

The Sanford Herald

AN INDEPENDENT DAILY NEWSPAPER

SANFORD, FLORIDA, WEDNESDAY, MARCH 11, 1931

Five Cents A Copy

NUMBER 150

THE WEATHER

Fair and not quite so cold tonight and Thursday.

PLAN FOR NEW PARTY DENIED AT MEET

Agency Of Federal Operation Of Power Plants Is Also Laid Before Party Group

WASHINGTON, Mar. 11.—(AP)—Renewed disavowal of a new political party is the foremost advocacy of prominent operation of power plants, and a tariff program were today laid before meeting of Republican and Democratic Independents.

In calling the meeting to order, Walter H. Hays, secretary of the group, said that he and his associates are better satisfied with a work in Congress than out. He urged that the party be organized behind the reorganization that the party is created.

Under Secretary of the Interior, proposed a tariff program which among other things would raise tariff laws to promote economic development.

Carlisle also proposed a downward revision of industrial rates under the present law. "Watson was before he became senator lobbyist. I presume his former masters are better satisfied with a work in Congress than out. We must waste our time on those as behind the reorganization that the party is created."

Rumor Of Unrest In Barcelona Is Heard

PARIS, Mar. 11.—(AP)—Dispatches received here today involving Spain said the Republican Catalan party there had published a declaration expressing Catalonia's aspiration for full autonomy and consecration to the principle of self-determination. No intimation of any difficulties at Barcelona today. A dispatch from Barcelona received by the Associated Press made no mention of Paris reports that a republic would be founded in Barcelona. Barcelona has long been a center of Republican and radical movements against the government.

JOSEPH COTTON, AID TO STIMSON, DIES AT CAPITAL

Under-Secretary For Nearly 2 Years Succumbs To Operation

BALTIMORE, Mar. 11.—(AP)—Joseph P. Cotton, under-secretary of state for nearly two years, died at 5:10 P. M. yesterday at Johns Hopkins Hospital, where he underwent two operations in the last six weeks. He was 54 years old.

Secretary of State Henry L. Stimson notified that his colleague's condition was critical, visited him Monday night, as did his New York City law partner, George S. Franklin.

Oxygen was administered in vain after his condition became critical Monday night. Mr. Cotton's wife and daughter, Isabel, had been at his bedside for weeks. A son also survives.

A Joseph P. Cotton introduced into the State Department a method of diplomacy perhaps unique in international relations. The man chosen by Secretary Stimson to serve as an advisor in handling the situation, and had a reputation for frankness in international affairs. He met problems which arose during his tenure of office with an ease that astonished his colleagues.

The under-secretary came to the department with 10 years of highly successful legal practice behind him, a background which played a large part in making his new job easier.

Unlike many other government officials, he always kept the door of his office open to all callers. His telephone rang incessantly as government colleagues, New York financiers and even President Hoover sought his advice. He was regarded as one of the keenest minds ever drafted into government service. His came from a private law practice in New York more lucrative than the \$10,000 a year salary he received.

Attitude diplomats in formal dress, hurrying clerks, and newspaper men were received at the under-secretary. His favorite working position was leaning back (Continued On Page 27)

School Activities Told By Teachers At Rotary Meeting

A first-hand glimpse into the school activities in Sanford's primary and grammar schools, regarding the methods employed in teaching and the progress of the children who had participated in the same, was given at the weekly luncheon meeting.

Walter M. Hays had the honor of introducing the members, Mrs. Stella Arrington, superintendent of the primary schools, and Mrs. Marie Bobbitt, superintendent of the grammar schools. They both outlined the progress which has been made during the past several years in raising the standard of the curriculum, and stressed their plans for the future.

Following their talks, Rotarian O. Shingleton was appointed to a committee which would make every effort to arrange for a large Sanford delegation of Rotarians to attend the annual district convention in Jacksonville next week.

Several visitors were present, and joined in the singing of a song of Rotary song, accompanied by Miss Elizabeth Clark in voice.

Before the meeting adjourned it was decided to invite Mrs. Virginia Reid and Mrs. F. M. Hitchcock, wives of the past Bryan Owen trip in Washington contest, to the luncheon next week.

Jury Chosen To Hear Solon's Liquor Case

WASHINGTON, Mar. 11.—(AP)—A jury was chosen today to hear charges of liquor possession against Edward E. Deagan, former Illinois representative. Opening the argument for the government Irving Goldstein said he would prove that one of three trunks brought back from Panama by Deagan in January of 1929 contained 12 bottles of whiskey and six of gin. Everett Sanders of the defense held the trunk in question and a leaky suitcase were found in the express office and were delivered to Deagan's rooms in the House office building through "some messenger" and did not belong to him.

Cold Weather Still Has Europe In Grip

LONDON, Mar. 11.—(AP)—There was no sign today of a break in the bitter cold weather which has gripped most of Europe since last week. France, Germany, Austria and the British Isles, Canada and the United States have all been affected. In Scotland and Northern England have left the snow-covered hills and mountains. In the north of France, the snow has been on the ground for four days and in the north of Italy. The Alps are still covered with snow.

SOVIET ARMY HEAD SEEN AS ORATORY ACE

Commissar Of War Is Powerful Because Of Ability To Sway His Men's Emotions

MOSCOW, Mar. 11.—(AP)—Communist ideals and the Socialist theories of Marx and Lenin are supposed to keep Russia's spirit of brotherly love, but the back-step of it all is the "Oguz" or secret political police, and the red army of 500,000 conscripts.

The head of the three forces is Klement Voroshilov, commissar of war. Next to Joseph Stalin, the so-called "dictator," the urban Voroshilov probably is the most popular man in the Soviet Union.

Recently he celebrated his fiftieth birthday amid a storm of lapidation. Tall, well-built and considered handsome from the Russian peasant standpoint Voroshilov sits astride his blooded horse like a Sheridan and the cheers that greet him as he reviews his troops are spontaneous.

