

OUR NEWSPAPER
Published in Florida's Heart
on World's Greatest Vegetable
Production, Its Richest Garden Land

Mostly cloudy tonight and
Tuesday; probably showers to-
night on the northeast coast.

Leased Wire International News Service SANFORD, FLORIDA, MONDAY, NOVEMBER 14, 1927. Member Audit Bureau Of Circulations NUMBER 58.

TERRIFIC BLAST JARS PITTSBURG

Core Die And Many Are Injured Today As Gas Tank Breaks

PITTSBURGH, Nov. 14.—With the streets jammed with thousands of people going to work, a terrific explosion at the Equitable Company's Reedsdale plant on the Northside of the city today, leaving a wake of dead and injured.

Police stated that the toll of dead stood at 20, but a full survey by International Service accounted for but three were 11 bodies in the morgue and the hospitals and three dead.

Following have been identified: Michael, superintendent of finished plant.
Marty, 35, died in a hospital.
Harris, 30, a negro.
Lewen, 53, died in a hospital.

There was a staggering list of injured. A survey of the largest showed that 136 injured had been treated up to 10 o'clock. It is probable as many were taken to their homes and rushed to other hospitals.

Natural gas storage tank exploded at 8:43 A. M., but officials said gas company were at a loss to explain what caused the explosion.

Asphalt plant across street was demolished and 10 workmen lost their lives. Six buildings of Union Plant Company were blown in. The walls fell down in, imprisoning workmen.

A piece of fire equipment in downtown district was rushed to gas plant, but firemen soon turned their attention from the ruins to aid in caring for victims who lay prostrate on street or buried beneath ruins.

Five minutes after the explosion the population of Pittsburgh returned. Everywhere in the downtown district there were shattered windows. Then a general fire alarm and appeals for help. Persons living in the vicinity of the blast fled at first. Then they fled through the streets terrified, after a second explosion.

Children in the Manchester district on their way to school were in direct path of the blast and showered with glass and bits of brick like from exploding shrapnel. Mothers of children soon swarmed into streets.

An unidentified boy was blown into Ohio River from a bridge. The driver rescued him and sent him to a hospital. All courts order presence of policemen as witnesses, adjourned to aid in clearing the crowd.
Women said it was miraculous the explosion was not even more disastrous because of the presence of two other huge gas tanks near the one that exploded, one of which has a capacity of 4,000,000 cubic feet and another 500,000 cubic feet.
Reports were circulated that many were dead or dying as a result of the blast which spread destruction for miles. Fire and fire apparatus were being sent through the streets with great difficulty. A full call was sent out to every fire engine.

Ames Wins 6 Up In Fall Handicap
Ames yesterday won the San-Municipal Handicap championship from R. Melling, 6 up in second round of the 36-hole Ames gross score was 92-100. Melling's was 91-90-181. Ames had a handicap of 30 and Melling 19.
There was an easy winner in weekly blind bogey tournament. Ames gross score of 90 for 18 holes and a handicap of 19. C. E. Myers and G. E. Myers had a gross score of 92 for second place with a handicap of 30 and Herring 105, and Herring 95.

SECRET PAPER SHOWS MEXICO AID TO REVOLT

Publication Of Documents Creates Sensation In Government Circles Where The Plot Had Been Anticipated
Papers Disclose Money Payment
Documents Were Brought In To United States By Former Officials Of Calles Regime

WASHINGTON, Nov. 14.—(INS)—The Washington Herald today published a number of secret documents secured from the archives of the Mexican Foreign Office, disclosing that the recent liberal revolution in Nicaragua was directly financed by the Calles Government of Mexico.

Publication of the documents created a sensation in government circles, where Mexico's connection with the turmoil in Nicaragua has long been suspected. The Herald states that there is no question of authenticity of the documents, and that others will be published from day to day until the complete story of Mexico's activities in Nicaragua are laid bare.

The documents published today are six in number, and consist of presidential orders upon the Mexican treasury for the payments of sums aggregating more than \$200,000 to the promoters of the Nicaraguan revolution. Some of this money, the orders show, was for the purchase of arms and ammunition, while other sums went for the expenses of "secret and confidential" missions sent into Nicaragua by order of President Calles.

The Herald states that the documents were brought out of Mexico by former officials of the Calles administration who were "opposed to bolshevistic tendency" of the Calles regime.

Mexico's encouragement and support of the liberal revolution in Nicaragua, which resulted in considerable sale, has long been an open secret in Washington. The state Department is in possession of evidence showing the clearance of arms and ammunition from Mexican ports. Rifles and cartridges used by the revolutionists bore the imprint of the Mexican Government, and there were Mexican officers to be found in the revolutionists' ranks.

Last January President Coolidge addressed a special and extraordinary message to congress, explaining and defending the intervention in Nicaragua on the ground that American interests there were being prejudiced by outside interference in Nicaragua's affairs.

A short time later, secretary of State Kellogg appeared before the Foreign Relations Committee of the Senate behind closed doors and informed the members that the State Department was "morally convinced" that Mexico was stirring up the trouble in Nicaragua, and that these activities were but a part of a general anti-American program throughout Latin America.

Kellogg left with the committee at that time a mass of reports and documents showing that there was "sympathetic feeling" between the Russian and Mexican Governments.

