

The Sanford Herald

AN INDEPENDENT DAILY NEWSPAPER

VOLUME XX

Licensed Wire International News Service

SANFORD FLORIDA, TUESDAY, SEPT. 17, 1929

Five Cents A Copy

Mostly cloudy tonight and Wednesday, possibly showers.

LINDY AND HIS WIFE PREPARE FOR LONG HOP

Colonel Leaves Roosevelt Field Tomorrow To Inaugurate Miami-Guiana Route

NEW YORK, Sept. 17.—(INS)—Colonel Charles A. Lindbergh and his wife face the danger of a smallpox area in the Panama Canal Zone during their 7,000 mile air tour of South America which begins in a few days.

When the famous flying couple drop in on Cristobal in the Canal Zone for a stopover of 10 days it is probable that they will be newly vaccinated. All residents of the Canal Zone are being vaccinated under orders of health authorities.

While no Americans have contracted the disease as yet, according to dispatches received today from Panama, there are 115 small cases reported in Panama and cases reported in the Canal Zone.

Colonel and Mrs. Lindbergh will take off from Roosevelt Field tomorrow for Miami. They will leave on Sept. 20 from Miami on the Caribbean in a reverse direction to that taken by the Colonel on his good will tour of South America almost two years ago.

The flight will inaugurate air mail service from the United States to Dutch Guiana, Malaya, and other points in the East Indian Archipelago, San Juan, Porto Rico, the New Hebrides, and other points in the Pacific.

The flight will be used for the inauguration of the Panama-Guiana air line. The flight will be used for the inauguration of the Panama-Guiana air line.

Forest Fires In Western Area Menace Villages As Dry Weather Continues

SEATTLE, Sept. 17.—(INS)—With one man burned to death, two seriously injured, and four reported missing and three towns menaced by flames, weather bureau forecast continued dry weather.

Phillip Roy, 70, rancher was burned to death while trying to save his home from a fire which was reported to have surrounded the town of Yaqui, Grays Harbor county.

Thought to be cut off by an inflow of flames threatening the town of Estacada, Bert Sarver, 65, a lumberman, heavy fly and Glen, 65, fire fighters, were feared to be doomed to day. Fire approached to within one to two miles on these sides and whipped by a dry east wind, was deluging the town with smoke and embers.

The flames threatening Yaqui were near enough to ignite several structures. Several families were believed to have been caught as the flames swept along the south fork of the Lewis River.

Forty men sent into the danger area Sunday are thought to have sought refuge from the flames in a 400 foot tunnel near Cooper, 115 miles from Yaqui, where they are taking the blaze and an uprush has been made for men and equipment from the national guard.

The third town upon which five fire waves in Simons, Wash., a blaze which originated on the Canadian side was reported to be less than five miles distant and advancing steadily before a strong wind.

PROTECTION OF FARMER WITH TARIFF ARGUED

Borah Avers Revenue Bill Fails To Secure Home Markets For American Farmers

WASHINGTON, D. C., Sept. 17.—(INS)—The question of giving agriculture adequate tariff protection overshadowed all other legislation in the Senate today as administration leaders tried to speed up consideration of the administration features of the new tariff.

Senator Borah (R) of Idaho raised a direct issue with the Republican majority of the Senate over the question of tariff protection for American farmers.

The tariff bill, which passed the House last week, was reported to the Senate by the administration. It provides for a 10 percent tariff on wheat, 15 percent on corn, and 20 percent on cotton.

Borah argued that these rates are too low to protect American farmers from foreign competition. He proposed a 25 percent tariff on wheat, 30 percent on corn, and 35 percent on cotton.

The administration leaders argued that the current rates are sufficient to protect American farmers. They argued that the current rates are based on the cost of production in the United States.

Occupants Flee As Bomb Hits House

NEW ORLEANS, La., Sept. 17.—(INS)—Occupants of a rooming house fled in panic as a bomb exploded today when a bomb thrown from a truck car missed its mark and struck the house.

