.

Regular meeting of the N. & V. Mowat Chapter of the U. D. C. will be held at 3 o'clock at the home of Mrs. G. W. Spencer on East Twentieth Street, with Mrs. Spencer and Mrs. C. P. Herndon as hostesses.

Circle Number Four of the First Christian Church will entertain the adults and young people of the church with a Hallowe'en party at the home of Mr. J. J. Gates at 8 o'clock.

The Co-Ed Class of the First Methodist Church will have a Hallowe'en party at 8 o'clock at the home of Mrs. M. M. Reel on Elm Avenue.

MONDAY.

The Woman's Guild of Holy Cross Episcopal Church will meet at 8 o'clock at the parish house.

Circle Number One of the Presbyterian Auxiliary, Mrs. John Anson, chairman, will meet at 3:30 o'clock at the home of Mrs. S. A. Ervin, 2224 Holly Avenue, with Mrs. Ervin and Mrs. L. C. Erwin as hostesses.

Circle Number Two of the Presbyterian Auxiliary, Mrs. L. I. Fletcher, chairman, will meet at 8:30 o'clock with Mrs. W. C. Jackson, 306 Laurel Avenue.

Circle Number Three of the Presbyterian Auxiliary, Mrs. Walter E. Bush, chairman, will meet at 8:30 o'clock at the home of Mrs. Bush, 217 Holly Avenue, with Mrs. Bush and Mrs. Edward S. McCall as hostesses.

Circle Number Four of the Presbyterian Auxiliary, Mrs. J. N. Gillop, chairman, will meet at 3:30 o'clock with Mrs. C. C. Briggs, 231 Magnolia Avenue.

Circle Number Five of the Presbyterian Auxiliary, Mrs. A. D. Smith, chairman, will meet at 8:30 o'clock at the home of Mrs. Fred Williams, 220 Oak Avenue, with Mrs. Williams and Mrs. H. R. Stevens as hostesses.

Circle Number Six of the Presbyterian Auxiliary, Mrs. L. H. McEachman, will meet at 3:30 o'clock with Mrs. E. J. Roth, corner Third Street and Jessamine Avenue, with Mrs. Roth and Mrs. W. Mayo as hostesses.

The Business Women's Circle of the Presbyterian Auxiliary will meet at the home of Miss Ruth Gillon, 1201 Palmetto Avenue, with Miss Gillon, Miss Gayle Sherrill and Mrs. James Moughan as hostesses.

Mrs. Leonardy Gives Party For Visitors

Entertaining for the members of the Executive Committee of the Florida Tuberculosis and Health Association, who held their quarterly meeting here yesterday at the home of Mrs. John G. Leonardy in the Rose Court, Mrs. Leonardy was hostess at a dinner party given last night at her home.

The guests were seated at a long dining table which was centered with a large bowl of red radishes, roses, baby breath and fern. Place cards bore Hallowe'en designs. Covers were laid for Mrs. and Mrs. Sherwood H. Smith, of Jacksonville, Dr. and Mrs. T. Z. Davis, of Jacksonville, Mr. and Mrs. Leonardy, Mrs. M. L. Stanley, Karl H. Lehmann, Dr. E. C. Gillette, G. E. Cherry, M. Z. Hatcher of Plant City, and Dr. Henry Hanson, president of the state board of health.

CHICKEN SUPPER

Saturday Night, 6:30 P. M.

Congregational Parsonage

ADMISSION 50c

ENDURANCE SQUARE

DANCE

Miss Nita Lake Mary Casino

Two bands playing constantly.

From 9 to 1

Price to couple dancing longest without rest

ADMISSION 50c

LADIES FREE

SPECIAL SALE

Sterling Silver

Conditions

Silver Baskets

Vases

Price

New for Christmas

Jeweler

111 W. Park

Mrs MacDonald And Miss Holt Honored

Personals

James Brooks, of New York City, formerly of this city, is visiting relatives here.

Miss Caroline Wiggins, of Orlando, spent yesterday here as the guest of friends.

