











**Sanford Daily Herald**  
**WANT AD RATES**  
 Terms: Cash & Advance  
 Telephone ads, will be received for patrons and collector sent immediately for payment.  
 1 Time ..... 10c a line  
 3 Times ..... 25c a line  
 5 Times ..... 35c a line  
 7 Times ..... 45c a line  
 Time rates on request.  
 The reduced rates are for consecutive insertions.  
 Five words of average length are counted as a line.  
 No ad under 3 lines accepted.  
 All advertising is restricted to proper classification.  
 If an error is made the Sanford Herald will be responsible for only one incorrect insertion, the advertiser for subsequent insertions. The office should be notified immediately, in case of error.

**TO ADVERTISERS**  
 A Herald representative thoroughly familiar with rates, rules and classification will give you complete information. And if you wish, they will assist you in wording your want ad to make it more effective.

**Announcements**  
**NOTICE TO SUBSCRIBERS**  
 If you fail to receive The Herald or have any complaint to make regarding delivery, service please call the Circulation Department before 5 P. M. The Herald keeps a special delivery boy until that time and will be glad to send any subscriber a paper.

**YEARLY Classified Contracts**  
 now being made. Line rate by year offers big saving to advertisers desiring to keep their lists before public. Call Advertising Dept. Herald for representative. Phone 148.

**FRESH APPALACHICOLA**  
 Oysters, W. H. Long Meat Market, 221 E. 1st Street.

**SANFORD DRUG CO.**  
 We Deliver—Phone 325

**R. N. NIPPER** Signs of all kinds. In Sanford Plant and Wall Paper Co. Phone 303.

**PIANO TUNING**—By expert with 17 years experience. Also Phonograph repairing. Sanford Music and Gift Shoppe, Main St., Sanford, Phone 832.

**Automobile**  
**BOUGE**  
 Buick cars and Graham trucks. 104 and 106 S. Street. Phone 2.

**DID YOU KNOW THAT YOU CAN GET YOUR CLOSED CAR TOP REPAIRED WHEN IT NEEDS IT AT SANFORD NOVELTY WORKS 115 NO. FRENCH AVE.**

**Business Service**  
**WRIGHT PRINT SHOP**  
 SNAPPY service on any thing in printing. A phone call will get your man. Phone 417—W. 9 Rail road Ave.

**BUILDING BLOCKS**—Irrigation boxes and general cement work. Miracle Concrete Co. J. E. Terwilliger, Prop. 3rd. and Elm.

**LANEY'S DRUG STORE**—Prescriptions, Drugs, Soda. We are as near as your phone. Call 105.

**METAL ROOFING**: The Roof Revolving. Metal shingles standing with tin and galvanized roofs. See James E. Cowan, Oak Ave. and Third St. Phone 111.

**Help Wanted (Male)**  
 Young Ladles, Young Men—Have openings for one or two more students who want to learn a good trade. Learn to operate the linotype machine and be independent. No tuition charges to Sanford young folks. Apply to foreman Herald office.

**WANTED**—The Herald would like to get in touch with parties living in Oviedo and Geneva who work in Sanford and go home every night. The Herald is trying to get carrier service in these communities and anyone interested in taking a bundle of papers from Sanford to Oviedo and Geneva is asked to get in touch with the Circulation Manager.

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**100—PLANTS**  
**FOR SALE**—Tomato plants \$1.00 thousand. Inquire John Filling Station, Ginderville.

**12—WANTED**  
**WANTED**—Ambitious Industrious person to introduce and supply the demand for Raleigh Household Products in Sanford and other nearby towns or rural districts. \$150 to \$400 a month or more clear profit. Raleigh Methods get business everywhere. No selling experience required. We supply Products, Outfit, Sales and Service Methods—everything you need. Profits increase every month. Lowest prices; best values; most complete service. W. T. Raleigh Co., Dept. FA-5222. Memphis, Tenn.

**WANTED**—Gentleman wants to rent room in private home. Prefer close in. Address H. A. C. care Herald and give full information.

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**Washing wanted by Mrs. E. H. Webb.** Will call for and deliver same. Please have word with Mrs. Ferguson, Cor. French and First St.

**14—Rooms Without Board**  
**FOR RENT**—Entire second floor Brumley-Puleston Bldg. 17 rooms ready for occupancy July 1. L. A. Brumley, Phone 415—J.