The terrified occupants were ordered to flee when the bomb exploded, shattering the foundation of the house and scattering its windows in all directions.

The police have not yet identified the person or persons who threw the bomb. The police are searching for the person or persons who threw the bomb.

NAVAL ACCORD DEPENDS UPON MINOR POWERS

Attitude Of Japan, Italy And France Will Determine Success Of Arms Reduction

WASHINGTON, Sept. 17.—(INS)—The sole remaining difference between Great Britain and the United States in their naval negotiations is whether the American Navy is to have 18 or 21 cruisers carrying such guns.

The British and the United States have agreed on a 10 percent reduction in the number of cruisers. The only difference is over the number of cruisers carrying 6-inch guns.

The British propose 18 such cruisers, while the United States proposes 21. The British argue that 18 is sufficient for their needs, while the United States argues that 21 is necessary for its needs.

Declares G.O.P. Will Get By With Murder

WASHINGTON, Sept. 17.—(INS)—The Republican party will "get by" with murder of the present tariff bill is expected to pass, Senator McKellar (D) of Tennessee, charged in the Senate this afternoon in continuing the Democratic assault upon the measure.

McKellar argued that the tariff bill is a measure of protection for American farmers. He argued that the bill will provide for a 25 percent tariff on wheat, 30 percent on corn, and 35 percent on cotton.

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HORDES COME TO SEE BURIAL OF ELLIE MAY

Fiery Speeches Will Be Made When Last Rites Are Paid To Slain Strike Worker

BIRMINGHAM, N. C., Sept. 17.—(INS)—"We're going to have a union all over the South."

"So we can have good clothes and live in a better house."

Workers join together and let the bosses reply, but we'll never let our leaders die."

The solemn strains of the hymn, "The Old Churchyard," were sung as the body of Ellie May, the slain strike worker, was lowered into the earth.

The funeral was held in the presence of a large number of people. The funeral was held in the presence of a large number of people.

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GAIN IS SHOWN IN ENROLLMENT FOR SANFORD SCHOOL

Attendance Jumps To 455 With Prospects Of Further Increase

With 400 more pupils enrolled today than there were a year ago, and with the total attendance set at approximately 455, Sanford High School has established a new enrollment record according to figures supplied today by G. E. McKay, principal.

The total enrollment today is 455, an increase of 400 over the enrollment of a year ago. The enrollment today is 455, an increase of 400 over the enrollment of a year ago.

AUTO SHOW TO BE HELD AS PART OF BIG SALES EVENT

Sanford Distributors Make Arrangements For Exhibition Here

Sanford distributors are making arrangements for an automobile show to be held as part of a big sales event.

The show will be held at the Sanford Hotel. The show will be held at the Sanford Hotel.

Blame Is Placed For Disaster Fosters

NEW YORK, N. Y., Sept. 17.—(INS)—The responsibility for the disaster which struck the city of New York last night is placed on the shoulders of the city's fire department.

The fire department is being criticized for its failure to respond quickly to the fire. The fire department is being criticized for its failure to respond quickly to the fire.

Girl Found Dead In Apartment Lived In Fear, Brother Says

WASHINGTON, Sept. 17.—(INS)—A young girl, Mary McPherson, found dead in her apartment, lived in fear, her brother says.

The girl was found dead in her apartment. The girl was found dead in her apartment.

U. S. Foreign Sale Of Radio Gains Rapidly

WASHINGTON, Sept. 17.—(INS)—American foreign sales of radio equipment and electronic apparatus have been gaining rapidly during the year, according to the Commerce Department.

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Modernist Teacher Continues At Job Despite Protests

ENOXVILLE, Tenn., Sept. 17.—(INS)—Miss Mildred Goble, a modernist teacher, today continued to teach despite the protests of the community.

Miss Goble is a modernist teacher. Miss Goble is a modernist teacher.

Henry Ford Regarded as Heavily Satisfied

NEW YORK, Sept. 17.—(INS)—"Everywhere in Europe, Henry Ford is regarded as the greatest figure in industry," Paul Hyde B. says, president of the Ford Motor Co.