The amazing thing about the commissar of war is that he is not a soldier born, nor has he had any special military training. But as a leader of troops there's not his equal in Russia.

Speechmaking forms a large part of an army general's job in Russia. The commissar of war must be able to talk to his men and the public at large, and be convincing.

Voroshilov is all of that. He is a communist orator ranking with the best of the spellbinders. What he says is so convincing that it is sometimes embarrassing. As a matter of fact, some of his strong arguments last year almost got himself and the government in a "pickle."

Keeping the masses alive to the danger of foreign invasion is considered great propaganda for the government.

Last year Voroshilov sounded so loudly the tocsin of "defense of the fatherland," and painted such vivid pictures of imminent catastrophe to capitalists and workers throughout the union began to hand silver, gold and food.

It caused a hullabaloo until the czarist Voroshilov and other leaders were able to face around and convince the voters that things were not quite that bad.

Voroshilov is still of the opinion that foreign intervention will one day come and he is training millions of young Russians to meet it.

But Voroshilov doesn't spend all his time teaching the use of the gun and bayonet. He has inaugurated a system of education in the army.

Every conscript from the Steppes, mostly illiterate, now emerges from his three years in the army thoroughly versed in the "lit-in" and "rhythmic." He also learns to keep clean and observe other niceties of which he never heard before.

In other words, the commissar of war intends to have troops that not only will know which fork to use, but will be able to give a good account of themselves in any department of modern warfare.

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The funeral of Joseph C. Williams, 60, of 807 W. Second Street, who died last night, will take place tomorrow morning at 10:00 o'clock from the Etchison Funeral Home.

The Rev. F. M. Master, of the First Christian Church will have charge of the services there, while members of the Woodmen of the World will act as pall-bearers and conduct services at the Evergreen cemetery grave.

Mr. Williams was born in Chester S. C. and has been a resident of Florida for over 10 years. He retired from business as a building contractor some time ago, and for the past few years, he made his home in Sanford.

He is survived by his wife, Mrs. J. E. Williams, and four daughters, Mrs. J. W. Kendall, of Sanford, Mrs. J. W. Master, Mrs. L. M. Head, and Mrs. J. B. Williams, of Sanford. He is also survived by one son, Mr. E. C. Williams, of Gaston, N. C. He has several children also survive.

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Automobile Men Engaged In Completing Plans For Annual Show At Mayfair

Members of the Sanford Automobile Dealers' Association which is sponsoring the two-day automobile show which opens in the Mayfair Hotel Friday afternoon at 2:00 o'clock, were today engaged in completing the final details for the success of what will be, in point of exhibits, the largest show of its kind ever held here.

Under the general leadership of Sam D. Higgins, committee members are working hard to complete the show in a most desirable time at the hotel in making of space; contracts for the distribution of 25,000 hand bills advertising the show, to be taken from an airplane over the city, and a community in the county, made final arrangements for the five days which closes each day's exhibits, and not together long enough to assure each other that the show will be the only disturbing feature, for every phase of the show is being worked out in a smooth fashion.

A Herald reporter, making the rounds of the seven automobile dealers who will display cars, found that almost 50 cars will crowd the lobby and ball-room of the hotel. The White-Highlyman Chevrolet, in charge of Salesmen, Traxler, Thompson, McDonald, and Cowley, will contain five of the newest models of Chevrolet cars. A special sedan, a sport coupe, a sport roadster, a ton and one-half truck, and a special factory job which will not be displayed until the show is well under way, will be exhibited.

KNOXVILLE BANK HEAD IS PLACED UNDER BIG BOND

Basil Ramsey Charged With Violation Of National Bank Laws

KNOXVILLE, Tenn., Mar. 11.—(AP)—Basil Ramsey, a young banker who came out of Kentucky a few years ago to become president of the Holston Union National bank of Knoxville, yesterday was under \$50,000 bond in federal court because of violation of the national banking laws and five state cases charging fraudulent breach of trust and larceny.

Arriving here from Jacksonville, Fla., where he has been staying with his brother since the crash of the Holston Union National bank which set up funds of approximately \$5,000,000, Ramsey was made the required bond through professional bondsmen.

At no time during the day did the former bank president make an appearance in court.

Attorney General J. Fred Bly said Ramsey would be arraigned for trial during the present term of criminal court. He said he would use an early date for trial.

Ramsey was indicted in federal court at Greenville along with Col. Lake Lee and Rogers Caldwell of Nashville, the latter two being indicted on charges of conspiracy to violate the national banking laws and in a second indictment on charges of aiding and abetting Ramsey in specific violations.

Ramsey's attorney said a motion had been granted by United States Judge George Taylor transferring the Lee, Caldwell and Ramsey case from the Greenville to the Knoxville federal court, both sitting here in the same United States district court. They will be arraigned for trial in May.

The five state indictments against the former bank president involve his alleged handling of \$200,000 of \$500,000 state highway funds which had been deposited in the Holston Trust Company, an institution allied with the bank.

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MUTILATED BODY OF GIRL IS FOUND IN BURLAP SACK

Victim Had Been Missing From Her Home Since February 11

SAN DIEGO, Cal., Mar. 11.—(AP)—The mutilated and mangled body of 10-year-old Virginia Brooks of East San Diego, who had been missing since Feb. 11, was found in a burlap sack here on Camp Kearny Mesa yesterday by a sheriff's helper.

The girl vanished while on the way to school. Deputy Sheriff Blake Mason said she apparently had been dead about four weeks and that in addition to being decapitated both legs had been cut off.

The sheriff's helper said the body had not been where he found it for more than 24 hours as he saw it at that vicinity Monday and would have noticed it. The Mesa is about 15 miles north of San Diego and little frequented.

A neighbor said he had seen an elderly man, described as a "hot-temper," take the girl to his school on the outskirts of the city several days preceding her disappearance but no one seems to have seen her after she left home on the morning she disappeared.

A mangled clue was given by a taxicab driver who brought in a hat partly identified as having been worn by the girl. The driver told the sheriff that two weeks ago he had as passengers, a man and a girl wrapped in a cloak.

