

Where a market exists for a commodity which is worth while, sales usually vary in direct proportion to the amount of advertising. No particular phase of sales promotion has been so completely exploited during the past hundred years as advertising. When the daily newspapers first made their appearance, advertising was restricted almost entirely to small classified ads. Nowadays advertising constitutes one of the largest features of both newspapers and magazines.

In the world of big business, the concern which is the largest advertiser is always likely to be the most prosperous. The value of advertising is nowhere more clearly shown than in the case of cigarettes, where the best business heads in the world have decreed that millions spent in advertising created a demand which more than compensated for the expense involved. Speaking of advertising, the DeLand Sun says:

"The store which a century ago purchased newspaper advertising in quantities of a half dozen lines weekly now contracts for one and two pages and the land-lady advertising for a roomer or a young lady seeking a lost cat consumes more space in the newspaper of today than the most thriving merchant of yesterday."

"As in quantity, so has advertising had an evolution of quality. Within the shopping magazine, the advertisement, both newspaper and magazine, has risen from a relation of articles and prices to attractive displays artistically phrased, graphically illustrated and in the case of magazines often beautifully lithographed. The modern advertisement is not a narration of goods and prices; it is a storehouse of information about buying, styles, thrift and economy."

"The public once complained of spending a penny for a newspaper and getting 50 per cent, more or less, of its paper in advertising. Now magazines are purchased by many for their advertisements alone, and as for the newspaper, the advertisements form an important part of the day's reading."

It is a good thing our legislators are not paid on a piece-work basis. Florida Advocate. It might save us money if they were.

The little girl down the street said she didn't buy a poppy Saturday because she had a sweet poppy already.

PRAYER—O satisfy us early with Thy mercy; That we may rejoice and be glad all our days.

Gold is said to have been discovered in the Philippine Islands, but it is said to be in this "Acres of Diamonds" stuff, there's also gold in silver, and besides we don't like to travel.

Where you are invited depends a great deal upon what they think you are making these days.—Tampa Times. Yes, and whether you'll bring it with you.

If a man knows where he is going—you can tell by his walk. Twin City News. Most men if they really know where they're going are not walking; they're running.

A Tennessee clerk made "improper advances" to a farmer girl in his store and she picked up a spoke of a wagon wheel and beat him to death. Moral: If you are going to make love, to a Tennessee girl, go armed.

Pete Norton, who was formerly sporting editor of The Herald, but lately connected in the same capacity with the Palatka News, is now with the St. Petersburg Times. Pete is making a name for himself in the sporting world.

We regret that Representative Entminger was among the very few in the legislature who opposed the passage of the \$500,000 fruit fly appropriation bill. Representative Hagan supported it and we believe his work is appreciated by the majority of Seminole County citizens.

Senator Borah predicts a world-wide money panic unless loans made to stock market speculators are curbed. When it comes, may we folks who otherwise would gamble on the markets will buy Florida real estate which is not a gamble but a safe investment, provided you buy and do not depend on options.

Before Gene Tunney made his million, he took 'em on the jaw with a smile, but now he is finding that life has jolts for the rich as well as the poor. His wife is taken ill and lies at the point of death while a five hundred thousand dollar breach of promise suit is filed against him.

Philadelphia shouldn't get too chummy about arresting Al Capone. Almost any West Palm Beach cop would have done the same thing and been glad of the chance. And Judge Hartridge would have handed him a year in the chain-gang, too.—Tallahassee Independent.

That's what they said in Miami until he went down there.

Two car loads of celery were shipped from three-fourths of an acre of ground near Titusville. The Midfly does not eat celery. Not only that, but celery is produced on similar soil to that of Pasco county, in counties north of us and also south of us. It might prove to be a profitable crop for local farmers.—Dade City Banner. No, we don't think celery will grow in Pasco county at all.

Speaking of the recent lynching in Lake City, the Lake City Reporter says, "Any man or woman who take a prisoner out of the hands of the law in the dead hours of the night lynching or otherwise mutilating him, deals out justice according to his personal opinions, and is a coward in the eyes of his fellow men and a criminal in the eyes of the law." The trouble with the eyes of the law is that so often they can't see.



"We twain once walked under, What'll the mad gods do For hate with me, I wonder, And what for love with you?"

Now comes Representative Weeks of Holmes county with a bill to read Florida from north to south, dividing the state into two equal parts.

