

OUR NEWSPAPER
Published in Florida's Heart
The World's Greatest Vegetable
Section. Its Richest Garden Land

The Sanford Herald

VOLUME NO. XVII. Leased Wire International News Service SANFORD, FLORIDA, THURSDAY, MARCH 24, 1927 Eight Pages Today NUMBER 1

U. S. SHIPS SHELL CHINESE CITY

THE WRAYERS
Fair tonight and Friday;
colder tonight, probably heavy
frost in early morning; rising
temperature Friday in extreme
north part.

AIR TO STAND TRIAL APRIL 11 FOR N.Y. KILLING

Judge Callaghan Rules That Trial Justice Must Decide Appeal For Separate Trials

Restless Night Is Spent By Couple

Woman Says Husband Was 'Good Lover' In Giving Life History

"Murdered," She Walks Right In



Two years ago Harry Vickers disappeared from her home in Harlan Ky. A short time later a body was found at a mine entry near the town. Corinne Dabney, a local driver, was tried for the murder of Vickers.

NEW YORK, March 24.—(NS)—Mrs. Ruth Snyder, pretty blonde housewife, and Harry Judd Gray, dapper young car salesman, will go to trial April 11 for the first degree murder of Albert Snyder, art editor of "Motor Boat," who was brutally slain in a home in Queens village early Sunday morning.

After Justice Callaghan had set aside the appeal for the murder of Snyder, Mrs. Snyder and Gray both spent a restless night in Queens County while they awaited this morning's verdict.

Racer Sets Dizzy Pace But Records Are Not To Stand

DAYTONA BEACH, Fla., Mar. 24.—(NS)—Further speed trials of the "Mystery" will be held on the four or five days, Mar. 25, 26, 27, 28, 29, 30, 31, 1927. H. O. D. Segrave announced this afternoon, to give the mechanics who have worked day and night on the car a chance to rest.

MOTHER OF FIVE BEGINS WORK ON RAILROAD BOARD

Mrs. Robert Eaton Assumes Duties Today As First Woman To Hold Executive Position In State History

TALLAHASSEE, Fla., Mar. 24.—(NS)—A mother of five children today actively engaged in protecting the state's interest in the first executive office a woman has ever held in Florida, Mrs. Robert Eaton, secretary of the state railroad board, today assumed her duties as the first woman to hold an executive position in the state's history.

Drainage Body At West Palm Beach

WEST PALM BEACH, Fla., Mar. 24.—(NS)—The Governor's drainage survey party arrived here today to make a drainage survey for two weeks while investigators have control of lake Okechobee and other local waters and estimating the probable cost of a state system.

Good Will Airmen Hop Off For Para

EHO JANEIRO, Mar. 24.—(NS)—The American army good will fliers hopped off from Para at 8:30 today for Cayenne. Commander De Pinedo, Italian flier who is making flight over four continents, has postponed his departure from Para until tomorrow.

HAYNES NAMED FEDERAL CHIEF OF DRY FORCES

Anti-Saloon League Leader Gets Appointment Despite Opposition Of Secretary Mellon And Gen. Andrews

Pennington Backed By Andrews For Job

TREASURY HEAD AND ANDREWS EMPHASIZE THAT APPOINTMENT IS ONLY "TEMPORARY"

Amended Declaration Filed In Sapiro Suit Against Auto Magnate

FEDERAL BUILDING, DETROIT, Mar. 24.—In an effort to concentrate the case upon the racial issue, Aaron Sapiro today filed an amended declaration of libel in his million-dollar damage suit against Henry Ford.

Pretty Heiress Is To Push Charges Against Ex-Lover

NATCHEZ, Miss., March 24.—(NS)—Miss Catherine McKeltrick, pretty heiress who claims to have been duped out of \$15,000 by Fred Hymel, alleged love pirate, is ready to face the court and sue Hymel for legal vengeance and is ready to face the court and sue Hymel for legal vengeance.

East Coast Prosper s Despite Many Handicaps, R. J. Holly Finds On Visit

R. J. Holly, director of public information for the Florida Public Utilities, returned yesterday from a trip to Miami and other points along the lower east coast. He is enthusiastic over the results of his survey and believes that as a result of the big tourist season just closed and the state's rapid return to normalcy, the next year will be one of the best in the history of the state.

2,000 Flood Refugees Flee To Memphis For Safety As Stream Continues To Rise

MEMPHIS, March 24.—(NS)—Two thousand refugees have been thrust on charity, hundreds of acres of rich farm lands in the Tri-State area are flooded and levees of the Mississippi River are threatening to break in at least two places as a result of the rapidly rising river.

SANFORD MAN IS JAILED HERE ON SERIOUS CHARGE

Fred Hogan Is Arrested By County Authorities After Warrant Is Sworn Out By Employee Of Utility Firm

DR. CARPENTER IS TO TALK BEFORE SANFORD FORUM

DR. FRED A. CARPENTER, a major of reserves in the United States army balloon corps, and a government meteorologist, is to be the speaker before the meeting of the Sanford Open Forum at its weekly session in the Woman's Club Friday night.