**15—Apartment For Rent**  
**FURNISHED** 4 rooms and bath. Upstairs. Screened porch. Close in. 211 Laurel. Phone 190—W.

**FOR RENT**, furnished rooms on second floor of Herald building. Can be rented on a very reasonable basis. Inquire of Foreman, The Herald.

**FOR RENT**—Mahoney apts., 100 Park Ave. Water and garage furnished. Call 15—J.

**16—Houses for Rent**  
**FOR RENT**—Furnished 5 room cottage, close in. Rent reasonable. 306 Elm Ave. 6—

**Well furnished home to yearly tenant.** would consider renting furnished. 601 Palmetto Ave. No children.

**FOR RENT**—Bungalow located at 2121 Palmetto Avenue, \$25.00 per month. Inquire Herald Office.

**19 Farms For Rent.**  
**FOR RENT**—Small three room cottage built on rear of lot at 1705 Magnolia Avenue. House needs painting inside and out and owner will take part of rent in labor. \$18.00 per month. Inquire at Herald office.

**25—Exchange**  
**FORD ROADSTER**, good condition, to exchange for laying hens. P. O. Box 1810 Orlando, Florida.

**TWO YEAR old heater of 6 gallon Jersey Cow** to exchange for laying hens. P. O. Box 1810 Orlando, Florida.

**26—Miscellaneous For Sale**  
**FOR SALE**—Cable Piano Sale or Trade. \$100.00 cash. 700 Magnolia Ave. After seven P. M.

**GOING to do any kind of a paint or varnish job?** Here is where you get quality paints, varnish and brushes, including the so-called washable wall paint—Valumina. Sold by SANFORD PAINT AND WALL PAPER CO., 116 W. First Street. Need a painter? Call 303.

**FOR SALE**—Brand new all electric Crosley Showbox Radio at big discount. Call at Bauman Bros.

**30—Houses For Sale**  
**FOR SALE**—Five room stucco bungalow consisting of large living room, dining room, kitchen with electric range and water heater, two bedrooms, bath with shower, front and rear porches, located in desirable neighborhood. Price \$2550.00. Terms of \$1,000 cash and assuming mortgage for balance which runs for three years. Address: S. D. B. Care The Sanford Herald.

**LAKE MARY**—Good 4 room home. Nice location. Low price. G. A. Jones.

**LEGAL ADS**  
 IN THE COUNTY OF BAY COUNTY, FLORIDA, PROBATE COURT.  
 In re the Estate of MARY ADAMS, DECEASED.  
 PEARL BECKER  
 Adm'r of said estate.  
 Notice is hereby given that the final account of said adm'r of said estate is on file in the Probate Court of Bay County, Florida, at Sanford, Florida, on the 23rd day of March, 1936, and that said adm'r is desirous of settling said account and is asking for the discharge of said adm'r.

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**QUICK ACTION**

When you have something to sell you want **QUICK ACTION**; when you have a house, room or apartment for rent you want **QUICK ACTION**; when you've lost some article of value you want **QUICK ACTION**.

You can get almost instantaneous responses to your needs by using a Herald Classified Ad.

Hundreds use them for results—thousands read them for profit—they are the market place and clearing house for "every want" and the cost is so small as to be almost negligible.

**Herald Classified Ads**  
**Get Quick Action**  
**They Pay—Phone 148**

**IN THE CIRCUIT COURT OF THE TWENTY-THIRD JUDICIAL CIRCUIT OF THE STATE OF FLORIDA, IN AND FOR SEMINOLE COUNTY, IN CHANCERY.**  
**HELEN LILY LANG**, plaintiff, vs. **LARRY GOLD, BERT BAILEY and HAZEL J. HOLDEN**, defendants.  
 This is a bill to reform and foreclose a mortgage covering the following property, to-wit: The South 1/2 of the North 1/2 of Lot 21 of A. E. Griffin's subdivision of parts of Section 1 and 2 Township 11 S. R. 10 E. as per plat thereof recorded in Plat Book 2, page 11, Records of Seminole County, Florida, on or before the 4th day of May, A. D. 1929, the same being a state day of this court, otherwise the obligations of the bill of complaint in this cause will be taken as confessed as to you, and  
 IT IS FURTHER ORDERED that this order be published once a week for four consecutive weeks in THE SANFORD HERALD, a newspaper of general circulation published at Sanford, Seminole County, Florida, on or before the 4th day of May, A. D. 1936, the same being a state day of this court, otherwise the obligations of the bill of complaint in this cause will be taken as confessed as to you, and  
 By A. J. DORVILLE, Clerk of Circuit Court, Seminole County, Florida.  
 By A. W. WILKINSON, Deputy Clerk of Circuit Court, Seminole County, Florida.  
 A. K. HERMAN & A. K. HERMAN, Attorneys for complainant.