To the prestige and attention which Florida commands from the world today each section of the state, contributes a vital share. Florida is a unit and the whole is greater than the sum of all its parts. Mr. Weeks bill is still-born. It serves no other purpose than to illuminate the objections to what he proposes and to emphasize the essential unity of this state in its march to economic and cultural hillslope.

When is a luxury a necessity? When it is a cigar and made in Tampa. The authority for this statement comes from Tampa where the proposal to tax certain luxuries, including tobacco products, has been rejected with pure indignation. As tobacco tax, especially would be more than repaid by the increase in the sale of luxuries, it would be a logical legislation disastrously pertinent to Tampa.

In England, as the approaching election draws to a close, candidates for Parliament need not live in the district he seeks to represent. He may choose to run in any district that strikes his fancy or whose fancy he strikes. If such an arrangement prevailed in Florida several legislators could be themselves more safely by representing some other district.

Coincident with the announcement of a \$300,000,000 increase in the value of business interests held by Andrew Mellon, the senate decided not to go on with the attempt to oust him from the secretaryship of the treasury under the rule against the retention of business interests by the holder of that office. Who says Mr. Mellon isn't the "greatest secretary of the treasury since Alexander Hamilton?" Hamilton was a small-town boy when it came to making \$300,000,000 while in office.

What, oh what will George Bernard Shaw say to Joseph J. Tunney about the breach of promise suit. Will it jar the Socratic dialogues now in progress between these literary twain at Bristol?

I. M. Gray, who was awarded contract by Alachua county for grading and surfacing the connecting link of road leading from the Santa Fe river bridge near Brookier to Lacrosse, stated Tuesday that the road would be completed as to the rock base this week, only about one thousand feet of base remaining to be put down Tuesday. The completion of this link opens a shorter hard-surfaced route for the people of the Lacrosse section to Starke and Jacksonville. Farmers of that section of Alachua are heavy growers of Irish potatoes and watermelons.—Starke Telegraph.

Editor The Herald: I have been told that the Sanford School Board has seen fit to discontinue the commercial department of the Seminole High School next year on account of lack of funds. Of course the school board probably knows better than I do what they can afford but since the equipment is already in the school it seems to me that very little expense would be connected with this department. I understand that the teacher also teaches Mathematics, and the shorthand and typewriting themselves would certainly not be a very great expense to the board. I also understand that an effort is being made to extend the work of the Agriculture Department, and a petition circulated to obtain help along this line. This is a very commendable work and should be encouraged, but I fall in line why it should be extended and continued for the boys when the commercial course, which is largely studied by the girls, has to be discontinued. With times as hard as they have been, many girls are helped by this department to get education along these lines, that they cannot afford to get otherwise. Why discriminate? Is this county so poor that they cannot afford \$50.00 a month for the better education of their girls? I think not.

A very small percentage of our high school graduates have the money to enter college, and yet the whole high school course is maintained for these college people alone. The large number of children who must be satisfied with a high school education are rarely given very little consideration, it seems to me. Instead of discontinuing this department, it would seem that bookkeeping should also be added. Why not give our local young people a chance?

Sincerely yours, C. R. SMITH, Route A.

A new rubber composition roof is being put on the old part of the court-house building. The work is being done under the supervision of Contractor John Rogers of Titusville.—Titusville Star-Advocate.

Eliminate the waste of time in land transfers by title insurance. Generally there is at least fifty-five days' delay before the transaction may be completed. The result is costly to both purchaser and seller and frequently the deal falls through. Title insurance makes closings rapid and certain, furnishes added stability to real estate and gives quicker sale to mortgagees.

Whenever you buy or lend on real estate, a New York Title Policy is always your best policy.

W. H. LONG MEAT MARKET 221 E. FIRST ST.

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

YES, WE PALM BEACH INDEPENDENT

Surely our good friend Benjamin of Palm Beach Independent did not mean it when he said: "—out we will say right now that a strong anti-administration paper as the capital is a good thing for the people of any state."—Tallahassee Democrat.