Ralph Bagwell left Monday for Jacksonville where he has accepted a position.

T. L. O'Connor left last night for Wilmington, N. C. to spend several days on business.

Miss Mary Clark and Miss Alice Howard, of Bloomfield, N. J. are the guests of Mrs. Mary Rawlins at her home on Magnolia Avenue.

Elmer Echols and Robert Sanders left today for Jacksonville where they plan to spend the weekend.

Tom Bolt, who has been ill with an infected arm for the past week is improving nicely at his home on Elm Avenue.

Miss Dorothy D. Smith has returned from Jacksonville where she was the guest for several days of her friend, Miss Maxie Oliver, formerly of this city.

Mrs. Mary Rawlins, who has been spending the past three weeks in New York City, Boston, Mass., and Philadelphia, Pa., has returned home.

Mr. and Mrs. Roy F. Symes plan to leave tomorrow morning for Gainesville where they will attend the Homecoming celebration at the University of Florida. They expect to return Saturday night.

Friends of Mrs. Anna M. DeForest, who has been spending the summer in the New England states, will regret to learn that her return here has been delayed because of illness.

Mr. and Mrs. C. E. Adams returned Tuesday night from Waycross, Ga. and Jacksonville where they were called by the death of the latter's brother-in-law, J. B. Stewart.

W. H. Seward, who is enroute by plane from Arcadia to his home in Holland, Mass., and Dr. Roy Bell, of Little Rock, Ark., were the guests today of the former's cousin, Mrs. Clyde A. Byrd, at her home on Mellonville Avenue.

Among those from here attending the State Convention of the W. C. T. U. being held in Palatka this week are: Mrs. Walter L. Cooper, Mrs. W. L. Hughes, Mrs. Beatrice Robb and Dr. Elizabeth Tracy.

Alabama Visitor Is Honored With Party

Entertaining a large number of their friends in honor of Mrs. Eunice King, of Dothan, Ala., the house guest of Miss Minnie Hess Echols, Miss Katherine Waters and Miss Echols were hostesses at a wiener roast and dance given last night at San Lucas Spring.

The guests arrived at an early hour when supper was served. Dancing was enjoyed late in the evening.

Those invited were: Mr. and Mrs. H. C. Waters, Jr., Mr. and Mrs. William Parrish, the Misses Dorothy Haynes, Pauline Stoudemire, Eunice King, of Dothan Ala., Dorothy Lawson, Lila Pease, Elmer Telford, Alma Entzinger, Dorothy Smith, Louise Quastock, and James Banks, John Miller, Joe Moss, Gene Turner, Douglas Echols, James Brooks, Berne Winn, Earl Dossey, Edwin Shisholker, Harold Fischer, Marion Smith, and Louis Garner.

PRIZES TO BE GIVEN

High and low score prizes will be awarded to both auction and contract players at the subscription bridge party to be given tomorrow afternoon at 2:30 o'clock

by the women members of the Sanford Country Club for the maintenance of the club house.

It was stated by the ticket committee this morning that a large number of reservations have been sold in advance for the party.

The guests were seated at a long dining table which was centered with a large bowl of red radishes, roses, baby breath and fern. Place cards bore Hallowe'en designs. Covers were laid for Mrs. and Mrs. Sherwood H. Smith, of Jacksonville, Dr. and Mrs. T. Z. Davis, of Jacksonville, Mr. and Mrs. Leonardy, Mrs. M. L. Stanley, Karl H. Lehmann, Dr. E. C. Gillette, G. E. Cherry, M. Z. Hatcher of Plant City, and Dr. Henry Hanson, president of the state board of health.

At Last . . .

A PICTURE FOR THE ENTIRE FAMILY!

HUCKLEBERRY FINN

PARAMOUNT PICTURE

Steamboats are whistlin' — the ol' swimmin' hole is callin', and there's hid treasure to be found. What do you want to work for? Come play hookey with Huck!