Secretary Mellon Is Off On European Visit

WASHINGTON, Mar. 24.—(NS)—Secretary of the Treasury Andrew W. Mellon will sail for Europe tonight, it was announced here today.

Bridge Hearing Is Held In City By U. S.

Cpt. Mack Brooke, United States District Engineer, yesterday held a public hearing of the plans and specifications for the new bridge at Lake Monroe, in the office of the Chamber of Commerce.

NANKING FIGHT TODAY TO HURT CANTON FORCE

Southern Army May Receive Decided Setback If Looting And Wholesale Slaughtering Are Blamed Upon It

Disorders May Be Work Of Guerillas

Nanking And Chinkiang Both Fall Before Attacks Of Cantonese Late Wednesday

SHANGHAI, Mar. 24.—(NS)—Cantonese troops occupied the great commercial city of Nanking today.

Fox Film Man Will 'Shoot' Local Scenes

C. W. Hubbard, a cameraman for the Fox Film Company, arrived in Sanford today and is to spend the next two days here making views of various outdoor floral displays for showing in the theaters of the Fox Company in the north.

2 Desperate Convicts Escape From Camps

TALLAHASSEE, Fla., Mar. 24.—(NS)—Florida police are scouring the state today for two desperate criminals who escaped from state convict road camp 33 near Capps late yesterday, according to a telegram received by the State Prison Department this morning.

Miss Elkus Will Wed Georgian On April 7

NEW YORK, March 24.—(NS)—The marriage of Miss Ethel Josephine Elkus, daughter of Judge Abraham L. Elkus, former Ambassador to Turkey, and Miss Hadas, daughter of Mr. and Mrs. David Hadas, of Atlanta, Ga., will be celebrated at Elbridge Red Bank, N. J., on the afternoon of April 7.

FOR PROBATION OFFICERS

WASHINGTON, March 24.—(NS)—Attorney General Sargent today authorized federal judges in the following districts to appoint probation officers at a salary not to exceed \$2,400 annually: northern, middle and southern Georgia.

Many Americans Reported Slain By Rioting Cantonese

Firing Centered Upon Nanking Hill Where Body Of Foreigner Gather For Refuge

Consulates Looted By Chinese Mobs

WASHINGTON, Mar. 24.—(NS)—American guns were into action in China today after a large number of Americans had been killed by rioting Cantonese soldiers in Nanking, according to an official report to the Navy Department today from Admiral C. S. Williams, commanding the Asiatic fleet.

Professional Champ Starts Off Well With Four And Three But Thereafter Is Continually In Trouble

EAST LAKE COUNTRY CLUB, ATLANTA, Mar. 24.—Walter Hagen with a 34,000 first prize starting him full in his unannounced match, needed all of 39 strokes to reach the green this morning in the \$12,000 southern open golf championship on Hobbs Jones' East Lake course.

Retail Merchants To Consider Sales At Meeting Today

Forty members of the Retail Merchants' Committee of the Chamber of Commerce met this afternoon in the office of the Chamber where it is expected that favorable action will be taken toward adopting plans for regular month sales events, in which every merchant in the city would be asked to co-operate.

Bank Bandits Get Fifteen Years Each

JACKSONVILLE, Fla., Mar. 24.—(NS)—Pleading guilty to charges in connection with the \$5,000 robbery of the Riverside Atlantic Bank here recently, J. W. Johnson and J. H. Beers were sentenced to fifteen years each in the state prison at Raiford.

Nearly 30 Horses In Liverpool Race

LIVERPOOL, Eng., Mar. 24.—(NS)—Nearly 30 horses are expected today for the Grand National tomorrow. The world's greatest test of horseflesh. There are 16 fences—the first 14 of which must be negotiated twice. The prize money for the winner of this race will total \$25,000. Betting is extremely heavy.

HAGEN'S PLAY IS ERATIC IN FIRST ROUND OF MEET

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SCHOOL CHANGES WILL BE SOUGHT

Superintendent Would Increase Efficiency of Teaching Staff By Having Regular Training Course

LAHASSEE, Fla., Mar. 22.—Radical changes in Florida education will be asked by Superintendent of Public Instruction W. S. Cawthon, according to a bill he has prepared which he will ask the state legislature to pass next month.

He proposes, first of all, an increase in the number of teachers to one for every 15 pupils. He also proposes to increase the efficiency of the teaching staff by having a regular training course for teachers. He proposes to have a department in one high school for whites and one for negroes in each county. He proposes to have a department in one high school for whites and one for negroes in each county.

MOTHER \$4,000
N. Mass., March 23.—John Vacca, Boston's latest sensation, today tossed to his mother's lap. It is the share of the purse for Fidel La Barba, world's champion, for the second time 10 round battle last night they fought at catch-

PEPPERS END RHEUMATIC PAIN IN FEW MINUTES
If you are suffering with rheumatism you can hardly get any relief until you have the quickest relief. Try Red Pepper Rub. It is made of such concentrated, hot, red peppers. Just as soon as you get it on your aching spot, the pain is gone. In three minutes the sore spot is relieved. Press the pepper on, breaks up the old rheumatism. Red Pepper Rub, made of pure, costs little at the drug store. Get a jar at once. Almost instant relief. Be sure to get the name. Wonderful.