The man ordered him to drive to an address, the driver said, but three blocks before the address was reached the man ordered the car stopped and he and the girl got out. The next morning, the driver said, he found the hat on the floor of the cab.

The disappearance and death of the Brooks girl recalled the slaying in Los Angeles in 1927 of Marian Parker, 12-year-old daughter of a banker, by William Edward Hickman. Hickman was later executed.

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LAW DEFIANCE IN NEW YORK IS BEING PROBED

Four-Way Investigation Is Being Conducted Into Phases Of Municipal Laxity

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Pantages Involved In Charges Growing Out Of Love Bazaar

NEW YORK DRIVE ON CRIME SHOWS BETTER RESULTS

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William's Funeral To Be Held Tomorrow

The funeral of Joseph C. Williams, 60, of 807 W. Second Street, who died last night, will take place tomorrow morning at 10:00 o'clock from the Etchison Funeral Home.

The Rev. F. M. Master, of the First Christian Church will have charge of the services there, while members of the Woodmen of the World will act as pall-bearers and conduct services at the Evergreen cemetery grave.

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Pantages Involved In Charges Growing Out Of Love Bazaar

NEW YORK DRIVE ON CRIME SHOWS BETTER RESULTS

NEW YORK, Mar. 11.—(AP)—The drive on crime shows better results in New York city's law defiance and defiance of city laws were under investigation by the city's four-way investigation into phases of municipal laxity.

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The

**BASEBALLS USE 3
PITCHERS
DEFEATING A'S**

**St. Louis Outfit Takes
Straight Game
From Flag Winners**

ST. LOUIS, March 10.—The St. Louis Cardinals, league kings, heaped upon injury to-jury Monday three of their rawest "chain store" pitchers to whip the world's champion Philadelphia Athletics, 4 to 3, in the third game of the "world's series" in Florida.

The second victory of the Cardinals in the three games in as many days, the first being a 10-0 rout in Miami.

Only a mortal triumph so there is one more exhibition game between these rival clubs set to be played Monday.

However, the Cardinals had a busy day as though it were something, so much so that they were unable to play.

The Cardinals' manager, Lloyd Spivey, announced Monday that he had decided to play the first game of the series in Florida.

The cold and rainy weather, which had lasted for 15 minutes in the morning, caused Mack to desire to win by starting with a celebrated battery, Lefty and Mickey Cochrane, then adding two more veterans, Eddie Rommel and Rube

in his exhibition debut, for six hits in three innings.

Three of these hits, including a double by Watkins, combined to manufacture the Cardinal run in the third.

Watkins was the victim of the double in the sixth, when the three-run rally was started by another double by Watkins, with two

with runners on second and a single, led the Cardinals to a 4-3 victory.

Watkins' mound selections were not his own, as they were not on any player list.

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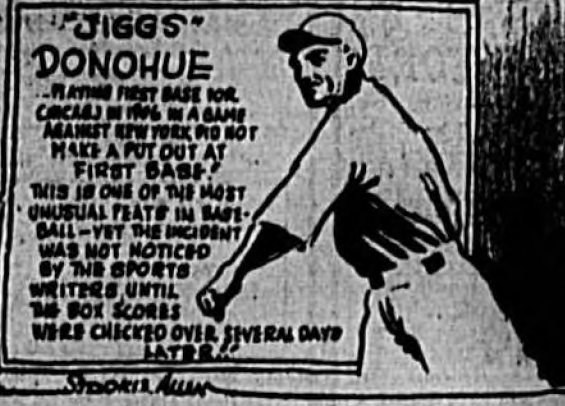
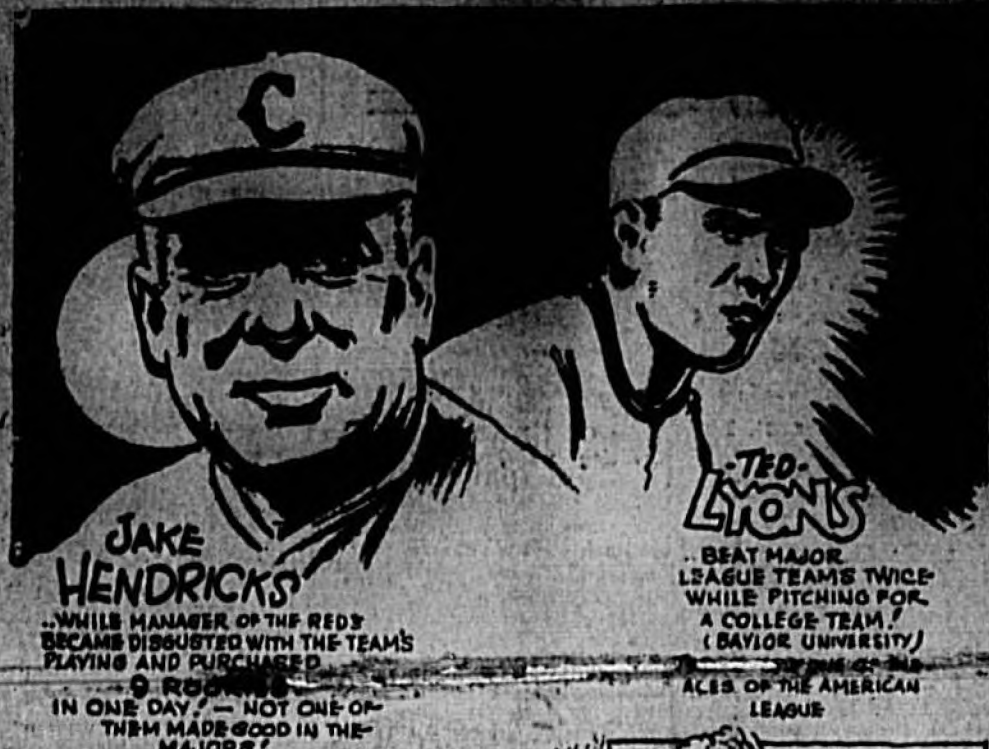
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"NO FOOLIN,"

By Spookie Allen



WALTER JOHNSON SEES PITCHING AS ONLY WEAK SPOT

Has Great Confidence In Abilities Of All Other Departments

BILOXI, Miss., March 10.—(AP)—Let just one of his veteran pitchers have a spacious ear, says Big Walter Johnson, and he is set to give Washington another American league flag after a lapse of five years.