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Pastor Gets In Bad By Declaring Jury To Be Already Hung

LOS ANGELES, Cal., Sept. 17.—(INS)—Suddenly declaring a jury hung in the trial of a man charged with the murder of a woman, a pastor has gotten into bad luck.

The pastor declared the jury hung. The pastor declared the jury hung.

Prohibition Agent Is Put Under Bond For Killing Youth

MACON, Ga., Sept. 17.—(INS)—Grady Cobb, federal prohibition agent, today was put under \$500 bond on an involuntary manslaughter charge following a coroner's inquest yesterday into the death of James Courson, 16-year-old high school youth.

Grady Cobb was put under bond. Grady Cobb was put under bond.

Sanford People Recall Hurricane Which Struck City Year Ago Today

While Sanford looked peacefully, if not a little uncomfortably today, with a warm autumn day, many old citizens were reminded of the terrible hurricane which struck the city a year ago today.

The hurricane struck the city a year ago. The hurricane struck the city a year ago.

Shoots Daughter, Kills Wife

TAMPA, Fla., Sept. 17.—(INS)—A two-year-old girl, Susie Carr, lay at the point of death today from bullet wounds inflicted by her father who ended his own life here Sunday after wounding his infant daughter. A blood transfusion was made yesterday in an effort to save the child's life. She is given only a bare chance to live, however. No motive has been assigned for the tragedy.

Susie Carr was shot by her father. Susie Carr was shot by her father.

FAMED HOUSE CLOSED

BOSTON, Sept. 17.—(INS)—Quincy House, famed throughout the country, had closed its notable career of nearly 116 years today as the official closing was marked by the discovery that the hostelry never had a door key. So Manager John J. Reagan was obliged to insert a key that did not fit and turn the janitor will "standby" until the furnishings are sold at public auction.

Quincy House has closed. Quincy House has closed.

DIES IN MOTOR CRASH

NASHVILLE, Tenn., Sept. 17.—(INS)—Roidly Wilson, 30, son of former Mayor Felix Z. Wilson, of this city, was dead today from injuries received in an automobile accident last night. Wilson was fatally injured when an automobile in which he was riding collided with a street car here. He was a city employe.

Roidly Wilson died in a motor crash. Roidly Wilson died in a motor crash.

Solon Demands Quiz Of Airplane Mishap

WASHINGTON, D. C., Sept. 17.—(INS)—A senatorial inquiry into the causes of the crash of the Trans-Continental Air Transport Airliner City of San Francisco on a New Mexico mountain top Sept. 3 with the loss of lives of the eight passengers aboard, was demanded in a resolution introduced in the Senate this afternoon by Senator Brewster (D) of New Mexico.

Senator Brewster demands a quiz. Senator Brewster demands a quiz.

Sweet Consumption Of U. S. Is Increasing

WASHINGTON, D. C., Sept. 17.—(INS)—America is demanding more sweets. The July output of 405 manufacturers of candy increased to over \$17,900,000, the Commerce Department has announced. That was a gain of 5.1 percent over the same month of 1928.

America is demanding more sweets. America is demanding more sweets.

DEATH 'TWOWAYS' SUICIDE

STERLING, Mass., Sept. 17.—(INS)—Having penned farewell notes to his wife and a business associate and then assuming a position on the bed with a loaded revolver in his hand, George L. Bean, 50, died as result of a sudden stroke of heart attack, apparently before he could carry out his suicidal plans.

George L. Bean committed suicide. George L. Bean committed suicide.

SHOTS DAUGHTER, KILLS WIFE

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WORLD SERIES TO BE LATER THIS YEAR THAN USUAL

Schedule Will Last Nearly As Long As Series 18 Years Ago

By Davis J. Walsh International News Service Special Editor

NEW YORK, Sept. 15.—By the time you have made your World Series reservations or don't you much for winter sports...

It is a fair question about anything that proposes to come to a conclusion on Oct. 15 and may actually do so no later than the following Wednesday week.