Ruth Elder Comes To Capital Gowned As Reigning Queen
WASHINGTON, Nov. 14.—(INS)—Ruth Elder, who left the United States a month ago in a baggy old pair of plus fours, came to the Capital today in the fashion of a reigning queen. Parishian gowned, she stepped out of a private car at Union Station, after having breakfasted there, and went to the most fashionable of the city's hotels.

White House Luncheon To Be Attended By Aviators Famous For Daring Deeds

WASHINGTON, Nov. 14.—(INS)—The Capital played host today to the aerial aristocracy of the world. Eighteen men and a lone woman, all of whom have gained world-wide fame this summer for daring trans-oceanic flights, gathered in Washington today for the dual purpose of having lunch at the White House and seeing one of their number, Charles Lindbergh, receive the coveted Hubbard Medal tonight.

Talk of future ocean spanning flights filled the air as the flyers congregated. Edward P. Schlee, who with Wm. S. Brock, flew half-way around the world, announced that a flight from Detroit to Rio De Janeiro will be attempted as soon as weather conditions are right next spring. The route to be followed, he said, would be approximately the same as that essayed by Paul Reditfern, the Georgian, who lost his life while trying a Brunswick-To-Rio flight.

The trans-oceanic flyers listed as luncheon guests of President Coolidge today are: Col. Charles Lindbergh; Commander Richard E. Byrd, with his "crew" consisting of George O. Noville, Bert Acosta and Bert Balchen; Clarence D. Chamberlain and Charles A. Levine Harberger, first to negotiate the California-To-Hawaii flight; Arthur C. Goebel and Capt. Wm. V. Davis, winners of the race;

NATIONAL FLOOD CONTROL POLICY IS URGED BY GRAY

Representative Of American Farm Bureau Federation Appeals Before House Flood Committee To Get Action
WASHINGTON, Nov. 14.—(INS)—A national flood control policy that will reach every interstate river in the country was advocated today by the American Farm Bureau Federation, though Chester H. Gray, who appeared before the House Flood Control Committee.

"It is a national issue," Gray said, "not only in the Mississippi Valley but elsewhere. No longer can we expect farmers and small communities to bear the burden of entreating water that flows down on them from great areas beyond their respective states."

The federation flood control program outlined to congress by Gray contemplated (1) higher and greater levees, (2) two divergent spillways in the lower Mississippi Valley, (3) construction of three parallel channels to relieve the congestion, (4) a survey of all interstate rivers, (5) reforestation, and (6) construction of reservoirs on tributaries.

Gray recommended three reservoir sites, one on the upper Arkansas River in Kansas, one on the Devils Lake region of North Dakota, and one near Cove Creek, Tennessee.

Hunters On Opening Day Of Season Will Be Banned Under Sunday Law

Hunters anxious for a shot at game and birds on the opening day of the season Sunday will invite arrest at the orders of Sheriff C. M. Hand for violating a 1920 statute prohibiting hunting or the discharge of firearms on the Sabbath.

Sheriff Hand announced this morning that in spite of the new game laws passed by the last legislature which provide for the opening of the season on Nov. 20 he will be compelled to enforce the old statute against Sunday hunting.

LEPER'S TRIAL MURDER CASE IS UNDERTAKEN

Men Called For Jury Duty Do Not Relish Task Of Sitting In First Trial Of Leper In History Of United States
Doctor Says Jury Not In Any Peril
Prisoner, Leper For 10 Years Is Accused Of Murdering Negro In The Leprosarium

BATON ROUGE La., Nov. 14.—(INS)—While one leper charged with murder sat in a corner of the federal courtroom here, and 10 other lepers sat in the witness box, a considerable distance from the few spectators who cared to brave the dreaded disease, attorneys struggled today to find 12 jurymen ready to sit for several days for the distinction of serving at the first trial of a leper for murder in the history of the United States.

A venire of 60 had been drawn for the trial, but one after one the veniremen this morning found some excuse to avoid serving in the case. Their nervousness in the presence of the afflicted witnesses and the prisoner was marked as they replied to the questions of the attorneys.

The prisoner, Ed Payton, negro, has had leprosy for 10 years. He is accused of murdering another negro leper at the federal leprosarium at Carville, where arises the federal jurisdiction. He has been locked up at the leprosarium since the shooting on Aug. 5.

None of the lepers, who were both white and negro, showed any signs of leprosy disease to the casual eye. The lepers were brought to Baton Rouge this morning in a bus used at the leprosarium. So far no arrangement has been made for their lodging here tonight, and the authorities were puzzled to find a place for them.

The lepers were in the custody of Dr. O. E. Denny, medical officer in charge of the leprosarium, Dr. B. G. Barentine also of the leprosarium, and the colony chaplain.

Dr. Denny was called upon to explain to the venire this morning that they could not be in peril of contracting leprosy through service on the jury at the trial.

"The chances of contagion from a leper by casual contact through shaking hands with him or eating with him or anything of that sort, is virtually nil," he said. "I believe that leprosy is contagious through constant contact or association, such as living in the same house with a leper for a period of years, wearing his clothes or using the same towel." But his talk did not bring any rush to enlist as jurors.