**Hoover Returns to Capital**



President-elect Herbert Hoover returned from his Florida vacation to begin his new duties as a private citizen. Posing above, left to right, Chairman Hubert Work, Mrs. Edgar Richard of New York, a personal friend of Mrs. Hoover and Mr. Hoover.

**Dancing Couple to Give Recitals**



More to show Patricia Scott, the song, and Gene Quist, the man. They are a dancing couple. Bring a record at the Martin Beck Theatre on March 2, 17 and 18. The series will be called "Patricia Scott in Dance Form."

**Mrs. Willebrandt is Suggested to Take John Snook's Post**

WASHINGTON, Mar. 25 (INS)—Mrs. Mabel Walker Willebrandt as warden of the Atlanta Penitentiary—that's the recommendation made to attorney general Mitchell today by E. E. Dudding, head of the prisoners' relief society. The wardenship is to become vacant April 1 when John Snook retires. His resignation was due to the Willebrandt system of paying undercover agents in the prison as inmates to render confidential reports to Washington. Mrs. Willebrandt is assistant attorney general.

"I am sure she will make the sacrifice to go down there, and run that place like it should be run," said Dudding in a letter to Mitchell. "I think she has the strong character and honesty to withstand the temptations that beset a prison warden. She will, of course, learn many things she does not know and it will benefit her."

You can get almost instantaneous responses to your needs by using a Herald Classified Ad.

**ADMITTED AIDING SUICIDE**  
**ELIZABETH CITY, N. C.** Mar. 25 (INS)—Mrs. Emma Rogers, 35-year-old widow of the county court clerk, admitted to a county jury probing her husband's death that she had aided his suicide. She had been indicted by the county grand jury for aiding her husband to kill himself. A \$6,000 shortage of trust funds was revealed by an audit of the county books following her suicide according to county officials.

**FLIERS RESCUED**  
**NEW YORK, Mar. 25 (INS)**—Larry Gould, Bert Baileyn and Hazel June the three members of the flying expedition who have been missing since last Thursday in the Rockefeller Mountains in Antarctica have been found according to a radio dispatch from Little America, copyright by the New York Times and the St. Louis Post-Dispatch. Commander Byrd, who flew to their rescue.

**Radio Station Will Be Opened In Japan**

**TOKYO, Mar. 25 (INS)**—Official opening of a radio transmitting station, said to be the largest in the world, will take place near Tokyo in May, for commercial transmission of messages particularly in communication with European cities, it was announced by Baron Yasushi Togo of the Japan Wireless Telegraph Company.

**A SINISTER SUSPECT DISCOVERED!**



Another link in the chain of acute mystery in "Strange Corp." Patsy's rapid-fire mystery romance, is forged when the Captain (Claude King) matches the tempo from the head of Dr. Stecher (Frank Kucher) and another man of murdering the missing millionaire.

**MILANE TODAY**

**The Woman Of It**

Clear White compared her to Helen of Troy, and maybe she was the world's last Helen. Lily Lang, who died the other day at seventy-six. For it is the man or woman of forty or more, who is called her as "the world famous beauty" (the toast of two continents) while the younger generation hears or reads the tribute with simple wonderment. Is there a general in sculpturally any girl or woman in the world today whose beauty alone entitles her as an unworldly queen in even one country, or even one city—not to mention two continents? What woman publicly makes a fortune out of her beauty? From the Prince of Wales down to the power of physical attractiveness?

Women are still beautiful! The amount of attractiveness, probably never was greater. But beauty is an obvious and most interesting illustration of a real change in the world's attitude toward them, that the women who achieve success and distinction to day, must have something besides beauty.

Brains, energy, will power, character, that magnetic charm and individuality which is summed up in the word "personality" almost every successful woman, analysis is found to possess one or more of these qualities, what ever her physical grace. Even on the stage the girl with nothing at all but the show get out of her type, who cannot sing or dance—is far less in demand than the used to be. Education and the opening up of all the new business and professional fields as they never enjoyed before.

There are persons who will tell you that beauty may even be an economic handicap. More than that, the head of an employment agency has admitted that it is easier to find a job for the girl who is not

would rather teach a plain girl than a pretty one, for the same reason.