PHILS DESTINED TO BE IN CELLAR, WALS BELIEVES

Baker Lost Player When He Let Henline Go; Asserts Sports Authority Who Decries Team Is Terrible

By DAVIS J. WALSH
International News Service Sports Editor
BRADENTON, Fla., Mar. 22.—John P. (Stuff) McElyea had nothing when he started with the Philadelphia Nationals, whereupon William F. Baker, in a spirit of helpfulness, traded Botch Henline and the Phils had nothing as the equivalent. In brief the Phils had taken something away from nothing which is a good trick: whether one is able to do it or not. The Phils were terrible. No two ways about that. They are worse now. They traded away whatever they had and now they have nothing. It was an even break, provided you think the box office is important.

All that the writer saw in the way of first class ball players in the camp of the Phils today was the possibility that Hal Carlson, right hand pitcher, would appear; that Fred Leach would play center field and that John Mukan and Al Nixon would fill in the remaining positions in the outfield. The Phils, in other words, have a major league outfit and a class A ball club in the remaining positions.

In other words John P. (Stuff) McElyea has bitten off an indigestible mouthful. In brief the Phils were terrible; they are worse now. The infield, for no reason at all, is composed of Russell Wrightstone, more power to his bones; Thompson at the second base, Sand at shortstop and Friberg at third base.

Girls Surely Become Popular
When they use this new wonderful French Process Face Powder called MELLO-GLO—keeps that ugly shine away. Women rave over its superior purity and quality. Stays on so long—skin looks like a peach—keeps complexion youthful—prevents large pores. Get a box of MELLO-GLO Face Powder today.—Sanford Drug Co.

Corns
Lift Off—No Pain!



Doesn't hurt one bit! Drop a little "Freezone" on an aching corn, instantly that corn stops hurting, then shortly you lift it right off with fingers.
Your druggist sells a tiny bottle of "Freezone" for a few cents, sufficient to remove every hard corn, soft corn, or corn between the toes, and the foot calluses, without soreness or irritation.

PEPPERS END RHEUMATIC PAIN IN FEW MINUTES
If you are suffering with rheumatism you can hardly get any relief until you have the quickest relief. Try Red Pepper Rub. It is made of such concentrated, hot, red peppers. Just as soon as you get it on your aching spot, the pain is gone. In three minutes the sore spot is relieved. Press the pepper on, breaks up the old rheumatism. Red Pepper Rub, made of pure, costs little at the drug store. Get a jar at once. Almost instant relief. Be sure to get the name. Wonderful.

golf is a confining pastime and John hasn't had much time. When he has had time to get around to it, he has elected Wrightstone as the first base man and himself as the manager. This has been ideal, as McElyea has proved to be an ideal manager if he had something to manage and Wrightstone has proved to be an ideal first baseman if he could play first base.

Comstock Divorce Declared Void And Fraudulent In Court

MIAMI, Fla., Mar. 22.—(INS)—Stanley Comstock's divorce, obtained in 1926 when he was reported engaged to Peggy Hopkins Joyce, virtually was declared void and fraudulent today by Master in Chancery Norris McElyea who recommended that Evelyn Cady Comstock be granted a divorce from the wealthy real estate operator.

McElyea reported that testimony showed Comstock to have been guilty of extreme cruelty in attacking his wife, striking her with a chair, and threatening her life two months ago in her apartment here. The incident caused McElyea to recommend that Evelyn Cady Comstock be granted a divorce to revoke the decree granted Comstock.

LATZO TO FIGHT MAY 21
NEW YORK, Mar. 23.—(INS)—Pepi Latzo will defend his heavyweight title in a bout at the Polo Grounds here on May 21, under the terms of an agreement signed with promoter Harrold Fogarty. The choice of an opponent was left with Fogarty, who has offered Joe Dundee of Baltimore the first chance at the championship.

DIXIE FORESTRY CONGRESS OPENS AT JACKSONVILLE

Mayor John Alson Extends City's Welcome; Senator Fletcher Is Chief Speaker At The Afternoon Session

JACKSONVILLE, Fla., Mar. 22.—(INS)—The ninth Southern Forestry Congress, opened here today to continue for three days with a formidable array of speakers embracing state and national authorities on reforestation on the program.

The remainder of the forenoon session was set aside to address by Don T. Johnson of Okeechobee County on "The Forestry Situation in Florida," and J. G. Peters of the national forest service at Washington on "The Development of Cooperative Forestry and What It Means to Florida." Appointment of committees and announcements will be made before the luncheon recess.

STATE TO HAVE MORE TOURISTS IN 1928 SEASON

Edward Tierney, Prominent Hotel Man, Forecasts Big Influx For Next Season

FORT MYERS, Fla., Mar. 22.—Predicting that next winter will bring Florida such a multitude of visitors from the north and west that every hotel in the state will be filled to capacity, Edward M. Tierney, dean of American hotel men and Western New York Hotel manager, declared here that the \$200,000,000 in hotel additions during the past four years, has provided tourists with accommodations at moderate prices and this combined with the rapidly vanishing evils of boom days, will draw a record host of visitors in the cold months next year.