It was never back in 1911 that baseball decided to do some of the running at the winter tracks...

The next latest was the 1910 series between the same clubs that are involved this year...

The series is scheduled to open with two games in Chicago on Oct. 8 and 9...

Anyhow, Oct. 10 is supposed to be spent in traveling to Philadelphia with games scheduled for the latter city on Oct. 11 and 12...

This is the program but, frankly, I think they could have saved themselves a lot of trouble if they had not made at least two games for sale...

By the way, who has the privilege of the "one game" at this series?

Unique Smuggling Device Unearthed On Canadian Border

DETROIT, Sept. 16.—(INS)—One of the most ingenious liquor smuggling devices in prohibition history was revealed here today...

Men in the valley who sought to cooperate with Los Angeles in its efforts to bring about peace were ordered from the valley by "committees" that rode up at night.

They were tried for embezzlement of \$800,000 and sentenced to serve one to ten years in San Quentin prison...

MIAMI BEACH—\$144,000 bond issue sold to provide funds for purchase of Flamingo Park and for extension of Highway sewers in Pine Tree Drive and Sheridan Avenue.

CUBS LIKELY TO COP PENNANT IN TODAY'S TUSSELE

Leaders Drop Robins Hard As New York Divides With Cards

NEW YORK, N. Y., Sept. 15.—(INS)—Chicago, already suffering badly from baseball fever, will no doubt be delicious before night-fall.

For it seems extremely likely that Joe McCarthy and his band of Cubs will steal into the six-room and by a pennant leads the patient, an act that has yet to cool the brow of a baseball-mad city.

Judging from yesterday's performance when they shot the Robins full of holes, the Cubs should get the game they need to clinch the pennant, today.

The split-dash of the Giants a grab second place remained in a state of arrested motion. They pit a double-header with the Cards, winning the first 4 to 0 before dropping the second, 0 to 4.

Chicago followed, loyal souls that they are, trooped 40,000 strong, to the stadium to watch the shattered champions split with the Indians. Tom Zachary held the visitors to four hits in the opener while his comrades eked out a 1 to 1 win.

Detroit and Washington fought tight innings to a 3-3 tie in the second game of a twin bill after the Tigers had taken the opener, 6 to 2. Darkens called a halt to the game.

The Sox, Red and White, broke even in two games, the former winning the first, 5 to 4, the latter the second, 3 to 2.

Philadelphia and Cleveland spent a day of rest, thanks to the schedule-makers.

CHEMIST MEET TO BE STAGED AT PITTSBURG

Scientists Will Talk Shop At Three-Day Annual Convention

LOS ANGELES, Sept. 16.—(INS)—Vitalize a great city of more than a million population "up" by a "black thread" to a valley 240 miles away in the mountains. And realize that the health, power, and prosperity of this great city hangs on that "black thread" which winds in and out of canyons, up and down hill and across arid desert waste.

That is the story of Los Angeles and a \$25,000,000 aqueduct for man cannot exist and cities cannot grow without water.

For more than twenty years Los Angeles has been at warfare with the river valley residents who claimed their life and existence were jeopardized by the city taking their water.

From time to time the city purchased 200,000 acres of land in the valley to preserve its water rights, and now only 12,000 acres are in the hands of the ranches. The city proposes to buy this acreage and the 120 towns of Big Pine, Little Pine, Bishop and Land's to settle for all time the question of its right to water in the valley.

The city offers \$5,121,521 and the valley residents ask \$8,000,000.

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They were tried for embezzlement of \$800,000 and sentenced to serve one to ten years in San Quentin prison...

Is the Typewriter Useful as Teaching Device?



SNAPPED AT NEW YORK CITY—An attempt is being made to discover the usefulness of the typewriter as a teaching device in the Home School of the Teachers College of Columbia University.

On National Gridirons

CAMBRIDGE, MASS., Sept. 16.—(INS)—Harvard will today begin football work in preparation for the 1929 season. Seven players who started the game against Yale last fall will be in Coach Arnold Horen's squad, in addition to three of the first substitutes, and two letter men from 1927.