You see we meant just that. We have never known our good friend, the Democrat, to make any fight on anything any administration did, and we have known some administrations to do everything but commit murder, and come darn close to that. We have never known the Democrat to criticize any state official of power and influence, unless there were strong indications that he was about to be down and out. We have been reading the Tallahassee papers for forty years, and except Claud L. Engle's paper, printed during Broward's administration, Tom Appleyard's paper (edited by Herb Finkel), a few weeks since, and the present State News, they have all been bootlickers of the bootlicking great type to the state house crowd. If you don't believe what we say, look over their files. We don't mean by this to say that we endorse all the Florida State News says. It is often unjust—out we have not known it to be afraid. And it is better for the people if their newspapers are always brave, the occasionally unjust, than always or nearly always afraid to tell the truth about public officials.

The Democrat further says: "A newspaper which exists solely for the purpose of fighting an administration, whether good or bad, is a menace to good government, and a fomentor of political strife and discord."

We can agree with the Democrat in that. But we do not recall any such paper being published in Tallahassee. If we were editing a paper at the state capital, we could find lots of good things to write—many more good than bad. But we could find lots of things that were not good to be kept concealed from the people and we wouldn't conceal them you bet we wouldn't.

We would remind the Democrat that in 1923 the sheriff and county judge of Leon county had been running a moonshine business, and nothing would have been known about it if it had been left to the Tallahassee papers to tell it and there were many other rotten things going on then: the Democrat never peeped about until representatives of outside papers began to send the news out in a flood tide.

In a democratic government, it is better for the officials to be afraid of the people. If the people are afraid of the officials, it is not a democracy, but an autocracy. The present condition of Florida is largely owing to the newspapers suppressing what they knew about their officials. So let the State News go ahead and slam the office holders in the slats. Only the truth will do them real harm.

Sanford Forum

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W. H. LONG MEAT MARKET
221 E. FIRST ST.

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

ONLY DIRECT ALL-WATER ROUTE

NEW YORK
45 HOUR SERVICE BY SEA

MAGNIFICENT NEW T.S.S. IROQUOIS
Accommodations for 100 people. Tea Room, Sun Parlor, Spacious Lounges, Library and Daily Radio News, Orchestra, Concert, Dancing, Deck Sports.

Suites of staterooms, sleeping rooms and bath bedrooms with double or triple beds and private bath. Staterooms with or without lavatory and shower. Barber Service.

Additional sailings calling at Charleston by luxurious S. S. Cassinotto, Thursdays 10:30 P. M.

NEW YORK, One Way \$100.00, Round Trip \$180.00
BOSTON, One Way \$60.00, Round Trip \$100.00
CHARLESTON, One Way \$40.00, Round Trip \$70.00

MIAMI TO NEW YORK
Express New Ship Sailings by S. S. ALONG
SUN and MONDAY
P. M. Also T. S. S. IROQUOIS every Friday
3 P. M. calling en route at Jacksonville.

MIAMI to New York
Call the 300 up. Round Trip \$100.00

CLYDE MALLORY
101 N. E. 1st St., Sanford, Fla.

HOTEL LEAMINGTON MIAMI

"Miami's Most Popular Hotel"

Single rooms with bath, \$2.50, \$3.00
Double rooms with bath, \$3.50, \$4.00, \$5.00

Fireproof—European
N. E. First St. Near Bay Biscayne
Popular Priced Restaurant in Connection



Protect Your Fireside

Money is not the source of all happiness, yet the lack of it often causes unhappiness. It is the basis for a comfortable home, a cheerful fireside.

No matter how fully your present income meets your needs, build up a reserve to guard against a time when some misfortune might arise.

Protect the happiness of your fireside, insure the continued comfort of yourself and your loved ones by saving a definite amount each month.

Put it in a First National Bank savings account and call it your "Fireside Fund."

First National Bank
Sanford, Florida

Sold by a Title Policy

Eliminate the waste of time in land transfers by title insurance. Generally there is at least fifty-five days' delay before the transaction may be completed. The result is costly to both purchaser and seller and frequently the deal falls through. Title insurance makes closings rapid and certain, furnishes added stability to real estate and gives quicker sale to mortgagees.

Whenever you buy or lend on real estate, a New York Title Policy is always your best policy.