Payton's trial, which officials of the U. S. public health service say is the first of its kind in the history of this country, raises many perplexing questions. Chief of these is the question of punishment, for if Payton is found guilty of murder but not sentenced to die, there is no place where he can be sent save back to Carville. No federal prison has any provision for lepers, and there is no prison at Carville. Dr. Denny said that he did not think it would be proper to allow him to return to the leprosarium, because he felt that "such a course might encourage crime among the other inmates."

Gentry's Circus Is Scheduled To Open In Sanford, Dec. 3.

Sanford's first circus of the winter is coming Dec. 3. Advance agents for Gentry Brothers today made arrangements for showing here during the show's 40th annual tour of Florida.

Trial Of One Time Bootlegger Leader Commences Today

George Remus Is Arraigned For Murder Of His Wife Imogene Killed Last Month
Remus Was Once Criminal Lawyer
Son Of Former President Taft Is Head Of States Attorneys

CINCINNATI, Ohio, Nov. 14.—George Remus, one-time millionaire "Boss of the bootleggers," who goes on trial today for the murder of his wife, Imogene, whom he shot and killed in Eden Park, Cincinnati, on Oct. 6, will plead "transitory maniacal insanity," he told the writer in his cell this morning as he prepared to go into court. "Remus' brain exploded when he shot her," said Remus. "He was momentarily out of his mind."

Remus always refers to himself as "Remus," seldom using the first person pronoun, it is not "my trial," it is Remus' trial. A former Chicago criminal lawyer, Remus will act as his own attorney being assisted by his co-counsel, Charles H. Elston, Remus said he would make an opening plea to the jury himself and that he planned to take part in the cross examination of witnesses.

75 veniremen, from the jury will be selected, have been summoned to appear this morning in Judge Chester R. Shook's criminal court where the trial will be held. Arranged against the defense will be three attorneys for the state led by Charles P. Taft, son of William Howard Taft, former President of the United States. Taft said he would demand the death penalty and the electric chair for Remus.

Remus ushered the reporter into his "office," a room assigned to him close to his cell. He used this office in preparing his case. The table in the room was stacked with law books. A prisoner "doing time" for impersonating a federal officer sat at a typewriter. He is Remus, stenographer. Holly wreaths, sent to him by friends adorned the walls.

"I feel fine physically and as well mentally as is possible under the circumstances," said Remus in response to a question. Remus paused thoughtfully, a frown wrinkling his massive forehead.

"I am making the best of a damnable situation," he declared. "I am, of course, mentally depressed at times. What can one expect when confined in prison and in the predicament Remus finds himself?" Remus, during a conversation lasting more than an hour, repeatedly referred to "him" and "her," meaning Franklin L. Dodge, Jr., a former dry agent, and Mrs. Remus.

"I killed her," the bald-headed bootlegger declared "because she double-crossed me for him. It was too much. It weighed upon my mind, and on that fatal morning, early in October, my brain exploded and I shot her dead."

"She and that man done all in their power to ruin me. She deserted me for him, my bitterest enemy, she robbed me of my fortune, had kept me in jail. Had plotted to have me killed and even hired to have me deported to a country I had not been in forty six years—since I was three years old."

"So when I followed her taxi in my car into Eden Park on the morning of October 6, I thought of all these things. I knew she was then on her way to court to divorce me. When I caught up to her and seized her by the hand, intending to ask (continued on page six)

Clyde Line Resumes Regular Service Soon
Effective November 18 the Clyde Steamship Line will resume its daily, except Sunday, boat service between Jacksonville and Sanford, according to an announcement today by J. B. Calder, Sanford agent.

EXPLOSION KILLS TWO

SHREVEPORT, La., Nov. 14.—(INS)—Two men were dead today, a third was near death and two others suffering from serious injuries as a result of an oil well boiler near here yesterday.

FIREMAN IS INJURED

MIAMI, Fla., Nov. 14.—(INS)—Fireman J. C. Causey of the Miami Fire Department was today receiving medical attention for injuries received while fighting a downtown fire which threatened West Flagler Street last night.



SPORTS



SANFORD TRIUMPHS OVER MILITARY SCHOOL

LOCALS SCORE 2 TOUCHDOWNS TO WIN, 12 TO 0

High School Team Out-smarts And Outruns Opponents In Armistice Battle Friday

Visitors Threaten In First Period

Welchell Places First String Backs In To Start The Scoring

Sanford out-smarted and out-ran Orlando Military Institute's grid machine yesterday afternoon at Municipal Athletic Field and won by a score of 12 to 0.

Sanford kept the ball in Orlando territory after the first quarter when Orlando came so close to scoring that Coach Hugh Welchell threw in his galloping backfield at the beginning of the second period.

Captain Maxwell promptly eliminated Orlando's chance to score from the 10 yard line by intercepting a pass and carrying the ball out to midfield. After that Orlando couldn't get the ball within 50 yards of the Sanford goal.

Sanford kept pounding at the Orlando goal during the second period but couldn't get through. The third quarter started the same way with the ball see-sawing between midfield and the Orlando goal line. Taking a punt on Orlando's 40 yard line, Higgins carried the ball eight yards; Stoinoff and Maxwell made five and then Higgins broke loose and ran 30 yards for a touchdown.

In the final minutes of play Higgins cut loose with a pass from the 20-yard line to Edingfield, who slipped over the Orlando goal for the second and final touchdown.