FARMHOLE, N. Y., Sept. 16.—(INS)—New York University's squad faces its most severe week of training, Coach Meekham's plan calling for scrimmages on Tuesday, Thursday and Saturday.

WEST POINT, N. Y., Sept. 16.—(INS)—Coach Bill Jones will send his Army squad through its first scrimmage Tuesday.

PEACOCK COUNSEL REVEALS PLANS TO SAVE CLIENT Will Admit Deed But Will Try To Prove It Was Not Planned

WHITE PLAINS COURT-HOUSE, N. Y., Sept. 14.—(INS)—Plans to save from the electric chair, Earl Peacock, touch murderer, were revealed today at the trial of the young radio mechanic for the slaying of his 19-year-old fiancee.

White Plains defense counsel, Sidney Syme, defense counsel, during examination of Peacock, declared that Peacock would take the witness stand and admit the killing. "The defendant will also admit taking the body away and returning later to town," said Syme.

Then Syme showed his legal cards on which he hopes to obtain a second degree murder conviction. "We expect to show that while Peacock killed his wife there was no actual, premeditated or deliberate intent to kill," said Syme.

Peacock, immaculately attired in black, sat in the prisoner's dock listening to examination of tales.

SEA FOOD must be kept Fresh!

Advertisement for Florida Power & Light Company, featuring a fish and a power plant. Text includes 'SEA food will spoil quicker than any other form of victuals...' and 'ICE will do it. Buy your ice from the wagon or truck with the Orange Oval Emblem.'

Advertisement for Chesterfield cigarettes, featuring a woman in a dress and a pack of cigarettes. Text includes '... on the floor it's TIME!' and '... in a cigarette it's TASTE!'.

To all creditors, legatees, distributees, and all persons having claims or demands against said estate: You and each of you are hereby notified and required to present any claim or demand which you, or either of you, may have against the estate of LENA MAIRIE HAINES...

NOTICE TO CREDITORS IN COUNTY OF COUNTY JUDGE, SEMINOLE COUNTY, STATE OF FLORIDA: In re estate of HARRIETT V. LEAVITT, deceased. To all creditors, legatees, distributees, and all persons having claims or demands against said estate...

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Feel Stiff and Achy? You can't be well when kidneys act sluggish.

Doan's Pills. Endorsed the world over. Sold by dealers everywhere. 50,000 Users Endorse Doan's: Geo. Whitaker, Box 328, Bettles, S. D., on 10/14/28 writes: 'I was troubled with kidney troubles for many years, and Doan's Pills cured me. I have never had any more kidney trouble since I started taking them.'

Advertisement for Clyde Mallory Lines, featuring a large ship and the text 'ONLY DIRECT ALL-WATER ROUTE' and 'NEW YORK 43-HOUR SERVICE BY SEA'.

Large advertisement for Chesterfield cigarettes, featuring a woman in a dress and a pack of cigarettes. Text includes '... on the floor it's TIME!', '... in a cigarette it's TASTE!', and 'HIT THE NAIL on the head'...

The Sanford Herald

Published every afternoon except Sunday at Sanford, Florida 211 Magnolia Avenue

Owned and second class matter October 27, 1919 at the Postoffice at Sanford, Florida, under act of Congress of March 3, 1879.

HOLLAND L. DRAY Editor N. HOWARD BRAD Manager DANIEL S. JONES Managing Editor

SUBSCRIPTION RATES Year \$7.00 Six Months \$4.00 Three Months \$2.00 Single Copies 10 Cents

The Herald, Sanford's pioneer newspaper, subscribes to the International News Service, receiving from this source the most complete and timely news coverage of all the leading events of the entire world.

TUESDAY, SEPT. 17, 1929 BIBLE VERSE FOR TODAY PRAYER—"O God of Mercy, God of Might, in love and pity infinite, Teach us, as we pray, Thy light to live our life to Thee."