NOTICE TO PROPERTY OWNERS

STATE AND COUNTY TAX BOOKS CLOSE JUNE FIRST

The extension of time for the payment of State and County taxes, as provided by the legislature, will expire with May 31st. Section 2 of the Act provides

"THAT ON JUNE FIRST, 1928, THE TAX COLLECTORS SHALL CLOSE THEIR BOOKS AND SHALL IMMEDIATELY PROCEED TO ADVERTISE AND SELL AS PROVIDED BY LAW ALL LANDS UPON WHICH TAXES HAVE NOT BEEN PAID, AND TO LEVY ON AND SELL ALL PERSONAL PROPERTY UPON WHICH THE TAXES HAVE NOT BEEN PAID."

Property owners who have not paid their taxes will please take notice that Tax Books will close June First as provided by law.

Jno. D. Jenkins,
Tax Collector Seminole County

Social And Personal Activities

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

Social Calendar

TUESDAY
The Social Department of the Woman's Club will have a bridge party at 2:30 o'clock in the club room with Mrs. Ralph Smith, Mrs. W. T. Laird and Mrs. John Smith as opponents.

The U. S. Army will meet with Mrs. E. A. Howell, 219 French Avenue, at 8:30 o'clock.

Social meeting and covered dish supper of the Gleaners' Sunday school class of the First Presbyterian Church at the church at 7 P. M.

The board of managers of the Garden Club will meet with the President, Mrs. Henry Wright, at her home on Park Avenue at 6 P. M. to consider plans for a garden party on June 7 and other matters of general interest.

FRIDAY
Piano recital will be given by Miss Jean Martin Laney in the studio of Mrs. Fannie S. Munson at 8:15 P. M.

SATURDAY
Certified piano recital by Miss Pearl Robson, assisted by Mrs. Margaret McRae Maffet, reader, at the studio of Mrs. Fannie S. Munson at 8 P. M.

Fun Makers Score In Milane Picture, "The Desert Song"

Quite the most delightful comedy scenes in the history of the talking picture take place between Louis, Fasenda and Johnny Arthur, the two funsters in the all-star cast in "The Desert Song", the Warner Brothers Vitaphone production which has made screen history as the first operetta to be transferred to films in its entirety, and which may be seen on the screen of the Milane Theatre, today and Tuesday.

The fair Louise, transformed into a ravishing blonde, by means of a golden wig, plays the part of Susan, and Arthur is Benjamin Kidd, an eccentric newspaper correspondent who is captured by a marauding Ruff band under the leadership of the mysterious Red Shadow, and who is reduced to abject terror before he is finally released as harmless. Subsequently Susan and Bennie wander for two days over the desert mounted on a procrastinating donkey which is only induced to move in a forward direction by a wisp of hay suspended a few inches in front of his nose.

Other prominent parts in "The Desert Song" are played by John Holes, Carlotta King, Myrna Loy, John Miljan, Marie Wells, Jack Pratt, Edward Martindel, Robert E. Gusman, Otto Hoffman and others, in addition to a magnificent chorus of one hundred voices—a veritable triumph for the Vitaphone. Roy Del Ruth directed, and it is enormously successful musical comedy was adapted for the screen by Harvey H. Gates.

TO GIVE RECITAL

A recital will be given by the piano classes of Mrs. Fannie S. Munson in the Seminole High School auditorium, Monday evening, June 3 at 8:15 o'clock, honoring the 1929 graduating class of Seminole High School. Assistant to give will be Mrs. Emma Abbott, soprano and Prof. Charles Peterson, baritone. The public is cordially invited to be present. Seats may be reserved by telephone to Mrs. Fannie S. Munson.

Librarian To Seek Taste Of Prisoners In Things Literary

HAVERHILL, Mass., May 27.—(INS)—In order to learn the literary tastes of prisoners in order that suitable reading material may be provided in the penitentiary institutions of the Commonwealth, Myron W. Fuller, assistant librarian of the Haverhill Public Library will make a one year self-imposed stay in the jails of the state.

He will attempt to make the prisoners "book conscious" and will report his findings to Miss E. Kathleen Jones, head of the public libraries section of the department of education.

Fuller will be on leave of absence from his work here for the year, and a sum of \$3,000 has been provided for expenses it was learned. The project was backed by the Bureau of Social Hygiene, Inc., of New York which is maintained by funds provided by John D. Rockefeller, Jr., who heads the board of directors.

Fuller will make a tour of all the penal institutions in the state during as long as a month in the most important cities.