"From my knowledge of the general hotel situation in Florida," he said, "I have marvelled at the many new hotels that have been built during the past three years all over the state. What ever right he said by way of criticism of the judgment of the builders, it now remains an established fact that these great structures will forever remain as permanent inducements for the people of America to come to Florida in the winter season and be assured in advance that they can have first class hotel accommodations to suit the most fastidious taste at very moderate rates."

timed. "One principal reason why people of the north have not come to Florida in increasing numbers this winter is that prejudice has been aroused against Florida by those who selfishly or unwisely risked money in land speculation. It will take a little while to set this influence but eventually people will flock to Florida in greater numbers than ever before."

"The most hopeful sign I have seen in the industry Florida's entrepreuring citizens have displayed in wiping out all traces of the September hurricane. The visitor of today sees nothing of the calamity."

HOME BY SEA!

Travel from Baltimore - \$30.00
all ports visited Philadelphia - \$32.00
Boston - \$42.00
Merchants & Minors Trans. Co.
For 100 E. Bay St. Phone 500 Jacksonville

NOTICE FOR PUBLICATION
Notice of claim under Section 2372, Act of January 27, 1922, as amended by the act of January 27, 1922. United States Land Office, Gainesville, Fla., Feb. 26, 1927. NOTICE is hereby given that Henry Schatz transfers of Lulu E. Prinston, has filed in this office an application under section 2372, Revised Statutes, as amended by the act of January 27, 1922, for the 85 1/2 A. Sec. 29 T. 18 S. E. 21 S. E. 21 T. 18 S. E. Florida, and that the same has been allowed by the Secretary of the Interior, Serial No. 1247.

Only 8 More Days

In which to pay your State and County Taxes, Books close April First. Do not wait until the last day and have to stand in line for hours.

PROPERTY OWNERS TAKE NOTICE!

Tax Books Close April 1st

The law provides that "If taxes upon real estate shall not be paid before first day of April of any year, the tax collector shall advertise and sell."

This is to notify all concerned that the requirements of law will be complied with and the tax books will positively be closed on April 1st as provided by law and all lands on which taxes have not been paid will be advertised, and executions issued for unpaid personal property taxes.



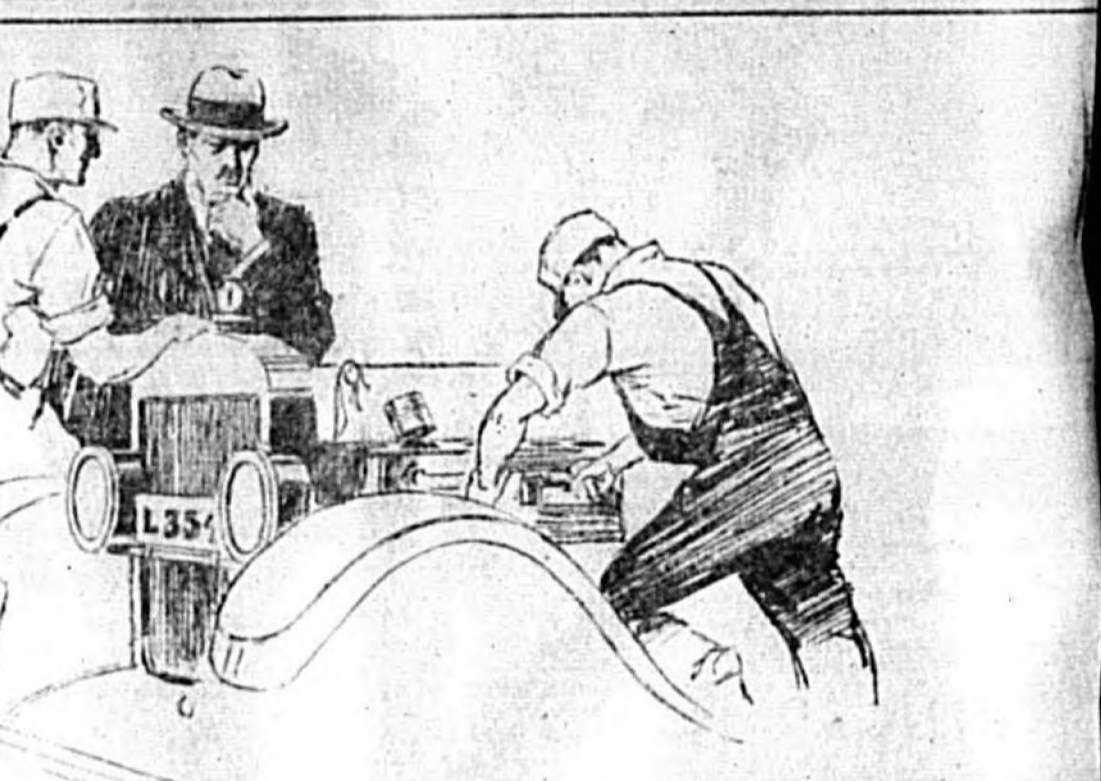
Armour's BIG CROP Fertilizers

For Citrus and Vegetable Crops

Warehouse At Sanford
Our practical experienced field men will be glad to help you solve your fertilizing problems. This service obligates you in no way.