That's all the popular, soft-spoken pilot of the Senators believes he needs to put his present combination under the wire. He has five or six pitchers he is confident will win at least 15 games a piece. If one of them gets especially "right" and turns in, say, 22 victories and carries the load when things go wrong, the erstwhile big train is ready to concede himself the flag.

"If we had had such a man last year we would have won hands down, instead of finishing second," Johnson declared. "I have an idea one of the boys will come through big this time. Maybe it'll be Murrin; maybe Crowder or Hadley. The rest of my club is set absolutely."

Johnson's optimism is reflected in the entire Senator camp—only more so. Even the weather has conspired, not a single day having been lost since the men reported. There is no holdout, and Johnson thinks that is an excellent sign.

What few rookies there are around the premises are by and large a pretty hopeless proposition. There is a proved veteran for every job. They comprise what last season was the second best fielding club in the American league and third in hitting. As an instance of Johnson's confidence in what he has, only five outfielders are on the club roster.

Heinie Manush and Sam Rice, a brace of 250 clubbers, and Sam West, who hit a more modest 228 but makes up for it with his great fielding and throwing, are fixtures in the outer patrol.

The infield is braced solidly, even if the reliable Joe Judge falls or forms, the Boston Braves pounded out a 10 to 2 decision over the Brooklyn Robins in the first of their spring series Monday.

The Boston veterans Boston hurriers let the Robins down with seven hits while their teammates were straggling the offerings of old Jack Quinn, Ray Phelps and Fred Heimark. Wally Berger hit a homer.

By innings:
Brooklyn..... 000 001 001— 2 7 2
Boston..... 010 010 010—10 14 3
Quinn, Phelps, Heimark and Rice, and Lombardi, Bandt, Cunningham and Taubbe and Crawford.

to hold down first at top speed all the way. If he slips, there is Joe Kuhel, great youngster from Kansas City, to step into the breach. Buddy Myer at second, Joe Cronin at short and Ossie Blauge at third round out a crack quartet, all dangerous hitters. Myer may have to share his position with Jack Hayes, as he did last season. Wally Dashiell, from Chattanooga, is being groomed for the utility role.

The Senators' catching, with Roy Spencer and Bill Hargrave on the job, will be steady, but scarcely spectacular. Neither is much of an understudy to step in and whack the ball for them when occasion demands. He is Cliff Johnson, a husky young backstop who hit 27 beginning to look like an improved for Chattanooga last year and is fielder. Johnson lays great store by the youngster.

Young righthanders and a southpaw, none of whom scored

less than 15 wins last year, form the backbone of a sterling mound staff. They are Lloyd Brown, the lefty, Alvin Crowder, Irving Hadley, Sam Jones and Fred Marberry. Crowder won 18 last season, Brown 16, and the other three 15 apiece. Supporting the first five are Ad Liska, who turned in nine victories and Roberi Burke, who did well in seven starts.

ANTIQUES
MRS. FRED T. WILLIAMS
Cat Flowers
320 Oak Avenue
Phone 286-J
TUESDAY, THURSDAY,
FRIDAY
Sanford, Florida.

Last showings
To-Night



New congenial - forgotten - forgotten - a budding future - a buried past - acting as boomerang - to a man whose soul was bonded to devil and angel.
added
Charley Chase
W. J. Burns
—Wednesday—

CLAR BOW
NO LIMIT

SEMINOLE TIRE SHOP
Sanford, Florida

NOTICE
Coming to lack of interest and...
Sanford, Florida

**Buy On Easy Terms
At Our
10th ANNIVERSARY SALE**

ONLY ONE OF THESE SUITES



IT IS HARD TO REALIZE that this wonderful suite can be had for so little money. It consists of a large full-size Vanity, roomy chest of drawers, and two twin beds. THE SPRINGS AND MATTRESSES ARE FREE and they are highest quality. The mattresses are 100 per cent layer felt and the springs best grade single deck with steel slat suspension. WE HAVE ONLY ONE OF THESE SUITES so if you want it HURRY.

\$118¹⁰

**CHINA & DINNERWARE
R-E-D-U-C-E-D!!**

Here is a beautiful display on NORITAKE CHINA, ENGLISH and DOMESTIC DINNERWARE in the most desirable patterns and shapes. Any number pieces you wish, from one to one hundred and the price is very tempting indeed.

**ALL PATTERNS ARE OPEN STOCK—
START A SET NOW**

**Going Away This Summer?
You will have more to spend on
your Vacation if you buy Luggage
NOW.**

We feature the famous Belber Luggage. There is none better and at the price we are offering now you can not afford to put off buying. Here are only a few examples of what the thrifty shopper will get during our TENTH ANNIVERSARY SALE.

- A few patent OVER-NIGHT CASES \$1.10
- Genuine Leather GLADSTONE BAGS \$9.10
- Three ply DRESS TRUNKS \$16.10
- Heavy 5 ply WARDROBE TRUNKS \$28.10



Making The Children

No one appreciates the importance of economy more fully than this newspaper. Especially do we believe, and we have so argued since 1926, that strict economy in government, whether city, county or state, should be the order of the day. But we hope that the coming session of the state legislature will use that high degree of intelligence which should be expected of it, in ascertaining just where there is wisdom in economizing.

If curtailing appropriations now being devoted to public schools will result in a corresponding reduction of educational facilities or will mean that the boys and girls of this state will not be given the advantages of mental development which their older brothers and sisters have had, we would say that such economy would be the height of folly. We realize that at this time attempts will be made to reduce expenditures in every department of government, and that just as vigorous attempts will be made to block every reduction, but we hope that the legislators themselves will prove sufficiently far-sighted and sufficiently courageous to leave the schools of the state unimpaired.