Mrs. Leonardy Made D. A. R. State Regent

Mrs. John Leonardy of this city, who has held many important state offices in the D. A. R. for the past few years, was automatically made state regent Thursday morning by the death of Mrs. B. Edward Leonardy, her former state regent. Mrs. Leonardy held the office of first vice-regent for two years.

Paris Pajamas Are Not Like Those Of One Time Fashions

PARIS, May 27.—(INS)—Paris pajamas aren't what they used to be. They're coming out in new styles this spring as well as in new buttons. And unlike the fluffy, frilly feminine frocks which demand yards and yards of material, they are skimpy, slender creations, very shy of fabric.

One of the new models, delicate as dandelion-down, depends entirely upon two silver chains over the shoulders to hold it up. Another makes no pretense at having any back at all and clings by a little shamrock-green ribbon about the neck which ties in port bows at both arms.

Pajama materials are the love-liest of washable crepe de Chine and silks, and crepe satins used on the dull and shiny sides. Some are painted with charming designs inspired from old Russian art. They come in silver and royal blue, Russian red, gold and warm yellow and deep greens like metal that wash like the proverbial handkerchief.

Stunning pajamas come in flame with bright silk trimmings in contrasting tones. If they are of the lounging variety they make ensembles with long coats. The sleeves reach to the wrist and the pajama itself is in one piece.

Dealers are showing some models broadly striped with the colors blending softly one into the other which gives no harsh effect. The girdles are wide and soft and tie with fringed ends.

JACKSONVILLE—\$75,000 plan will be erected for McPhail Chocolates, Inc.

Orange Park's new school building formally dedicated.

Personals

Mr. and Mrs. W. H. Rawlins spent last week-end at Daytona Beach.

Ralph Warren left Monday on the Shrine Train for an extended trip through California.

Miss Thelma Hammond left Saturday for Rock Hill, S. C. where she will spend the summer with her mother.

Miss Ruth McCants expects to leave Tuesday for Vredenburgh, Ala. where she will visit relatives for the summer.

Mrs. Fred Russell who spent the past winter here teaching, expects to leave soon for Cleveland, Ohio to spend the summer.

Miss Elizabeth Houston left Saturday afternoon for West Point, Ga. where she expects to spend the summer with relatives.

Mr. and Mrs. L. F. Boyle and Judge and Mrs. Wallace Wright spent Sunday afternoon and evening at Daytona Beach.

John Langley left Saturday by motor for Camp Hill, Ala. where he will spend some time with relatives.

Miss Bobbie Chapman has returned to her home in Wrightsville, Ga. after spending the winter here teaching at the Southside School.

Mr. and Mrs. Charles O'Neil of Norfolk, Va., will arrive this week to visit their daughter, Mrs. T. A. Interson, at her home in Pinehurst.

Mr. and Mrs. Warren Eigenmann of Clearwater spent Sunday here with Mr. and Mrs. Fred S. Daigre Jr. at their home on East Fourth Street.

Mr. and Mrs. C. E. Ward announce the birth of a son, Charles Edward Ward Jr., on Monday, May 27, at their home on Geneva Avenue.

G. W. Spencer Jr., Maxwell Stewart and Sam Frischer returned Sunday night from Daytona Beach where they spent the week-end.

Mrs. Horace Bannon, Mrs. Walter W. Rule and Mrs. John Meisen Jr. motored to Orlando Friday where they spent the afternoon.

Pete Soanes of Haines City spent the past week-end here with friends.

Southern Beauty Chosen "America's Loveliest Wife"

Mr. and Mrs. Charlie Baggott of Gainesville will be at home to their friends the latter part of the week at the home of Mr. and Mrs. A. R. Johnson in Pinehurst.

Mr. A. R. Johnson expects to leave the latter part of the week for Lake Wales to spend the summer. Mr. Johnson will leave this week for Gainesville to attend summer school.

Miss Louise Swain, who has been teaching at the South Side Primary School all winter will leave soon for Birmingham, Ala. to visit her mother.

Mr. and Mrs. Calvin Teague are expected to return today from Anderson, S. C. where they have been visiting the latter's parents, Mr. and Mrs. A. S. Farmer, for the past few weeks.

Mr. and Mrs. P. J. Feitner of Osceola left Sunday on an extended automobile trip through the Middle West and will visit their old home in Orange, N. J. before returning here July 1.