Armour FERTILIZER WORKS JACKSONVILLE FLORIDA
Make Every Acre Do Its Best



Spare the Oil and spoil the car

ECONOMIZING on your motor-oil will cost you money. The pennies you save will have to be paid a hundred-fold in motor repairs. Millions of dollars in repair bills for burnt-bearings and scored cylinders could have been prevented by proper lubrication. Don't trust to chance. Every time you buy gasoline have the service man see if you have enough oil. Fill your crank-case with POLARINE—the high-quality, heat-resisting motor oil. A grade is made for your car.



STANDARD OIL COMPANY INCORPORATED IN KENTUCKY
POLARINE Oils and Greases
CROWN GASOLINE
Is the most popular motor fuel, year in and year out. Sustained popularity is proof of quality. Always first because it's "Always Better." Easy start—quick pick-up—more mileage.

DANCE TONIGHT
Chamber of Commerce Bldg.
LAKE MARY
MUSIC BY LAKE MARY BAND
Under Direction of Chester Saunders
Admission 75c Refreshments Free Ladies Free

HENDRICKS MAY VITCHE GEORGE KELLY TO SECOND

mer Giant, Pronounced As One Of Greatest 1st Basemen In Country, Is Stated Or Second In Red Line Up

DAVIS L. WALSH National News Service Sports Editor

PETERSBURG, Fla., Mar. 24.—(INS)—The list of managers who have not been able to resist the temptation to make something else out of the greatest first baseman in America is growing.

George Kelly was scheduled to center field when he joined the Miami Reds this Spring but to Hendricks informed the writer Kelly would be placed on second and Wally Pip designated to the gateway of the infield.

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who is out now with a sore arm. Rube Bressler, in better health than at any time in recent years will play left field. Walter Christensen, one of the 1926 finds, will be in center, vice the departed Roush and right fielder is likely to be a two-man proposition, involving Curtis Walker and Ethan Nathan Allen.

A good hustling ball club, the Reds, with good pitching, a fair defense but a lacking in real punch.

News From The Training Camps

By International News Service. WICHITA FALLS, Tex., Mar. 24.—(INS)—In the lead, Ray Schalk's White Sox went out today determined to make it three out of four in their series against the Wichita Falls "Spudders" of the Texas League.

AVALON, Cal., Mar. 24.—Manager Joe McCarthy was wondering today which was his first-string team and which his second, following yesterday's battle in which the regulars were again slaughtered by the "Goffs", 15 to 1. The Regulars have now lost five in a row to their supposed underdogs.

ST. PETERSBURG, Fla., Mar. 24.—Col. Jake Ruppert of the Yankees began to clip coupons today on his big \$210,000 investment. The Babe clouted two homers yesterday as the Yanks downed the Boston Braves 16 to 7.

CLEARWATER, Fla., Mar. 24.—Light hitting continues to handicap the Brooklyn team. They got only three hits in losing to Washington yesterday, 4 to 2.

JACKSONVILLE, Fla., Mar. 24.—(INS)—Pitcher Fred Fitzsimmons of the Giants apparently has recovered from his recent injuries. He allowed only one hit in four innings as the Giants trimmed Jacksonville, 8 to 5.

Buck Weaver Signs With Semi-Pro Team CHICAGO, Mar. 24.—(INS)—Buck Weaver, former star third baseman of Chicago White Sox who was banished from organized baseball following the world series scandal of 1919, has been signed by the Nieren club of the mid-west semi-pro baseball association. It was announced today.

PORT MYERS—Plans under way for widening and paving McGregor Boulevard to 36 feet.

MADISON—Construction under way on new Madison-Greenville road.

Over 2,000 Pass Exams Recently Given By The State Education Board

TALLAHASSEE, Fla., Mar. 23.—(INS)—The State Board of Public Instruction has announced the successful passing of 2,076 and 254 negro applicants for teacher's certificates in the recent teacher's examinations.

In the examinations for prospective Florida school teachers for third grade certificates, there were 375 white and 83 negro successful applicants.

For second grade teacher's certificates, 252 white and 48 negro applicants successfully passed the examinations; first grade certificates, 63 white and 4 negro; professional certificate for high school principals, one negro; constitutional certificates, 1,632 white and 113 negro applicants.

The large number of constitutional certificates granted were to college and normal school graduates not required to take the regular teacher's examinations for the various grades, but who must pass a successful test upon the United States constitution before teacher's certificates are granted.

Pinnellas county had the largest number of successful white applicants for third grade teacher's certificates, this number being 47. Polk had the highest number for second grade certificates with 25; Dade county the highest number for first grade certificates with 19 successful applicants; highest for primary certificates with 13, and highest for special certificates with 43.

Dade county had 222 successful applicants just announced by superintendent of Public Instruction W. S. Cawthon, Florida's total of certified school teachers now reaches close to 11,000. There are at the present time 1,200 applicants for teacher's certificates. Some of these are teaching at present with special permission from the State Board pending completion of certificate requirements.