Undoubtedly it is true that there is some extravagance and waste in the administration of school funds. We believe this is true in every department of our state government. Careless and unnecessary expenditures of school funds should be stopped, the same as of any other funds. Perhaps laws can be devised whereby better results will be obtained for the present burdensome school tax millage. Perhaps the state could give assistance in securing for the tax-payers a dollar's worth of benefit for every dollar expended in the administration of public schools, if it can, then it should do so by all means.

But rather than reduce the appropriations for the schools, we would suggest that the state should spend less on grammar or schools of higher learning, in order to end extravagance and increase efficiency, we would say, leave the appropriations where they are, or even increase them, and give the children the benefit of every dollar which goes to our educational system. If it is possible to operate as well as at present on half the amount of money now being spent, insist upon that obviously sensible saving and give the benefit of it to the boys and girls of this state.

Year after year finds it increasingly important that we have good schools and intelligent teachers where every child can have the advantages which a century or two ago were reserved for only the very rich. Even fifty years ago the percentage was comparatively small of those who boasted a high school degree. Today schools, like roads, are being constructed in every state, in every village and hamlet. It is not enough any more to go to school six months out of the year, or six or eight years out of a lifetime. The boy of this generation who faces life with so limited an education will find himself under a serious handicap.

The legislators of Florida today will not be the legislators of tomorrow; nor will the citizens of today be the citizens of tomorrow. Boys and girls growing up will rapidly take their places. If we would guarantee the future of Florida and assure it of a high rank among its sister states, we must give the youth of today the same advantages which other states are giving theirs. We must not handicap our children with cheap educations.

Something New In Top-Notchers

Popular notions are often upset by cold hard statistics. We have many preconceived ideas in this country about the type of man which rises to the top. B. C. Forbes, business analytical expert, recently conducted a series of investigations in connection with "Forbes Magazine" from which he has deduced the following interesting conclusions:

1. More often than not top-notch positions in large organizations are filled by promotion from within.
2. Important presidencies, contrary to the popular American notion, are rarely filled by very young men.
3. It is becoming less and less usual for a tremendously responsible position to be awarded to a man of meager education.
4. A majority of chief executives have lately gone to men noted for their ability to make friends and to inspire loyalty.
5. Instances of sons following in their eminent fathers' footsteps are becoming more numerous in this country.
6. Almost invariably the biggest offices now are won by men who have risen from the ranks by intense application.
7. Very seldom are colossal enterprises directed by men born in our largest cities.
8. Whereas it used to be common for foreign-born citizens to reach the highest rungs of the financial, industrial and business ladders, such eminence to-day is, with a few notable exceptions, earned by native-born Americans.
9. The records show that youths who earned distinction at college stand far more chance than students who did indifferently at college to attain the summits of business success.
10. Another interesting fact is that special training—in law or engineering or accounting, etc.—frequently helps a man to qualify as a chief executive.

TELLING THE WORLD

We are credibly informed that a certain man in and about New York spends twenty cents each week day and thirty cents on Sunday for newspapers. One need not consult the stars to predict that his outlay on this basis will total \$21.35 per annum—enough to buy ring-side seats for the Benny Bolognara or a round of drinks at the newest night club. Yet this homo—presumably sapiens—prefers news to nectar, brain-food to ballyhoo.

"I read one paper," he confesses, "when I'm cornered. For in a panic I critic another for its editorial, a third for a comic strip which I happen to fancy. Two papers I buy for news and editorial improvements. Sports cartoons account for my purchase of a well-known evening sheet. The rest I buy in case I might miss something."

This news-worm asserts with every appearance of sincerity that he considers himself fortunate to have a dollar's worth of news for every dollar he spends. He is not, however, a news-worm, but a news-worm's friend.

EVERYBODY READS THE NEWSPAPER

In this age of the radio, the magazine, the billboard, direct advertising, street car cards and various other forms of publicity, there may be a doubt in the minds of the lighter thinkers as to the ability of the newspaper to survive, as admittedly its existence depends upon its ability to remain the leading advertising medium of the world.

Such doubt, however, is easily dispelled by giving consideration to just one fact—everybody reads the newspapers.

Everybody does not read the billboard, by any means. Everybody does not listen in on the radio. Very few persons, comparatively ever see the street car cards. The expense of direct letter mail advertising is prohibitive. Circulars and hand-bills are unwelcome and almost invariably unopened. Motion picture advertising creates little resistance, for the person who has paid a fancy price for the privilege of being entertained does not appreciate the idea of having 15 or 20 minutes of his time spent on him in the midst of the program.

Everybody reads the newspaper. Why? Because of its constant interest and because there is no other way of keeping abreast of the times. Ancient history is of interest to the student only current

all the army of personnel and material that goes to the making of a modern high-pressure newspaper. A vision of this far-flung army informs our friend's mind as he luxuriously scans his freshly minted sheet. It is, he maintains, one of the seven wonders of our magic age.

His occupation? Well, he's an editor—but what of that?

history is of concern to every human being who can read. Who doesn't want to know the baseball score? The football score? What's happened in society? Who attended Mrs. Jones' party and who wasn't invited? What the radio are doing? What the churches have to offer? What Congress or the legislature did today? Who has died during the 24 hours? What the weather has in store? What price spuds? What's going on in the world everywhere and in every way?

Incidentally, it would be just as true to say that everybody reads the daily newspaper. The weeklies, with their stale and re-hashed news have become passé. They no longer carry an appeal even to the rural resident, who is just as intelligent, just as well informed, just as alive as the urban dweller. To say that those who live on the farm read only the weeklies is tantamount to saying that they are dead.