PEDDLER'S SONG IN AUTUMN

Ah, 'tis well enough roving in a world of summer skies! A peddler might be merry then, and not be sore at heart,

With gold and silver trinkets for to match with laughing eyes. Add a little gray donkey and a highwheeled cart.

A peddler might be merry then—aye sure, as I have been, A-questioning down the country when hills are starred with flowers,

And all the woodland singing, and all the meadows green, And never a lampit window for to haunt his evening hours.

For then he'd walk with Wonder, but now 'tis sorrow old. A far faint voice that follows him, that goes with him along

And mocks him on the hillside, and in the valley's gold, And sweet in roadside gardens gilled with autumn robin-song.

'Tis all but him have dwellings, over all the shires, Over all of England from sea to misty sea;

And men will come at twilight to their own hearth's fire, And mice will build their winter nests beneath the wild rose tree.

Aye! 'tis well enough roving when the land is bright, A peddler might be merry then, before the swallow's flown,

With never a lampit window for to haunt him through the night, And he and his little donkey on the dark road alone.

By Hamish MacLaren This is Constitution Day.

Plant City celebrated "Egg Day" recently. What an opportunity for all the eggs in town to parade.

The Tallahassee Democrat has invented a new song for the farmers of the middle west, called "In This What By-and-by."

George Metrick has his life insured for two million dollars. Wonder who pays the premiums on it?

"Women are going to save this country. The men have made a huge muddle of things," says Lee's French flourey for the woman!

Traffic has been heavy through Lake City this week, most of the cars going south—Lake City Reporter. By the first of the month, we'll think it's December.

A Miami girl recently married a man in Brazil by proxy, which may have been what Captain Smith had in mind when he sent John Allen to interview Pinella.

What has become of the clinging vine type of girl, asks an exchange. She's still clinging, but to the stick of a Ryan, all metal, without motor, monoplane.

And another typographical error which always gives a big hand is when the young husband refers to his wife as a "honey little lady," and the operator sets it, "honey little lady."

Luke Lea, publisher of several Tennessee newspapers, was offered the senatorial nomination from his state but declined. Most newspapers know that they are better off on the outside looking in, when it comes to politics.

What appears to have been the first accident of the hunting season occurred last week when Jim Williams shot Mel Bass, a game warden of Avon Park. Accidents of course will happen in spite of everything, but one should not be too quick to suspect that moving branches indicate a hidden bear.

Fisher hotels at Miami Beach report fifty to one hundred percent heavier reservations for the season than they had one year ago. Tourists who came to Florida last winter, found accommodations cheap and fun plentiful, and they told their friends back North about it. This year will see more than ever heading southward.

Col. Bob Davis who recently began writing an interesting column for the Tampa Times, died in Gainesville Sunday morning. Col. Davis used to be editor of the Gainesville Sun and as such produced some of the strongest editorials ever written in Florida. We are sorry to learn of his passing.

Going Through College

In spite of hard times in Florida, in spite of fruit flies, busted banks, and crop failures, all roads lead to colleges this week. A Sanford man who returned from Gainesville yesterday reported the incoming trains jammed with students bound for the University of Florida. Similar reports come from Rollins, Stetson, Southern, and the Women's College at Tallahassee. Every indication is that the enrollments will be higher this year than ever before.

It all goes to show that the thirst for knowledge is becoming keener every year. Fifty, thirty, or even twenty years ago, unless a man had plenty of money he did not bother to send his son to college, and he never sent his daughter unless he could think of nothing else to do with her. Nowadays many fathers send all their children to college even if it takes bread from their own tables. Fathers who couldn't go themselves realize their own handicaps and want to help their children.

But in this day and time most young men will get an education whether they receive any help from home or not. The opportunities for making money in a college town are almost innumerable. There are pressing clubs, laundries, and agencies of all descriptions, for selling wood, for tutoring, for handling old text books at reduced costs. And there are the eating joints, and the opportunities they offer of eating without cost by waiting on tables. Indeed no young man today will remain at home because he can't afford an education.