Florida Is Using Too Much Milk From Other States Says State Veterinarian

TALLAHASSEE, Fla., Mar. 24.—(INS)—Asserting that Miami last year imported 1,064,198 gallons of fluid milk, that Jacksonville at the present time imports practically all cream used in that city and 6,000 gallons of whole milk per month, and that other Florida cities were doing the same, Dr. J. V. Knapp, state veterinarian, today called attention to the possibilities of the Florida dairy industry in an interview with the International News Service.

Of the 1,064,198 gallons of raw milk imported into Miami as reported to Dr. Knapp, 650,949 gallons were used as fluid milk and 413,249 gallons for manufacturing purposes, he declared.

During January of this year, one Miami ice cream and dairy firm imported 10,900 gallons of milk from Pennsylvania and 16,930 gallons from Alabama. There were 13,000 gallons of Florida-produced milk that were used for manufacturing purposes.

A Tampa firm is receiving dairy 100 gallons of Ohio cream and 100 gallons of Georgia cream that is imported through Jacksonville.

WINTER PARK—\$172,000 new junior-senior high school building under construction here.

LIVE OAK—Nehi Bottling Company establishes plant on Howard Street.

JACKSONVILLE—Jacksonville Chamber of Commerce to erect new building corner Duval and Julia Streets.

NEW SMYRNA—Gas Hydro Recovery Corporation to build and operate a gas plant in New Smyrna.

These Cars are DOUBLY guaranteed!

YOU RECOGNIZE the emblems shown below. But do you know what General Motors has done to make each car the outstanding value in its price class? How it is using its great resources to provide each with a finer engine—a stouter chassis—a more beautiful, more lasting body—a finish that defies wear and weather—quality materials in those hidden places where quality is most needed? You'll save money on your new car by clipping the coupon below. Mail it TODAY.

7 models—\$325 to \$745. The quality car of the low priced field. 3-speed transmission. Dry-disk clutch. Smooth, powerful engine. Fisher Bodies. Duco finish. Fully equipped.

CHEVROLET TRUCK CHASSIS: 1/2-ton, \$395; 1-ton, \$495.

5 models—\$775 to \$975. Has largest 6-cylinder engine in its price class. Fisher Bodies. Duco finish. Beautiful, stylish lines. Value proved by long service.

11 models—\$375 to \$1,160. Gratifies your finer taste. Satisfies every need. Fisher Bodies. Duco finish. 6-cylinder motor. Harmonic balancer, 4-wheel brakes and other new features.

7 models—\$1,095 to \$1,295. The "six" that is winning and loading guests will everywhere. Fisher Bodies. Duco finish. Rubber silenced chassis and other treated improvements. 4-wheel brakes.

18 models—\$1,195 to \$1,995. Everybody knows Buick's worth. Now finer than ever. New models. Vibrationless beyond belief. 6-cylinder valve-in-head engine. Fisher Bodies. Duco finish.

6 models—\$2,495 to \$2,685. The new and beautiful car designed and built as a companion car to Cadillac. Has V-type 8-cylinder engine. Bodies by Fisher. Duco finish. Now on display.

50 body styles and types—\$2,995 to \$9,000. The pioneer in the 8-cylinder field. Standard of the world. Duco finish. Bodies by Fisher and Fleetwood. 500 different color and upholstery combinations.

(ALL PRICES F. O. B. FACTORIES)

GENERAL MOTORS

CLIP THE COUPON

GENERAL MOTORS (Dept. A), Detroit, Mich.

CHEVROLET Please send, without obligation to me, illustrated literature describing the General Motors products I have checked—beginning with the name of the nearest dealer in case I may wish a demonstration.

PONTIAC

OLDSMOBILE ALSO YOUR PROVING GROUND BOOK.

OAKLAND Name _____

BUICK

LA SALLE Address _____

CADILLAC

FRIGIDAIRE ELCO-LIGHT

Some Beautiful Homes

Are planned for Highland Park and will be under way as soon as the local money situation has loosened up and builders are able to finance them.

EVERYBODY SAYS

That no building sites in Sanford can be compared to those in Highland Park, and what everybody says must be so.

WHERE CAN YOU FIND

Any other location with so many attractive features and so free from every objection?

THE NEXT BIG LAND BOOM

Is scheduled for Southern Texas and is said to be now under way.

FROM FAR AWAY CORPUS CHRISTI

Comes a request for blue prints of the Highland Park Main Entrance, by a developer there who says he has done all over Florida a few months ago, that he found no other main entrance so beautiful and he wants to duplicate it there. Imagine how beautiful it will be when the many ornamental shrubs and vines that have been planted all around it have had time to grow!

HUNDREDS OF TOURISTS

have kodaked this Main Entrance and Rainbow Pool and Garden, and hardly a day goes by that out of town or local people do not use these as settings for group pictures of the occupants of the cars that come to Highland Park for that purpose.

WHEN YOU ARE READY TO BUILD

A home conforming to the high ideals along which Highland Park is being developed, you can buy one of these beautiful building sites at such a reduction in price as will go a long way toward paying for the house. Or you can arrange for terms that will greatly help you to finance it. But these concessions are for a short time only, are intended to stimulate immediate building of the right kind, and will be withdrawn as soon as building is well under way. I have hundreds of building plans, with costs figured, and these are at your disposal.