The average man went a long way around to make a special free trip to the store to buy a newspaper. The newspapers were not let in on this deal but were compelled to compile their own figures. The information, however, was not disconcerting from the newspaper standpoint, for it was discovered that but 12,000,000 homes are equipped with radio. The time never comes when all of these sets are tuned in on a single program. There are only a few hours in any day when even the majority of them are anything more than household ornaments. The average time spent listening to the radio is almost negligible.



"Do you know where Abingdon Square is, driver?" "You mean Irving Place, don't you, lady?"

"I've marched with the Foreign Legion"

—says Chesterfield



yet you sign for me at your country club"

What do the grim watchdogs of the desert know of luxuries? Well, try to take their Chesterfields away from them! Over there—and here too—a good cigarette means good tobacco. What you taste in Chesterfield cigarettes is milder and better tobacco—nothing else—blended and "cross-blended" to produce a satisfying fragrance, a flavor which is Chesterfield's alone!

Chesterfield

Local And Personal Activities

W. H. PATTERSON, Society Editor Office Telephone 148.

Local Calendar

THURSDAY
Monthly business meeting of the Co-ed Class of the Methodist Church will be held at 7:00 o'clock at the church.

FRIDAY
The Ballie Harrison Chapter of the A. O. U. W. will meet at 3 o'clock at the home of Mrs. D. D. Caldwell, Rose Court, with Mrs. Caldwell and Mrs. Fred Wight as guests.

SATURDAY
The Cecilia Music Club will meet at 3:15 o'clock at the studio of Mrs. Fannie S. Munson on Myrtle Avenue.

TUESDAY
Monthly business meeting of the Music Department of the Women's Club will be held at 3 o'clock at the club rooms and will be followed by the regular program.

Mrs. Spencer Honors Son On His Birthday

In celebration of his third birthday anniversary, George Spencer, son of Mr. and Mrs. L. E. Spencer, was honor guest at a birthday party given Tuesday afternoon by his mother at her home here. Throughout the afternoon games were enjoyed by the little guests on the lawn.

Late in the afternoon they were invited into the dining room where a birthday cake, iced in pink and white, was placed in the center of the table. Refreshments were served by the hostess assisted by Mrs. George McCall, Mrs. Fred Collum, Mrs. Paul Shoemaker, Mrs. J. P. Harvey, Mrs. L. A. Renaud, Mrs. A. H. Moreland and Mrs. Arthur Moore.

Those invited to be with the honor guest were: Ralph W. E. and Mrs. Betty, and Mrs. McCall, Alice, Jean, and Oscar Brooks, Nancy Collum, Betty and Bobby and "Buddy" Proctor.

Special guests were Mrs. Frances Harvey, Julian and Orion Adams, Sylvia McLendon, and Herbert and Shirley Moreland.

FORD OUTPUT INCREASES

DETROIT, Mar. 11. (AP)—The Ford Motor Company yesterday announced its world production for February totaled 85,100 cars and trucks, the highest monthly output since last September.

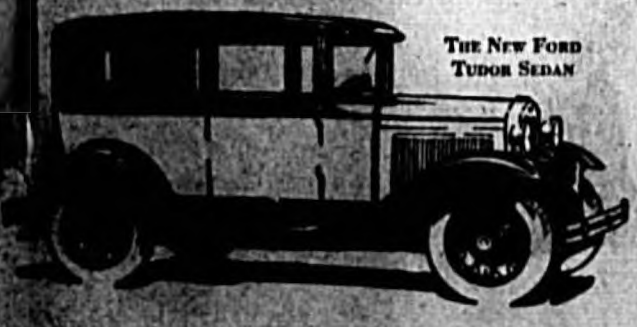
More than 73,000 miles in a New Ford

The substantial worth of the new Ford is reflected in its good performance, economy and reliability. Its speed and endurance are particularly apparent in long, hard roads and severe weather put a heavy burden on the automobile.

In less than a year a new Ford Tudor Sedan has run more than seventy-three thousand miles over a hard route. The operating cost per mile was very low and practically the only expense for repairs was for new rings and a new bearing for the generator.

The car carried an average load of 1200 pounds of mail and was driven 250 miles daily. "The Ford has never failed to go when I was ready," writes one of the small carriers operating the car. "The starter did not break last winter even at 34 degrees below zero. The car runs about 20 miles per gallon. At times I pull a load whenever I have a bulky load."

Many other Ford owners report the same satisfactory performance. Every part has been made to endure — to give you faithfully and well for many thousands of miles.



LOW PRICES OF FORD CARS
\$430 to \$630

Price includes tax, license and delivery. Bumpers and spare tire extra. See your dealer for complete list of accessories. Ford Motor Co. is the National Credit Company.

FEATURES OF THE NEW FORD

Engine, body and color, rich, long-wearing upholstery, and floor covering. Traction starter-proof glass windows. Shock absorbers. Four Headlamps. Chrome wheels. Shock absorbers, chromed pistons, chrome bumper, chrome door, chrome quarter floating rear axle, chrome fuel tank and filler housing, and bright, enduring finish for many outside metal parts. In addition, many other features because of the low first cost of the Ford, and its economy and up-to-date and low yearly depreciation.

Personals

John Hendrey, of Arcadia, spent yesterday here attending to business.

George Carver left today for Tampa where he plans to make his future home.

Mrs. Frank Miller is recovering at her home on Palmetto Avenue from a recent case of influenza.

Mrs. Herbert Butler, of Leesburg, is the house guest this week of Mrs. Byron Stevens, 111 West Sixth Street.

Mrs. J. B. Borland, of Pinckard, Ala., is spending two weeks here with her daughter, Mrs. R. R. Pippin, West First Street.

Mr. and Mrs. R. L. Snell and children, of Pinckard, Ala., left Wednesday for their home after spending the week-end with Mr. and Mrs. R. R. Pippin at their home on West First Street.

Mr. and Mrs. Albert Knight, of Boston, are the house guests of Mrs. Francis E. Holz at her home, 1101 Park Avenue. Mrs. Holz and her guests motored to Orlando and Kissimmee Monday for the day.