"Sooner or later a pretty girl comes to an impasse when she herself seems more desirable to some buyer in whom, as a person, she is not remotely interested than what she has to sell, whether she be selling insurance or sonatas.

"It is still a popular belief that beauty and brains do not go together. For too many generations ago, have been hiding their ugly monster behind a pretty face. It is all very well for the 'home girl' to conceal her brains, if any, by means of demure eyes and a low mouth, but the independent-careering woman sooner or later will find it a handicap, instead of a help, to look beautiful and dumb.

"If I were to seek a job tomorrow, I should dress as simply and try to look as plain as possible. I should keep rough and lumpy for hours devoted to social diversion. I should spend as much time as possible not in making myself beautiful but in giving myself a trim, well-groomed appearance, in keeping my hair shining, my hands flawless, my skin clear and my clothes pressed. The well-groomed girl suggests intelligence and efficiency far more than the merely pretty one."

Here, by the way, is indicated the great reason why plain Jane gets more than she looks for, while the beauty gets less. The contrast between the two is not nearly so marked. Almost any plain Jane who knows how to take care of hair, skin, teeth, figure and clothes can make herself reasonably attractive. The general view of such attractiveness is so high that real beauty is not the winning mark it was in generations of uncared-for, dowdy women.

Even romantic success does not seem any longer to be conditioned by the publicity of a Lily Lang. Ask college men what quality "rates" a girl highest and seven out of ten will answer, "Pep!" There is a certain young man in this country who has been worshipped from afar by innumerable maidens. That certain young man's engagement has just been announced, and various photographs of his fiancée have been published. They reveal an intelligent, sensitive, charming face. But it is not the face that launched a thousand ships!

Women—it comes down to this—are being valued so long last not merely for what they seem but for what they are. Beauty never was more than skin-deep, and men today are willing to go deeper. Since the great majority of women never can qualify as supreme beauties, it follows that the increased appreciation of them, based on other attributes, is a considerable increase, in the sum total of feminine happiness.

**Simple Way To Stop Fits!**

Brooklyn, N. Y.—It has been reported that successful results have been accomplished in Epilepsy cases when the patient has been treated with a certain habit forming medicine. This medicine is known as "Epilepsy Cure" and is sold by Dr. J. W. Stinson, 217 E. 12th St., N. Y. It will relieve a patient of his fits, and give him a new life. Write for a copy, mentioning this paper, ad.

**CLASSIFIED BUSINESS DIRECTORY**

CUT THIS DIRECTORY OUT FOR HANDY REFERENCE

<p><b>BATTERIES</b>          SWAIN'S WILLARD Bat. Sys. Now located 207 Oak Ave.</p> <p><b>AUTO REPAIRS</b>          Maffet &amp; Thrailkill 500 West First St.</p> <p><b>LUMBER</b>          Hill Lumber Co. Zip Service Phone 123</p> <p><b>TOP SHOP</b>          Spencer Top Shop 104 W. Second Street</p> <p><b>FURNITURE</b>          Trade in your used furniture at Waggoner's.</p> <p><b>WOOD &amp; COAL</b>          Phone 216-M Wood &amp; Coal Duhart's Wood Yard</p> <p><b>MILK</b>          Longwood Dairy Mornings &amp; Afternoon Delivery Phone 131</p>	<p><b>Gen'l Auto Repairing Batteries of all kinds MAFFET THRAILKILL Phone 502</b></p> <p><b>MILK, THE BUILDER.</b>          Not only is milk a Builder, it is the best Repairer known. Give it to the children and take it yourself.</p> <p><b>SEMINOLE Creamery Co. Phone 764-824</b></p>	<p><b>CAFE</b>          Oasis Caf. 113 S Park Ave. Phone 8115</p> <p><b>BAKERY</b>          Sanford Ave. Bakery—Sanford Ave &amp; 15th—P. L. Nixon, Prop.</p> <p><b>MILK &amp; CREAM</b>          Seminole Creamery, Phone 634—Daily Delivery</p> <p><b>BARBER SHOP</b>          Smith Barber Shop 107 N. Park Ave</p> <p><b>ROOF REPAIRING</b>          Jas. H. Cowan Roofing and Sheet Metal</p> <p><b>WATER</b>          Fla. Pure Water, that's all Phone 377</p> <p><b>GUN REPAIRING</b>          Geo. Daniels, The English Gun Mender Sanford</p>
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