Folks From 6 to 60 Shouldn't be Allowed to Miss Mark Twain's Immortal Story of Boyhood.

To-Night

Friday

MICHANT

Churchwell Stores Observe Anniversary

Thirty six years ago A. F. Churchwell organized in McCrae, Ga., a small clothing store which served as the beginning of what is known as The Churchwell Company of today; and to celebrate that event the various stores operating under that name have set aside a period of 10 days, beginning tomorrow, for a sale.

Under the management of J. R. Forrest, who opened the first Churchwell store in Sanford 10 years ago and who today is still serving as manager, the local branch of this company has steadily gained in business throughout its existence here. Mr. Forrest stated today.

At various times during the course of a year a sale is sponsored, Mr. Forrest explained, in order that surplus stock may be reduced or to make room for the next season's supply of goods. "But only on e. a. year," he comes.

A full page advertisement appearing in this edition of The Herald shows the reader at a glance that The Churchwell Company is offering many articles and goods at prices which should interest the average buyer, whether man or woman.

Mr. Forrest urges everyone to call at his store and inspect his large stock whether in the market to buy or not. "Nearly everyone," he stated, "and an inspection may remind one of his needs otherwise overlooked."

P. G. Austria is here to manage the sale during the next 10 days. Mr. Austria is said to be well experienced in running sales.

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SHREDDED WHEAT

EASY TO SERVE
HOT OR COLD

At Last . . .

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PARAMOUNT PICTURE

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Folks From 6 to 60 Shouldn't be Allowed to Miss Mark Twain's Immortal Story of Boyhood.

To-Night

Friday

MICHANT

experienced in this line, having managed numbers of similar sales, for that company.

Former Sanford Girl Is Married In North

Word has been received here of the marriage of Miss Alice Mary Creamer, of Westboro, Mass., formerly of this city, to John Thomas Sheehan, also of Westboro. The ceremony was performed on Oct. 21 at St. Luke's Church by the Rev. Richard E. Power.

The bride is the daughter of Mr. and Mrs. Myron E. Creamer. At the present time she is employed as secretary to Woodbury Rand, of the law firm of Hale and Dorr, of Boston. When she was a resident of this city several months ago she was an employee of J. C. Bills, attorney. The bridegroom is the son of Mr. and Mrs. John J. Sheehan. He is working with the State Department of Conservation, Forestry Division, at Westboro, Mass.

After the regular routine of business had been transacted, a number of games, in keeping with the Hallowe'en season, were participated in. Those present were:

Mrs. E. M. Marler, Mrs. Grace Cordell, Mrs. Alice Roundtree, Mrs. Francis Lossing, Esther Lossing, Grace Evans, Daisy Appleby, Katherine Ellis, Ruth Johnson, Mildred Knight and Bertie Hughes.

During the evening bridge games were enjoyed and at late hours high score prizes were awarded.

Mrs. H. B. Lewis and Judge J. C. Benson, Mrs. J. E. Brouse, W. C. Hill and Mrs. R. A. Newsom.

Those present were: Mr. and Mrs. W. C. Hill, Mr. and Mrs. D. L. Thrasher, Mr. and Mrs. E. F. Householder, Mr. and Mrs. R. A. Newsom, Mr. and Mrs. F. E. Remillard, Mr. and Mrs. Walter S. Coleman, Mrs. H. H. Lewis, Mrs. E. F. Householder, and Dr. and Mrs. Puleston.

Mrs. Marler Honored At Buffet Supper

During the buffet supper at the monthly meeting of the Volunteer Class of the First Christian Church held Monday evening at the home of Mr. and Mrs. Samuel Puleston in Rose Court, when they entertained the members of the Evening Bridge Club with a bridge party.

The day night.

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Samuel Puleston Give Bridge Party

Wild flowers in shades of lavender and gold were used to adorn the living rooms of the home of Dr. and Mrs. Samuel Puleston in Rose Court when they entertained the members of the Evening Bridge Club with a bridge party.

The day night.

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