Mr. and Mrs. Joseph J. Sloat, of New Orleans, arrived today to spend a short time with Mr. and Mrs. W. A. Adams, Rose Court. They are enroute for their home after visiting Mrs. Sloat's parents, Mr. and Mrs. W. E. Scoggan, at their home in Saratoga.

HEADS KNOXVILLE SCHOOLS

KNOXVILLE, Tenn., Mar. 11. (AP)—Dr. Harry Clark, president of the Jackson College, Baptist school at Marion, Ala., has been elected school superintendent for Knoxville.

THRIFT SHOP

Set of golf clubs, hand speaker, window shades, baby beds and carriages, 3 burner New Perfection all stove.

Flowers Explained

At the meeting of the Assn. Circle of the Garden Club held last Friday morning at 10 o'clock at the home of Mrs. Fred W. Bender, Country Club Road, one of the members read a paper on ways and means of preserving cut flowers which is given as follows:

"For months gardeners grow flowers for the flower show, the great yearly event. The greatest problem is how to bring their contributions to the show in the best possible condition.

"Generally speaking, the best systems of transporting and preserving cut flowers are: (1) keep them in water; (2) cut them with a sharp knife; (3) scissors should not be used as they crush the stems and prevent water absorption; and (4) a diagonal stem cut is a help as it gives a wider absorptive surface.

"Plants from which flowers are to be cut should be watered well the night before. Then the flowers should be cut early the next morning.

"Flowers should be placed in a cool, dark place immediately after cutting. After the flowers are gathered they should be kept in a cool, dark place for half an hour, in order to reduce transportation, and to enable the stems to take up as much water as possible.

"In order to guard against injury of flowers by rain, the blossoms susceptible to this type of injury should be cut one or two days previous to the date of exhibition. Most perennials can be cut several days in advance if placed in a cool dark place immediately after gathering. On the day of the show, all dead or decaying leaves should be removed; a fresh cut made at the bottom of the stem and the flowers put in fresh water.

"Light colored flowers lose much of their beauty if allowed to open in the strong sunlight. If flowers are of such a nature that they cannot be cut until just before the show, they should be shaded with some kind of cover, such as a newspaper or cheese cloth.

"Flowers open very rapidly and buds should be cut the night before the show. They should be kept in a bucket of water, in a cool place, overnight.

"Keeping Back Choice Blooms.

"If certain of your choice blooms are developing too rapidly and are in danger of being past their prime at show time, their development can be checked by placing heavy shading over them. This should be taken off during the night and replaced in the morning.

"For protecting small flowers a cone of paper may be made at

placed in a rake just above the bloom. The flowers should also be lightly staked to prevent being whipped by the wind. Staking off all tall plants such as gladiolus, larkspur, etc., is a help in bringing plants into a perfection of bloom.

"A light application of nitrate of soda will do wonders in lagging the growth of the plants. However care must be taken to avoid burning the roots of the plants.

"Sprinkling gladiolus two or three times a day has an invigorating effect on the plants. Plants with woody stems should have the bark peeled back for a few inches in order to present a large absorptive area. For most plants, especially the annuals and perennials, the simple long diagonal cut will prove the most effective. Certain plants, however, with milky or very juicy stems must be "sealed" in order to preserve them in their original unvilted freshness.

Poppies, dahlias, heliotrope, mignonne, and several others are best preserved by inserting the stem in a raw piece of potato. To keep a plant moist during one's absence, place a full bucket of water near the plant and place the end of a strip of cloth two inches wide in the bucket having it touch the bottom of the bucket (weigh it down), the other end of the cloth on the plant or on the earth under it, the water will gradually flow to the plant until the bucket is empty."

ANTIQUES

MRS. FRED T. WILLIAMS
Cat Flowers
226 Oak Avenue
Phone 398-J
TUESDAY, THURSDAY,
Sanford, Florida.



Now!

ONE MAY BUY

KAYSER

HOSIERY

IN CHIFFON OR SERVICE WEIGHTS

LAN

\$1.00—\$1.50—\$1.95

SADY'S

Yowell - Drew Co.

Quality Did It. 36 Years of Service Orlando, Fla.

A Timely Selling Event in Womens' Apparel

Thursday --- Friday --- Saturday

- Sports Ensembles
- Jacket Frocks
- Afternoon Dresses
- sizes 14 to 44 1-2
- \$24⁷⁵**
- Sports Suits
- Street Dresses
- Ensembles
- Afternoon Frocks
- sizes 14 to 44 1-2
- \$14⁷⁵**

These special prices are made possible by the cooperation of leading manufacturers who in appreciation of the large volume given them by Yowell-Drew's offer at rare intervals merchandise of quality and style at special reduced prices.

Many wise shoppers in Central Florida have learned to take advantage of such events.

Fashion Section—Second Floor

If you cannot get it in Sanford come to Yowell-Drew's

You are cordially invited to attend the fourth annual **Automobile Show** March 13--14 at the **Mayfair Hotel** 2:00 --- 12:00 featuring **The Modern in Motordom and allied accessories** also **Electric Refrigerators & Radios** **Dancing and other entertainment** 9:00 --- 12:00 **Hot Lunches served by the Sanford Womens Club** **Sanford Automobile Dealers**

Sanford Motor Co.
Seminole Motor Co.
Marshall Motors, Inc.
White Highleyman, Inc.

Wight Bros. Co.
Kent Motor Co.
Sanford Buick Co.

PURE • CLEAR • SOLID

ICE

BUY YOUR ICE FROM THE SOURCE OR TOUCH WITH THE SOURCE

209

See "A FULL HOUSE"

THE SENIOR CLASS PLAY FEATURES A DOUBLE CAST!

SEMINOLE HIGH AUDITORIUM Admission 35c—50c

DEFEATED IN MIAMI TOURNEY

MacFarlane, Cox Upsets 2 Headliners

MIAMI, March 11.—(AP)—William MacFarlane and Whiffy Cox, whose team scattered birds in a way to upset Walter Hagen and Harry Smith, one up in the semi-finals of the \$5000 National four-ball matches.