Shook-it Stoinoff, Sanford's chief ground-gainer, only played two periods. He was suffering from a minor injury and Coach Welchell was saving him for the game with Kissimmee next Saturday.

The game by quarters:

First Quarter
Sanford kicked off to Orlando's 90 yard line. Orlando made three short gains and punted to midfield. On Sanford's fourth down Hagan fumbled a bad pass from center and Orlando got the ball on Sanford's 45 yard line. Orlando couldn't gain and punted. Walker made four yards and Hagan made first down for Sanford. The next two tries failed; Hagan made two yards and Sanford punted to the center of the field.

Orlando gained two and then one yard. A pass failed and Orlando punted out of bounds. Hagan made one and then first down through right guard. Walker failed to gain twice and Sanford kicked. The punt was short and Orlando brought the ball to Sanford's 10 yard line as the quarter ended.

Second Quarter
Stoinoff, Maxwell, Higgins and Tatterson replaced the second string Sanford backfield. An Orlando line play netted one yard and a pass failed. With the ball under the shadow of the Sanford goal, Captain Maxwell intercepted an Orlando pass and ran through the broken field to the 50 yard line. Sanford was penalized for being off-side. Maxwell made two and Tatterson made eight. Sanford fumbled and recovered and Maxwell punted to Orlando's eight yard line.

Orlando gained four yards on two plays and punted to its own 25 yard line. Maxwell made four; Higgins failed to gain, and Stoinoff made two. A pass by Maxwell was incomplete and the ball went to Orlando on downs on its 20 yard line. Orlando tried a delayed kick and gained two yards. An attempt at the same play failed and a run around left and was stopped short. Orlando punted to Higgins on his own 45 yard line. Sanford failed to gain. Stoinoff made five yards and Maxwell first down on Orlando's 35 yard line.

Higgins broke loose for 14 yards and first down. Sanford was penalized five yards. Stoinoff made

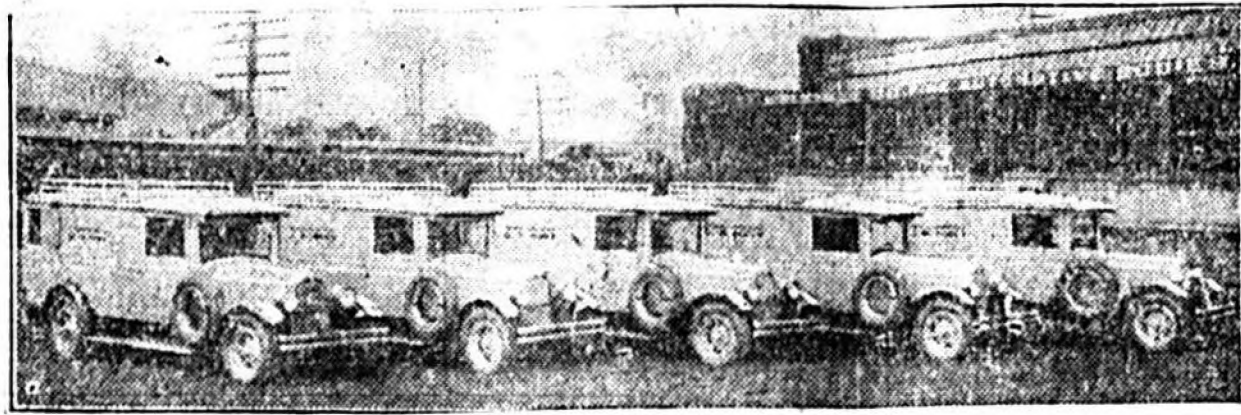
one yard. On the next play Maxwell fumbled and recovered on Orlando's 35 yard line. Higgins made six yards and Maxwell punted out. The ball was in Orlando's 20 yard line as the first half ended.

Third Quarter
Maxwell's kickoff went over Orlando's goal and the ball was brought back to the 20 yard line. Orlando failed to gain on two plays and Stanley broke through and dropped an Orlando back for a seven yard loss on the third play. Higgins took Orlando's punt on its 40 yard line and returned it eight yards. Stoinoff made two and Maxwell three. A pass failed. On the next play Higgins started to race around his left end and then cut back inside and raced 20 yards for a touchdown. Maxwell missed the kick for point after touchdown.

Maxwell kicked off and the ball was brought to Orlando's 20 yard line. Orlando made three short gains and then kicked to Higgins in midfield. Maxwell made two yards; the next two plays failed to gain and Sanford punted over Orlando's goal line. With the ball on its 20 yard line, Orlando made five yards on two plays. On the third Yancey broke through and stopped Orlando for a one yard loss. Orlando punted to its own 45 yard line. Stoinoff made five and Maxwell one. Tatterson failed and Higgins sent a pretty punt out of bounds on Orlando's 10 yard line. Score 6-0.

Fourth Quarter
Orlando's punt was blocked and Stoinoff recovered on Orlando's 10 yard line. A pass failed and the ball went back to the 20 yard line. Stoinoff was taken out and Hagan replaced him. Orlando made one yard. Maxwell took Orlando's punt on its 40 yard line. Maxwell made eight, Hagan failed, but Tatterson made seven

Buick Ambulances Serve Uncle Sam



The Buick chassis is the nucleus of the five U. S. Navy ambulances shown here. Each has a capacity of 12 passengers, or of four stretchers and two attendants in the rear compartment. The ambulance bodies were built by the Flexible Company of Louisville, O., on Buick chassis bought from a Washington, D. C. Buick dealer.

yards for first down. A bad pass from center sent the ball rolling toward the Sanford goal, but Hagan fell on it on Orlando's 10 yard line. Maxwell made three and Tatterson three.