At the same time we would call attention to the fact that the average student gets out of his college just what he puts into it. If he has to spend five or six hours daily working for enough money to pay his tuition, that is perhaps one fourth of his college career of which he is being robbed. Even so, he may be able to keep up his classroom work, but his extra-curriculum activities, which form such a vital part of perfect college life, must necessarily be slighted or abandoned altogether.

A man cannot make passing marks in his studies, work in a laundry or pressing shop six hours a day, and then do good work on the football squad. He cannot work his way through college, and gain that essential part of education which comes from competition on athletic teams, or through contact with his classmates at fraternity initiations and college proms. And for this reason the folks at home should help all they can.

Obeys Game Laws

The approach of Fall brings round a time of year when a word of warning is in order to hunters who would get into the woods a day or two before the season opens for a few early shots at turkeys and other birds. The state game laws have been made for the sole purpose of protecting the wild life of Florida and anyone who hunts early, or out of season at any time for that matter, is not only violating the laws of Florida but is proving himself to be no sportsman at all.

"Causing such denunciation is the fact that local men have been heard to brag of killing young turkeys weighing three pounds and under, saying that now is the time to slip up on them," says the New Smyrna News. "It is a known fact that wild animals that at one time were plentiful in the woods became so sadly depleted in numbers that it was necessary for the state to make laws protecting these native inhabitants. These laws were a protection also to the law-abiding hunters who had to suffer for the destructive ravages of the 'killers'."

"Open season for turkeys for 1928 and 1929 listed from November 20 until January 20, these dates being set annually by the state game commission. The sport is all the more exciting when there is a marginal time limit and when the coveted birds are on the alert, for they do seem to be wise to the season and are on the watch, at least many of the hunters are convinced of the fact. Only by strictly observing the at present lenient state laws will any wild game be left in Florida. Surely true hunters and citizens can realize this and subsequently abide by it."

We recall an incident during a recent season when a hunter came in with three times the number of birds allowed by law. He had not only killed more than his share, and more than permitted by law, but he bragged about it. No doubt he was a good shot, but he should have been put in jail. We think it would be establishing a worthy precedent for disinterested citizens to report such incidences to the game warden.

A NEWSPAPER IS an institution. It is the only business enterprise, conducted upon business lines and in perfectly legitimate manner, that actually serves the progressive life of the state more than all other institutions of the country put together and this service is rendered without thought of cost to the public or the state. It is still more peculiar in that regardless of the profit that it makes for its owners it returns even more profit to the community. There is no newspaper in Florida that is not making far more profit for the community and the state than it does for itself. And this profit to the community is the result of a service in news and editorial space freely given in the interest of public progress. Destroy the newspapers of the nation and you have lost the greatest influence of progress in the field of industrial, civic and moral life that exists today.—Woonsocket (S. D.) News.

NON-ADVERTISERS PAY IT

Whose advertising bills do you pay? The merchant who does not advertise pays the advertising bills for the one who does.

Every merchant in business pays for advertising, whether he uses it or not. If a competitor's advertising takes any business away from him, the profit he would have made on the lost sale is what his competitor's advertising costs him.

You have perhaps wondered how some stores can afford to spend such enormous sums for advertising. That is easy to fathom. Their competitors, who don't advertise, and whose business they take, pay for their advertising.

Buy the Jones family is a customer of yours. They have \$10 they intend to spend with you. They read the advertising of your competitor and are induced to spend their \$10 with him instead of spending it with you. The store makes 20 per cent or \$12 on the sale. It deducts, we will say, the \$1 advertising cost and has \$11 profit left. The advertising has cost nothing. It got back its

ADVERTISING—FOR BEST RESULTS

FLORIDA TIMES-UNION

Of course, what every advertiser wants, in return for the money he expends for publicity, are results, either in steady or increased business, and consequently increased financial income, or both. It never ought to be a question if anyone has something for sale that is worth buying, whether the things to be offered are commodities, or services, or whatnot, the question ought to be how best to advertise and in what medium that will be most likely to reach the greatest number of potential buyers at the right time and under proper conditions.