MacFarlane and Whiffy Cox, who had comparatively little difficulty in taking their first round from Tony Manera and Hammond, broke 4 and 3 in the final of 1930 watched the

MacFarlane and Cox will meet Hagen and Smith in the 36-hole final today. MacFarlane and Smith apparently had a hard time in hand

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NO FOOL!

REMOVAL

WALKER ON THESE STILES OVER 30,000 MILES. ONE SAINT WAS FROM ATLANTIC CITY TO LOS ANGELES AND BACK. (OVER 7000 MILES)

PHILIP SONTIER

OF CLASSICAL SCOTLAND PLAYED 12 HOLES IN 41 MINUTES, 16 SECONDS. HIS SCORE FOR THE 12 WAS 98.

USED ONE CLUB ALL THE WAY. HE HAD NO SECOND PUT.

JOE SAVOLDI

MADE A SUCCESSFUL DEBUT IN THE PRO-WRESTLING GAME - HE SENT HIS FIRST OPPONENT TO THE HOSPITAL!

Joe SAVOLDI WON THE \$5,000 PRIZE FOR HIS FIRST MATCH.

Senior Class Play Will Be Presented Thursday, Friday

The Senior Class of the Seminole High School, under the direction of its sponsor, Miss Helen Verna, will present its annual play on Thursday and Friday nights of this week, starting at 8:30 o'clock each evening. The play, produced by special arrangement with Samuel French, of New York, is a comedy in three acts entitled "A Full House".

An unusual feature of the play will be the introduction for the first time in Sanford of a double cast. The same play will be presented each night by an entirely different cast, and although the night on which each cast will appear has not yet been announced, an interesting performance is said to be assured audiences

W. J. Williams

Sanford for Air Travelers

With the appointment of Vola A. Williams, local automobile dealer, as the local agent for the Eastern Air Transport, Inc., Sanford residents who find the need of airplane travel to any points in the United States, Canada, or Latin America, no longer need telephone, or write to points out of the city to make reservations, purchase tickets, or inquire as to schedules. Mr. Williams can attend to all the details in connection with a flight from either Orlando or Daytona Beach to any point in North America.

The Eastern Air Transport Inc. operates a daily plane as Vice from Miami and St. Petersburg to New York via Atlanta. On the north bound trip, planes leave Orlando every day at 11:15 P. M. and leave Daytona at 2:00 P. M. Stop are made at Jacksonville, Marion and Atlanta, which is reached at 5:30 P. M. Planes leaving at 7:45 A. M. for the flight to New York and on which flight short stops are made at Greenville, Spartanburg, Charlotte, Greensboro, Richmond, Washington, Baltimore, Philadelphia, and Newark, the final airport. A bus transports passengers to the Philadelphia Hotel in the heart of the city.

From Atlanta, New York, and Miami, connections are made for all points, and local tickets agents here have power to sell tickets to all points.

Hardware

SPORTING GOODS

FISHING TACKLE

FOR ALL KINDS OF FISHING

ATHLETIC SUPPLIES

FOR ALL SPORTS

Bryan's Hardware & Sporting Goods Store

SEMINOLE COUNTY CREDIT ASSN., INC.

Announcement

FRUITS AND VEGETABLES PLACED ON TUESDAY BOAT WILL MAKE CONNECTIONS WITH CLYDE LINE STEAMER LEAVING JACKSONVILLE WEDNESDAY AND MAKING NEW YORK IN 42 HOURS.

DAILY SAILINGS FROM HERE MAKE CONNECTIONS IN JACKSONVILLE WITH ALL OUTGOING BOATS.

ST. JOHNS RIVER LINES COMPANY

millions more people use

GOODYEAR

It will pay you to decide. I will buy only the leading make of tires!

HIGH VALUE at LOW COST!

30x3 1/2	4.40	36x5.00	7.10
30x4.00	4.98	36x5.25	8.20
30x4.50	5.69	31x5.25	8.60
28x4.75	6.05	32x6.00	11.50
29x5.00	6.95	35x6.00	11.65

Save money buying Goodyear Tires

TODAY'S NEW GOODYEAR'S - ALL SIZES - ALL TYPES - ALL TYPES

ROCKEY'S TIRE SHOP

1000 N. BROAD ST. SANFORD, FLA.

"...Awaken Them To This Danger"

Says

DR. F. P. LEE

Health Officer, City of Paterson, N. J.

...one of 56 health officers from 36 American cities approving Cremo's crusade against spit or spit-tipping.

Every smoker, every wife whose husband smokes cigars, should read Dr. Lee's letter.

"Who are the friends of 'Spit'?"

YOU MAY WELL ASK THIS QUESTION WHEN 56 IMPORTANT HEALTH OFFICIALS HAVE WRITTEN SO STRONGLY AGAINST THE EVILS OF SPIT OR SPIT-TIPPING.

Dr. Lee writes: "You are invited to a committee in your advertising campaign against the disgusting practice of spit-tipping cigars."

The war against spit is a crusade of decency. Cremo's crusade against spit-tipping is a really wonderful work - THE FRIENDS OF SPIT-TIPPING.

City of Paterson
NEW JERSEY
BOARD OF HEALTH
DR. F. P. LEE
Health Officer

June 15, 1930

American Cigar Company,
111 Fifth Avenue,
New York City.

Dear Sir:

You have my sincere good wishes and commendation in your advertising campaign against the disgusting practice of "spit-tipping" cigars.

I do not believe that the cigar smoking public has ever come to a realization of the existence of this disgusting and unhealthy practice. Your advertising campaign will, I hope, awaken them to this danger.

I am a public health officer, and as such I feel that I commend you for the public service which your campaign may perform.

You may publish this letter, if you wish, with such aid as my name may give you, in the furtherance of your campaign.

Sincerely yours,
Dr. F. P. Lee, M.D.
Health Officer.

1000 N. BROAD ST. SANFORD, FLA.