Walker replaced Tatterson. Higgins sent a well-calculated punt to Orlando's two yard line. Time

Orlando plays failed and Higgins took their punt on their 22 yard line. Walker made five and Sanford was penalized five. Maxwell made five on a fake criss-cross. Maxwell made eight and Higgins failed. Orlando intercepted a pass but lost the ball on the first play when their pass was graded by

Sanford on the 25 yard line.

A pass, Maxwell to Higgins, gained eight yards. Then Higgins uncorked a pass to Edingfield, who got over the goal line for a touchdown. The kick for point after touchdown was blocked. The game ended as Sanford kicked off. Score, 12-0.

Sanford	Orlando
Edingfield	R. E. Baines
Adams	R. T. Bryan
Symes	R. G. Crane
Hansell	C. Wright
Ball	L. G. Caldwell
Yancey	I. T. Peckham
Stanley	L. E. Goggins
Walker	Q. B. McCartney
Russell	R. B. Wolfe
Hagan	H. B. Armstrong
Hester	F. B. Caldwell

Touchdowns—Higgins, Edingfield. Point after Touchdown none. Substitutions—Stoinoff for Hester, Maxwell for Hagan.

Tatterson for Russell, Higgins for Walker, Fairfield for McCartney, Lepscourt for Goggins.

Score by Quarters:
Sanford 0 0 6 6—12
Orlando 0 0 0 0—0

Lindberg Ordered To Mide Col. Lindbergh will undergo period of "practical training" coding to the order. He was believed in time to return home at St. Louis Dec. 31.

Announcing The Buick Autumn Display

We cordially invite you to attend a special showing of motor car fashions for 1928—introducing lustrous colors of lasting Duco... rich upholstery of the finest quality... smart new appointments.

The Buick Autumn display opens Saturday and will continue all through the week. Don't miss this interesting exhibit. NOVEMBER 12 to 19

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Magnolia Ave.
When Better Automobiles Are Built, Buick Will Build Them

DON'T STOP RIDING!
We can sell you New and Used Tires at prices that anyone can afford to pay. Big reductions on parts and accessories.

THE CROWDS KEEP COMING!
to the Sanford Metal and Rubber Co.—Highest prices paid for all kinds of junk.—This is the place to buy bottles of all kinds and sizes.

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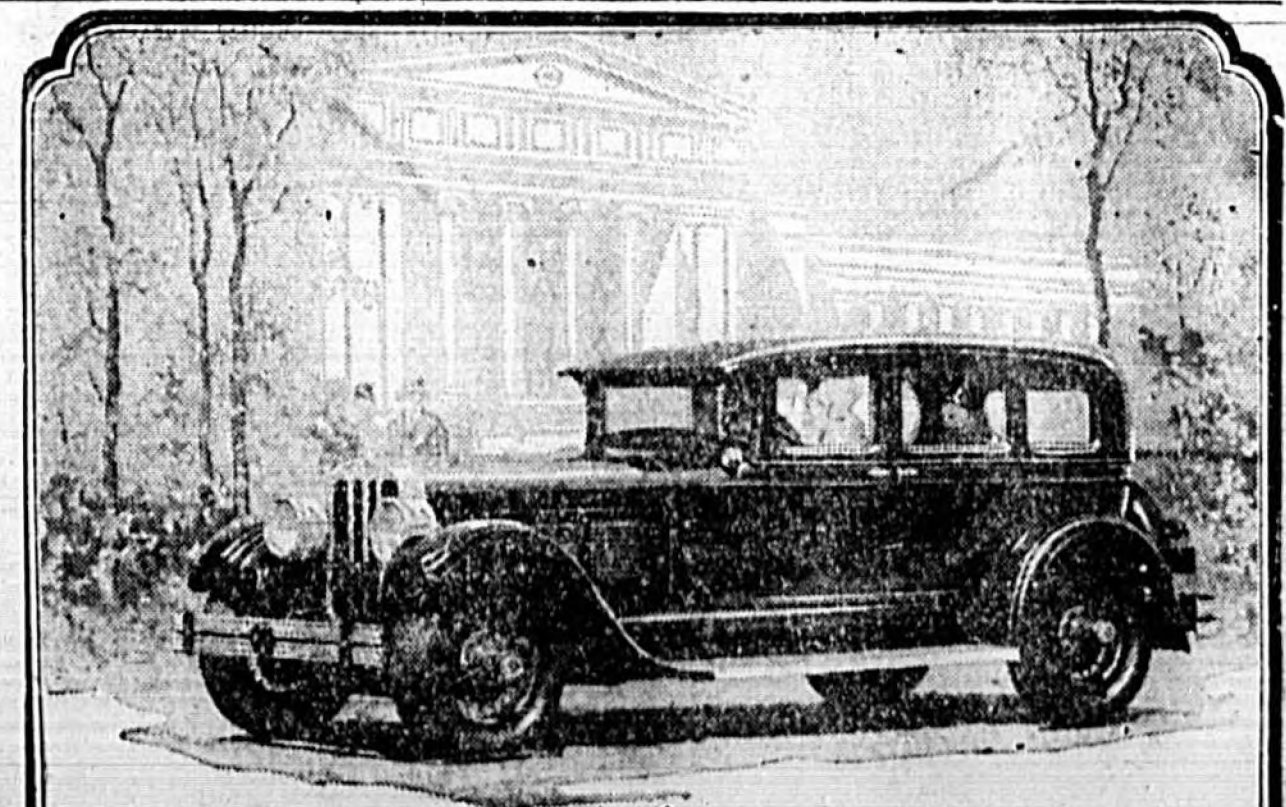
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Worlds of Style—Worlds of Power