Dr. and Mrs. J. N. Tolar, Mrs. C. R. Miller of Paris, Ky., Mrs. Loretta Brotherson, Bobbie Newman, Buddy Bishop and Ralph Tolar motored to New Smyrna Sunday where they spent the day.

Among those spending Sunday at Daytona Beach were: Mr. and Mrs. E. Whitesell, the Misses Ruth Winfrey of Orlando, Kitty DuBove, Helen E. May, Maude Lake, Eleanor Miller of Key West, and Jimmie Wright, James Sharoff Jr., Frederick Bell, John Weatherford of DeLand, L. P. Hagan, Jack Peters, Marion Wagner, Leonard Miller and John Higgins.

HEARING CONTINUED

CHICAGO, May 27.—(INS)—Hearing on a writ of habeas corpus for Elliott Burns, magazine editor, wanted in Georgia for escaping from a road chain gang seven years ago, was continued here today by Judge R. David until June 3. The continuance was granted to give Gov. Emmerson time to rule upon a writ of extradition forwarded to him from Georgia for Burns' return.

LAKE WORTH—\$17,000 contract awarded for erection of Elk's Temple.

(Too Late To Classify.)

room apartment. All conveniences, private bath, nice shady street, near Post Office. Phone 410 or inquire Sanford Printing Co., McLander Arcade.

BOYS LOOK!—Wanted white boys to win cash prizes for getting new subscribers for newspaper. Apply Seaboard Oil Station, First St. and Elm Ave. 8 A. M. Tuesday.

WANTED—Wicker go-cart or sulky. Must be in good condition. Will pay reasonable price. Address Box 10 Care Herald.

Swedish Hydroplane To Make Hop To U.S.

WASHINGTON, May 27.—(INS)—The Swedish hydroplane will begin a flight from Stockholm to New York via Copenhagen, Copenhagen to New York via Copenhagen, Copenhagen to New York via Copenhagen, Copenhagen to New York via Copenhagen.

The department announced it will comply with the request for a letter received today from Gen. Ljungquist in Stockholm that it keep the fliers advised of their position by radio.

Wishing to enter children in Summer School call or see Miss Ruth Gillon 1201 Palmetto, Phone 352-W.

PARENTS
Wishing to enter children in Summer School call or see Miss Ruth Gillon 1201 Palmetto, Phone 352-W.

ANNOUNCEMENT

EXTRAORDINARY THIS WEEK ONLY

In order to introduce our new service and meet the buyers of printing in this section, we offer a special discount on all orders received this week from new or old customers.

GET ACQUAINTED

SAVE MONEY

Our service department will prepare copy for social feature advertising and render any service to make your business relations with us profitable and pleasant.

CENTRAL FLORIDA PRESS

"The Hurry-Up Shop"

Successors to Wight Print Shop

Anticost in the Gulf of St. Lawrence. The department announced it will comply with the request for a letter received today from Gen. Ljungquist in Stockholm that it keep the fliers advised of their position by radio.

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CENTRAL FLORIDA PRESS

"The Hurry-Up Shop"

Successors to Wight Print Shop

BOUNDING TO THE SUPREME PINNACLE OF MOTION PICTURE ART!
A staggering, bewitching succession of rapturous melodies, scintillating scenes presented with boundless magnificence. The thrilling rendition of throbbing love songs that will capture your enthusiasm and raise you to the insurmountable heights of perfect entertainment, and calling forth your applause in measure of feverish intensity for an epochal production that will live forever in your memory!

With John Holes and Carlotta King, 122 singing voices, 116 exotic dances and operatic orchestra of 105 players.

To Night At 8:30—Tomorrow, 1—3:30—6—8:30
MILANE
Perfected Vitaphone and Movietone "There is a Difference"

Boys!
You can win one!

What?
SEA HORSE!
Watch this paper

Marquette

ON DISPLAY SATURDAY JUNE 1ST

A NEW SIX AT A PRICE WITHIN THE REACH OF MILLIONS

On Saturday, Buick will present the new Marquette—designed by Buick engineers and built in Buick factories. Marketed as an additional member of the Buick family, it will in no way affect Buick itself. Buick will continue to express the policies that made it the leader of the fine car field for the past quarter-century. In the smart, comfortable bodies of the Marquette you will recognize the fine hand of Fisher design. In its balance and poise you will see experienced engineering. And in performance—that final standard by which all cars are judged—you will find the Marquette leading its price class by an impressive margin. Be on hand when this eventful new car is shown Saturday. See what a remarkable new automobile Buick has produced at a price within the reach of millions.