In the matter of choosing medium, a great American corporation, the Westinghouse Electric and Manufacturing Company, some time ago made what appears to be a very wise decision, which was to expend the entire advertising appropriation for the new year, in newspaper. Lack of flexibility of medium of great national circulation, some of which have to be printed weeks ahead of publication date, probably was one reason why the change was made in the advertising policy of this great corporation. However that may be, its publicity manager made a statement, which was published, setting forth the reasons why his company had decided to use newspapers exclusively for their advertising, at the time referred to here. He said:

Newspapers seem to offer the only medium by which we can both nationalize and localize our various sales campaigns, thus permitting us to conduct a nationwide campaign on products and at the same time vary our program to fit the needs of special districts. Our decision to concentrate on newspaper space came after a careful study of all factors entering into the marketing, selling and advertising situation. One important item was flexibility whereby we could vary our plans to conform with various factors such as weather conditions and peculiarities in the

OUR ASTONISHING WOMEN

NEW YORK WORLD

Reports from Paris inform us that the American business and professional women on a good will tour of Europe have been received in Paris with cordiality, but also with astonishment. The occasion led Frenchmen who gave them official welcome naturally showed them every courtesy, even in moments of great surprise the well-poised Parisian remembers his manners. But one interviewer gave tentative expression to his amazement at the importance of the positions held by these American women. One covering that the visitors were not displeased because he was surrounded, he and others piled them with questions about their work, their responsibilities, their incomes.

To bewilder their fellow-citizens has been one of the privileges lately acquired by American women. These have always been a few outstanding women who have done the unexpected, but during the last quarter of a century a multitude of them have been so many and so varied that the American public has become almost apathetic to them. It is difficult to think of a feat now which would not be greeted with a slightly bored "J'ai vu ça."

GLADES FLOOD CONTROL

LAKE WORTH LEADER

News from the Florida Everglades, to the effect that protection from floods in the vicinity of Lake Okechobee can be accomplished without the issuing of a large amount of bonds, comes as good news to all who are interested in the situation there. It is to be hoped that all those who have been studying the whole matter carefully have reached a conclusion that will be borne out by experience.

Apparently the cost to the district will depend in large measure upon the amount that the federal government will contribute. It is being urged the federal appropriations can and should be made to help control work that precludes for such appropriations have been found and that the government certainly will be justified from various angles in spending a large sum on the project.

In the first place the waters of Lake Okechobee, being navigable, are under the jurisdiction of the department of war. Drainage of the lake to a point where its waters might not be navigable probably would solve the problem of flooding. But that would not

Contemporary Comments

Contractor T. Q. Earle and his force of workmen have started work on the construction of the Palmetto school cafeteria in the red brick building in Main street. The two north rooms in the basement are being remodeled and equipped for an up-to-date eating place for the pupils and faculty of the three buildings on the school campus.—Palmetto News.

Lee Lovell, the builder and contractor, has just completed at Rock Springs a very attractive pavilion for the use of picnic parties. It stands on the hickory knoll, near the springs, is very substantially built, with ample tables and seats and is 40 by 32 feet in size. The building was made possible through the generosity of William Edwards and is a mighty fine improvement.—Apopka Chief.

Half a dozen carloads of steel for the structural framework of the new First National bank building in Orlando arrived in the city yesterday by rail, and was sidetracked to await unloading operations. Foundations of the bank building are being poured this week, and in a few weeks the rat-tat-tat of riveters will be heard on Orange avenue as the steel framework begins to rise.—Orlando Sentinel.

Advertisement for Southern Bell Telephone and Telegraph Company. Features the slogan 'She's always ON THE JOB' and describes the benefits of the Bell System for women telephone operators. Includes a small illustration of a woman at a telephone.

Large advertisement for Hanes Samsonbak underwear. Features the slogan 'This new SAMSONBAK Bell challenges every man who wears underwear'. Includes an illustration of a man in a suit and a woman in a dress, and a small illustration of a man in a suit.