YOUR HOME IS BUILT FOR YOUR LIFE TIME

And perhaps for that of your children and your children's children. Build it after your own plans. Cut out the builder's profit, even though he build at the present low prices, and do not forget that a house built even a few months ago must be sold at a tremendous reduction on its actual cost and without any builder's profit at all to bring its cost to you down to what you can yourself build for today.

HIGHLAND PARK, High and Dry, Close In, Far Away From the Railroads and the Colored Sections, Landscaped as a Park and With Three Beautiful Parks Within Its Borders, Carefully Restricted, Artistic, Unique, Distinctive, Different, in a Class By Itself. Where can you find its equal?

W. M. Young

Park Avenue and Commercial St.
Office Tel 777.
Residential Tel. 775.

A favorite Kipling story

IT IS recorded of this well-known British author that he once remonstrated with a friend for having sent him a publication from which the advertising pages had been cut. "Why, you have thrown away the most interesting section!" Mr. Kipling said.

ADVERTISEMENTS are more interesting today than at any time since the invention of movable type. Merchants and manufacturers realize that their announcements must compete for interest with the work of the high-priced authors and illustrators.

If you are not a regular reader of the advertisements in this paper, this is a good time to cultivate their acquaintance. You will find them interesting. You will find them friendly. They show you where to stop and take considerable strain off both shoe-leather and pocketbooks.

READ the advertisements because they are interesting. Believe them because they are true. Act upon their suggestions because it will pay you in many ways. Before you pick up the telephone, you usually consult the phone-book. Before you start out to shop, consult the advertising columns of this paper. They will give you a direct connection with the merchandise you want.

Don't stop with reading the news and editorials. The advertising columns are equally important.

The Sanford Herald

Social and Personal Activities

Office Telephone 148 MRS. FRED S. DAIGER, SOCIETY EDITOR Residence Telephone 217-W

Social Calendar

THURSDAY
Neighbors of America meet at 7:30 o'clock at the hall.
George Hoy will entertain members of the Idlers Bridge Club at 8 o'clock at the Montezuma Hotel.

FRIDAY
Art Pageant and Art Exhibition at the Senior High School at 8 o'clock.
Board of the Missionary Society of the Methodist Church will meet at the church parlor at 8 o'clock.
V. Howard Chapter U. D. meet at 8:30 o'clock at the home of Mrs. W. Theodore Lang-Mair.

SATURDAY
Harry Papworth will entertain members of the After-Duplicate bridge club at 8 o'clock at Hotel Forrest Lake.
Four of the Methodist church will meet at 8 o'clock with Mrs. Steele at her home on Vermont.
H. Plunk at Turtle Mountain Synagogue, with the State Society and the Junior Chapter of New Smyrna.

MONDAY
The Guild of Holy Cross Church will meet at 3:30 with Mrs. S. O. Chase at the home of Mrs. C. E. Chapin.
The Episcopate of the Methodist Church will hold business and meeting at the Church at 8 o'clock with Mrs. B. H. Spittler.
The Episcopate of the Methodist Church will meet at 7:30 o'clock with Mrs. C. Wells and Mrs. A. M. hostesses.

TUESDAY
The Episcopate of the Baptist Church will meet at its class room at 7:30 o'clock with Mrs. C. Wells and Mrs. A. M. hostesses.

Wednesday
Mary Powell will entertain members of the Theon-Bridge Club at 8 o'clock at the home of Mrs. David Caldwell in the rooms where the assembly for play were of nasturtiums, bachelors, snap dragons, lupina and spring flowers.

Miss Takach Hostess To Camp Fire Girls
Members of the "Eekonshelosee" group of Camp Fire Girls met Wednesday afternoon with Katherine Takach.

Mary Powell Is Honored
Mary Powell is being honored for her services to the community.

Chautauqua Gets Landscape Expert To Speak Here Soon

Edward A. Marshall, nationally known authority on landscape gardening, will be heard at the coming Chautauqua in a highly illuminating and helpful discussion on "Better Homes Out-of-Doors."



Edward A. Marshall, in relation to more attractive home surroundings. For the prospective buyer of property he gives important information regarding the selection of a home site, while for the realtor, the home owner of average means, or the possessor of a large estate, his plans for making the grounds more attractive are thoroughly practical, and at the same time productive of highly artistic results.

To illustrate the various points of his lecture, Mr. Marshall arranged on a huge screen before his audience realistically painted pictures of a house, the grounds, trees, shrubs, walks, etc., until a well-landscaped ensemble is clearly depicted.

Baptist Circles Give Interesting Program Wednesday Afternoon
The Woman's Missionary Union of the Baptist Church has been observing this week as a week of prayer, and the various circles have had charge of the program.

Lovely Bridge Party Given By Mrs. Ritchie On Wednesday Night
An enjoyable event of this week was the bridge party given Wednesday evening by Mrs. J. E. Ritchie at her attractive home in Fort Mellon.

Mary Powell Is Honored
Mary Powell is being honored for her services to the community.

Miss Takach Hostess To Camp Fire Girls
Members of the "Eekonshelosee" group of Camp Fire Girls met Wednesday afternoon with Katherine Takach.