CHANDLER is today doubling and trebling its prestige as a result of the enriched style and added power of its new Royal Eights and Sixes for 1928.

Notice how smartly low the beautiful bodies are swung. Look inside. Notice the exquisite richness of every little detail you see or touch. Lounge down in the pillowy cushions and relax. Notice the restful tilt of the seats; the delightful feeling of armchair comfort.

Take one of these magnificent cars out on the highway and just step on the gas. Feel that bullet-quick, get-away—that quiet, silky flow of Niagara-like power—that unwavering acceleration up the steepest hills—that instant obedience to either throttle or brakes.

Chandler is the one and only car in its price class with a chassis that lubricates itself the moment you press your foot on a plunger. Prices are lower and cover a lot of territory. Just see these cars—just drive—JUST COMPARE!

MAGNIFICENT New Closed Models \$995 to \$2195

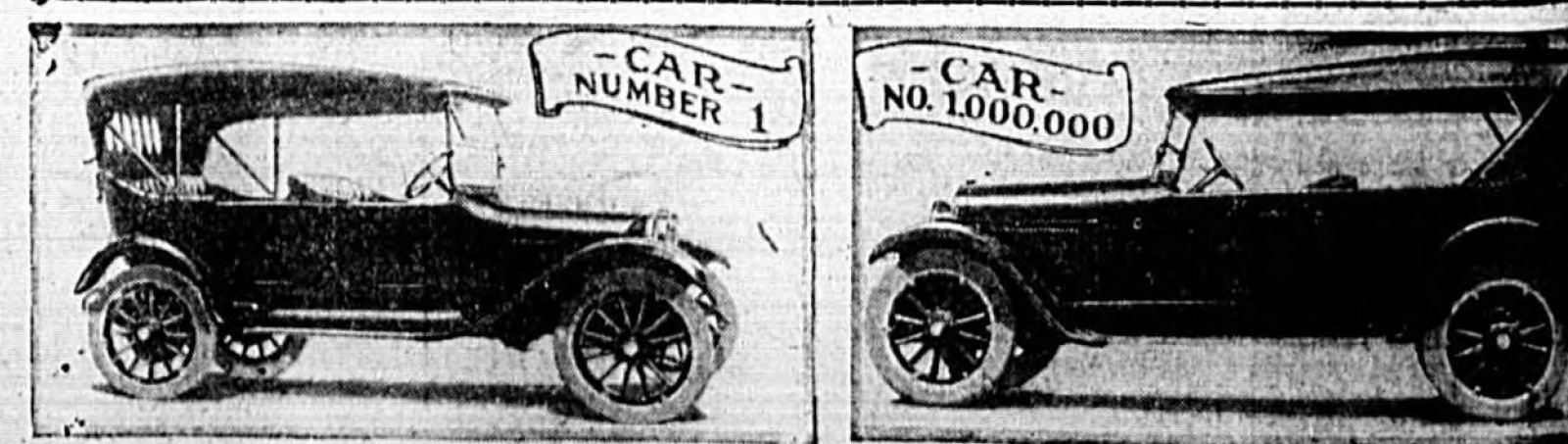
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CHANDLER-CLEVELAND MOTORS CORPORATION CLEVELAND

CHANDLER

NEW ROYAL EIGHTS NEW BIG SIXES NEW SPECIAL SIXES

TWO MILLIONTH DODGE SHOWS GREAT ADVANCES MADE OVER EARLY MODELS



The first Dodge was built Nov. 14, 1914, every detail of its construction having been personally supervised by John and Horace Dodge. They modeled the body design in clay. When the car was placed on the market it met with a remarkably enthusiastic reception.



No. 1,000,000 came off the line Dec. 1923, showing great refinements in body over previous cars.

No. 2,000,000, "The Fastest Four in America", establishes a production record that is unsurpassed by cars or above its price class. Having been built just 9 days less than 11 years after the first Dodge.

The 500,000th car was completed June 30, 1920, and was considered one of the snappiest roadsters of the day.



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13th At Elm Ave. Miller O. Phillips, Inc.

USE QUAKER STATE OIL

and go farther for your money. Free Crank-Case Service.

CECIL L. RINES
1601 W. First St.

The Sanford Herald

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MONDAY, NOV. 14, 1927. THE HERALD'S PROGRAM: Economy in city and county administration.

BIBLE VERSE FOR TODAY: REMEMBER AND VISIT.—Remember me, O Lord, with the favour that thou bearest unto thy people.