BUICK MOTOR COMPANY, FLINT, MICHIGAN
Division of General Motors Corporation
Canadian Factories: Ontario, Ont. Builders of Buick and Marquette Motor Cars

SANFORD BUICK CO.
MAGNOLIA AVE. PHONE 367

200 Millions Yearly Is Amount Used For Research Through U. S.

WASHINGTON, May 27. — More than \$200,000,000 a year is being spent by American business on research and vocational education programs, the National Home Study Council, Washington, D. C., reveals and adds that \$70,000,000 of this amount is spent through governmental channels and the balance—\$130,000,000—is expended through commercial and industrial articles.

Larger corporations such as the General Electric Company, the United Steel Corporation, General Motors, U. S. Rubber Company, Western Electric Company and the American Telephone and Telegraph Company are included in the group of heaviest spenders on research and vocational education programs. For instance, the latter organization this year had appropriated \$15,000,000 for the maintenance of these features, while the Ford Motor Company, in addition to its substantial research appropriation, has also granted \$1,000,000 for its vocational educational project, the council pointed out, adding:

"The Ford Motor Company believes in maintaining and operating plant schools for its employees, all of which encourages its workers to enroll for supplementary instruction courses given by approved home study schools, the roster of which is set forth in the Blue Book published by the National Home Study Council at its headquarters in Washington, D. C."

This year, more than 5,000 financial, commercial and industrial corporations have employees enrolled for certified home study courses the council states.

How They Stand

SOUTHEASTERN LEAGUE		
W.	L.	Pct.
24	16	.601
22	16	.579
20	18	.524
19	18	.514
17	22	.436
14	26	.350

AMERICAN LEAGUE

W.	L.	Pct.
25	8	.758
22	13	.622
20	13	.609
22	16	.579
15	18	.451
13	23	.361
10	22	.314
10	24	.294

NATIONAL LEAGUE

W.	L.	Pct.
21	11	.656
21	13	.619
19	12	.614
14	16	.467
13	16	.448
14	18	.438
13	19	.406
12	21	.364

SOUTHERN LEAGUE

W.	L.	Pct.
24	14	.632
25	17	.595
20	17	.541
19	21	.476
18	22	.450
17	22	.436
16	21	.432
16	21	.432

Yesterday's Results

SOUTHEASTERN LEAGUE

Tampa, 1; Jacksonville, 0.
Selma, 3; Pensacola, 2.
Montgomery, 3; Columbus, 2.

AMERICAN LEAGUE

Chicago, 2; Detroit, 0.
St. Louis, 1; Cleveland, 0.
Philadelphia, 4; Washington, 3.
New York, 15; Boston, 4.

NATIONAL LEAGUE

Pittsburgh, 12-7; St. Louis, 8-5.
New York, 15; Boston, 8.
Brooklyn, 5; Philadelphia, 4.
Chicago, 5; Cincinnati, 4.

SOUTHERN LEAGUE

Nashville, 10-7; New Orleans 0-4.
Mobile, 4; Chattanooga, 3.
Little Rock, 9; Atlanta, 0.
Memphis, 10; Birmingham, 5.

TODAY'S GAMES

SOUTHEASTERN LEAGUE

Tampa at Montgomery.
Jacksonville at Selma.
Columbus at Pensacola.

AMERICAN LEAGUE

No games scheduled.

NATIONAL LEAGUE

Pittsburgh at St. Louis.
Chicago at Cincinnati.
Boston at Philadelphia.
Only games scheduled.

\$400 Fish



Sturgeon to the value of \$400, and in a single "piece" on the Boston Fish Wharf. The marine monster, weighing 400 pounds, was the prize of the latest catch of the steam trawler Boston College and it brought to the skipper of that craft, Capt. Magnus Magnuson, \$300 for the fish and \$100 for its rze.

ALIENS WOULD BE EXCLUDED FROM CENSUS

(Continued From Page One) provision violated the Constitution, since that historic document authorized a census to be taken of "all persons."