LITERATURE DEPARTMENT ENJOYS READING OF MRS. VIELE'S PLAY

The Literature Department members Wednesday were given a rare treat in the reading of an original story, "The Purple Dragon Inn," by Mrs. Harold C. Vile. The story was read by Mrs. Maude E. Clark.

The little theatre movement and the value of one-act plays was discussed by Mrs. Elton Moughton. These talks were received by the club members enthusiastically because of their efforts to interest the city in dramatics of good character and worth.

Idlers Bridge Club Is Entertained Today By Mrs. George Hoy
Entertaining in her usual gracious manner, Mrs. George Hoy was hostess at bridge on Tuesday afternoon at the Hotel Montezuma. The guests were members of the Idlers Bridge Club.

Experts Will Act As Judges In Club Flower Show Here
Only those who have acted as judges of flower shows can have any idea of the wearisomeness and the utter impossibility of thoroughness in trying to accomplish it all in the two hours given over to judging, before the doors are formally opened to the public.

Summer Weight Suits With two Pairs of Trousers \$10.95
Straw Hats Good Grade \$1.95
Silk Socks Fancy Colors 39c

Men's Oxfords BLACK OR TAN \$2.95
Pin Check or Khaki Pants Sizes 29 to 50 95c

Slippers Ladies Felt Bedroom 45c
10-4 Unbleached Sheeting Per Yard 35c
81x90 SHEETS Seamless 89c

Duplex Window Shades Scalloped And Fringed \$1.39
Pillow Tubing 42 In. Pepperell Bleached Per Yard 29c

BUNGALOW APRONS 63c
BENJAMIN'S
E. FIRST STREET

one or at most three classes, in a committee of two. These judges are all out-of-town parties, whose knowledge and experience will be for the work in hand. One of this number will come from Dade City. A retired florist from Indiana who has a winter home in Mount Dora will act with the president of one of the largest nurseries in the state as judges of the commercial exhibits. Others will come from De Land and New Smyrna and Winter Park.

The rose exhibit, which will be in charge of Mrs. E. M. Galloway will be judged strictly in accordance with the points worked out by the American Rose Society, and application has been made for a similar system of points from the American Gladiolus Society. The commercial and amateur exhibits will be in separate classes entirely.

Onyx Pointex HOSIERY
Onyx No. 155 Full fashion in shades to match the new spring costume including pink, platinum, piping rock, blue fox, ale-san and sunset.
Onyx No. 355 Lovely quality of full fashion hose for milady's spring wear. All new shades to match to smart spring costumes.

SPECIAL \$1.00 All Silk Hose
All Silk with four inch lisle top. Sheer high grade chiffon. Full line of colors.
INFANT'S BATISTE \$1.00 Dresses

DAINTY HAND MADE DRESSES
Dainty hand made dresses, beautifully embroidered. Priced especially low for this spring selling.

100 Hats On Sale
Friday and Saturday A new Shipment
In Every New Shade \$5
Small Medium Large
Suitable for every kind of wear

Special Selling of Spring Lingerie \$1.00
Nainsook Gowns And Teds
Voile Gowns, Teds and Step-Ins
"Fruit of the Loom" Slips

placing his stock at Mrs. Corlett's disposal for the plant sale. With such a spirit at work in Sanford, it is not going to be a crest while before the city will be known for its gardens as well as for its rich fields of celery and other vegetables.

Mr. and Mrs. Bloomfield Hulick are enjoying a tour of the East Coast and are spending a few days at the Hollywood Beach Hotel.

Dr. and Mrs. A. C. Chamberlain have been called to Winston-Salem, N. C., by the seriously illness of Dr. Chamberlain's brother.

Dr. and Mrs. R. L. Baker of Atlanta, Ga., are spending a few days in Sanford and are guests at the Valdez.

Mr. and Mrs. J. W. Russell of Tampa spent Wednesday in Sanford on business.

W. H. LONG Meat Market
108 PALMETTO AVENUE

HALL AND PENTLAND
Certified Public Accountants
Income Tax Consultants
S. G. GRAY, Resident Manager
318 First National Bank Bldg Phone 771

Play Safe!
Let us do your DEVELOPING AND PRINTING
Flander's Studio
Over Mobley's Drug Store

SPEER & SONS

Two Exceptional Thrift Days FRIDAY AND SATURDAY

Onyx Pointex HOSIERY
Onyx No. 155 Full fashion in shades to match the new spring costume including pink, platinum, piping rock, blue fox, ale-san and sunset.
Onyx No. 355 Lovely quality of full fashion hose for milady's spring wear. All new shades to match to smart spring costumes.

The Washable Frocks
SACSON LINENS \$6.50
Hand Made Voils \$6.50
Tub Silk Frocks \$10.75
Silk Dresses \$19.75

Flatcrepe and Georgette Frocks \$16.75
100 Hats On Sale
Friday and Saturday A new Shipment
In Every New Shade \$5
Small Medium Large
Suitable for every kind of wear

Special Selling of Spring Lingerie \$1.00
Nainsook Gowns And Teds
Voile Gowns, Teds and Step-Ins
"Fruit of the Loom" Slips