THE PULL-THROUGH SONG: We pull through, we pull through, 'Trouble's come to town, And still the world keeps goin'.

Oh God! that this weakness would vanish From out of my soul, And that high courage, like sun-light in-ahling,

When the wall at the end of my garden Seems the edge of the world, R. S. W.

A New Hampshire telephone girl was defeated for mayor the other day. When the votes were counted it seems that she got the wrong number.

The Springfield Leader says that "one good thing about vacation is that they come a year apart" for if they came any closer together nobody could stand the strain.

Mayor Thompson of Chicago should be given the silver plated suit basket for being the heavy-weight champion of America.—Palm Beach Independent.

Lake Worth is having an upheaval over the political situation and the Herald of that city has a front page editorial in which it issues "A Call to Arms."

The manufacturers of an overall paid Babe Ruth three thousand dollars for donning one in order to advertise it.

It now appears that the race tracks had their slimy tentacles in that looted Sanford bank.—Apoka Chief.

Someone has discovered that there is a "Devil's Den" in Hamilton county. There is also a "Devil's Mill Hopper" in Alachua county.

The Best Advertising Medium

That newspapers provide the greatest advertising medium in the world is the consensus of opinion among practically all of the largest manufacturing concerns of this country.

From time to time we hear of instances wherein heads of great corporations offer other significant reasons why newspapers have been selected for their superior advertising advantages.

Speaking to the Chicago organization on the subject of "Why We Choose Newspapers," Mr. McQuiston said:

"Westinghouse Electric has, from its beginning, recognized the necessity of keeping its accomplishments and its products always before the public and we have, from the first, been consistent advertisers.

"After discussing the matter in conference without headquarters and field sales representatives it was decided that this could best be accomplished by using the daily newspapers in the various cities and towns where we sell our products or where we are seeking new prospects.

"In arriving at this decision newspapers were selected because they offer specific advantages which no other medium seems to offer.

"From our various sales offices has come ample proof of the value of the intimacy of newspaper advertising. In the city of Des Moines, for instance, we ran an advertisement showing the pictures of our salesmen in that city with a statement that these men lived, owned homes and voted right there and immediately the chamber of commerce and big business interest in Des Moines invited these men to come around and get acquainted.

Safe Riding On Trains

Demonstrating the increased precautions that have been taken to safeguard the lives of their passengers, railroads of this country during the past six months have set a new record for safety.

The increased efficiency of the railroads' methods of serving of some commendation, especially when we think of the numerous ways in which people may lose their lives while riding on the trains.

Railroads for the past few years have laid considerable stress on safety measures. Protecting the lives of their patrons has become as big a problem with them as that of serving the people and providing them with the best transportation service.

The increased efficiency of the railroads' methods in protecting their passengers is a tribute to their desire to serve. The safety of trains as a means of transportation has increased until the roads have been able to establish the record which has just come to the public's attention.

As Brisbane Sees It

Ruth Is Home. Miss Dix's Puzzle. Yes, We're Prosperous. General Motors, "Wow."

RUTH ELDER came sailing home yesterday dressed in furs, silks, flowers, smiles. New York's mayor met her and Grover Whalen, New York's unofficial host.

We honor effort as well as accomplishment. Ruth Elder fell, but did not fly longer in a straight line than anybody ever flew over the ocean.

Now she will probably fly into the movies. Winner of two beauty prizes, and able to register determination, she would succeed.

DOROTHY DIX has a puzzle, this one: "What is it that is hard to get, easy to keep and almost impossible to regain once you have lost it?"

That puzzle interests many millions of women more than any other puzzle.

PAUL BLOCK, a publisher of newspapers in many cities, including Pittsburgh, Newark and Toledo says this will be the "best presidential year ever seen.

The foundation of prosperity, solid and enduring, is not exceptional success, but average success. Bernard E. Gimbel says "This country is so and because the prosperity is well distributed.

WALL STREET, cheerful yesterday, seemed to believe in a good presidential year and other good things.

General Motors, in one lump distributed \$65,250,000 in a cash dividend. No company in the world ever before distributed so much cash at one time.

GENERALLY SPEAKING, we get prosperous, those willing to get along. But Mrs. Hillegar Wywais did not find it so.

Prosperous America was not prosperous enough for Mrs. Wywais. She broke the gas meter, opened all the jets, then knelt by the bed where her five-year-old son was sleeping, her three little girls nearby.

All were dead, when found, with no more rent or food bills to pay. There is still room at the bottom for those that would make conditions better.

Our government, dozing in the middle of its gold supply, reads that Russia works steadily to become "king of the air," as Mr. Bruce Gould has it, in an important article by Cyrus H. K. Curtis, Russia's society of 4,000,000 members, the "Aviulchims," is dedicated to making Russia pre-eminent in the air.

Russia has 4000 miles of air lines, and teaches aviation in public schools. This country invented the flying machine, then stopped.