Senator Sackett however defended the constitutionality of his plan. He said there were no aliens when the Constitution was adopted, as all persons living in this country automatically became Americans. He charged that the present system was depriving American citizens of their "equal representation in Congress," since 100,000 native Americans in one state were given the same representation as 20,000 citizens plus 70,000 aliens in another. He said the plan would merely limit the cen-

SHIP RESCUED

KEY WEST, Fla., May 27.—(INS)—A 100-ton drifting in the Gulf Stream with its engines disabled, the tanker Tracy Brothers, bound for Philadelphia from Houston, with a cargo of fuel was taken in tow by the tug Warbler today and brought to Key West.

Judge Wright Is Opening Circuit Court Tuesday

(Continued from page one) Crown Paper Co. vs Acme Fruit Co.; B. Read vs Fred Dornier; John L. Wimbish vs E. A. Douglas and Roy Symes; G. G. Herring vs W. M. Scott; C. W. Zaring and Co. vs G. W. Spencer et al; Julia F. Laing vs Kler Ares; G. T. Clark vs Dan Deleghall; C. W. Zaring and Co. vs Estate Melson; McCracken Concrete Pipe Co. vs F. P. Dutton and Co.; W. B. Young vs Lewis Sanders; E. H. Palmer vs A. E. Sjoberg, Britch Casing Co. vs Geneva Packing Co.; Chase National Bank vs Perry Weinberg; Chase National Bank vs I. B. Davis and wife.

And E. H. Ashcraft vs each of the following: J. G. Stapler, L. C. Leonard, C. Bell, Forrest Lane, W. J. Thigpen, A. Wolfer, F. L. Miller, Eddie A. Twitchell, C. H. Chapman, B. W. Herndon, W. A. Eats, E. Higgins, Inc., H. S. Long, H. C. Bower, R. R. Deas, E. F. Housholder, R. G. Brisson, C. I. Parks, J. S. Dinkel, J. N. Tolar, G. I. Loucks, G. A. Radford, M. D. Barber, W. E. White, G. W. Spencer, Wagonwood Properties Inc., and J. C. Bennett. Damages are asked by the plaintiffs in each of the above cases.

Child Killer Of Playmate Free For Time Being

(Continued From Page One) Cell remained silent.

"I'll shoot your head off!" Carl can be heard from the door. Over the door his father always kept a shotgun. He climbed upon a chair, reached, reached—his childish fingers closed about the gunstock. When Carl appeared in the doorway with the gun Cecil hid behind the fence post. Carl pulled the trigger—then he ran away, screaming.

Neighbors found the Van Hoose boy, riddled by 18 shotgun slugs in his chest.

So today, while prosecution attorneys planned to take Judge Bailey's writ to the Kentucky Supreme Court for decision, Carl played about his home, still not realizing the predicament into which he has been plunged.

"Reform school? What's that?" he asked a reporter.

He has never known any kind of a school.

Atlantic Fliers Brand As False Friction Rumor

(Continued From Page 1) agreed between all concerned that on the morning that we take off on our respective journeys the Green Flash will be the first plane to take the air.

"If one would only stop and consider for a few moments what the success of these two flights will mean to aviation they would realize how foolish it would be for either myself or Mr. Williams to be at odds with each other.

Both trans-Atlantic flights today had resolved into a race between tide and ocean weather. Wednesday, a take-off from the beach at low tide during the dry-tide would be out of the question for the high tides will be coming during the daylight and it would be necessary to postpone any attempt to leave here for two weeks, until the tides began to run high at night again.

Dempsey Turns His Back On New York For Try In Chicago

NEW YORK, May 27.—Jack Dempsey turned his back on Broadway today and announced his retirement from the boxing arena, business in New York at least temporarily—in favor of Chicago. The ex-heavyweight champion, of the world declared that his association with Humbert J. Fugazy and Edwin Cole was terminated because a suitable outdoor arena here for boxing exhibitions could not be obtained.

Dempsey said he therefore was going to accept a proposition from the backers of the Chicago Coliseum which had been hanging fire for some time. "Beginning in October, I am going to put on some real good shows in Chicago," said Dempsey. "That will give me an opportunity to lay my plans to come into New York."

"I like Fugazy and Cole and they are both splendid fellows," said Dempsey, "and I wish that I could go on with them. However, at the time we signed our agreement, I realized how important it was to have a suitable outdoor arena in New York for putting on boxing exhibitions of the first rank."

BARTOW — Former garage structure on Broadway renovated and redecorated for use as office building.

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