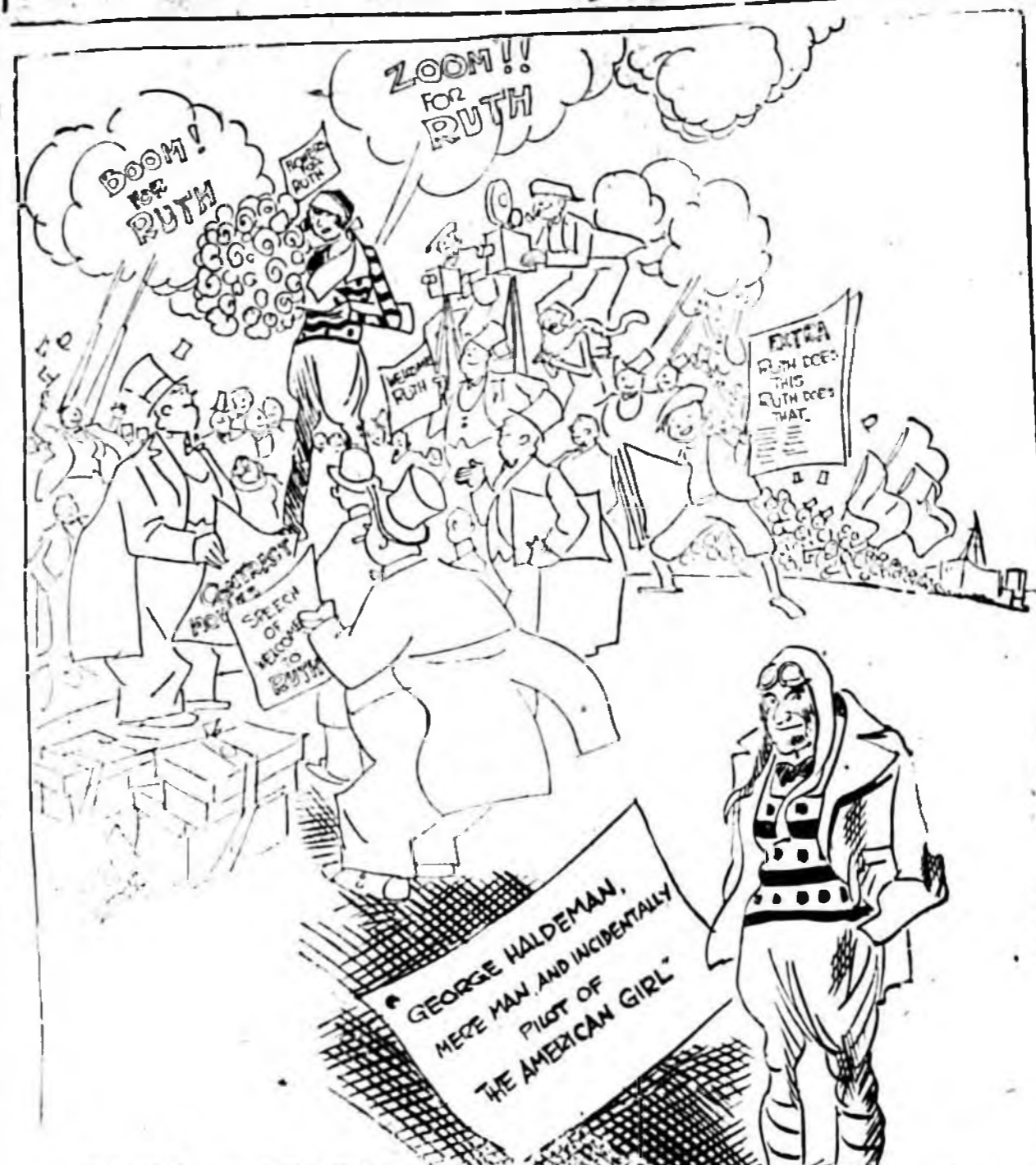
LORD THOMPSON, lately British secretary of state for air, says "Russia, besides treating a great air force, sees more clearly than any other government the essentials of air power and is using the machinery of state to install 'air sense' into the masses of Russian people."

Mayor Thompson, of Chicago, says he has a pretty good job and doesn't care to be president of the United States. Sensible man, he is young and can wait.

THE LATEST PLAN "to help the farmer" is a farmer's union that would ascertain the cost of products and fix prices that the people must pay.

possible parents and pointed to instances in which parents had signed excuses for school children in order to get them out of school for fictitious reasons.

Introducing George W. Haldeman



THE CITRUS MARKET POLK COUNTY RECORD

The question "Do Conventions Pay?" is asked by many cities these days, and there are still some "doubting Thomases" among the municipalities.

Others on the committee are James I. Brooks, Frank R. Dutton, Frank H. Hart, Calvin H. Morse, Edgar Smith, Joe Emery, Rufus Gentry, G. Murray Skinner and H. M. Stull.

This past year 300 international, national regional and state conventions were held in Denver, according to a statement sent out from Denver's convention committee.

Arriving delegations are greeted with a Colorado handshake that has become universal. It comes from Jack Keatin, general manager of the Union Station and pinch-hitter for the committee.

H. Brown Cannon, one of the committee wheelhorses and president of the Denver Tourist Bureau, makes sure that delegates

Carey Shingles And Roofing. They are Guaranteed. SECURITY LUMBER CO. 520 Maple Ave. Phone 797.

We Buy and Sell Bottles of All Descriptions. Rear of KOTS' S. SOMAN 212 Sanford Ave.

TRUMAN FERTILIZER CO. Main Office and Factory Jacksonville, Fla. Local Representative C. L. DERBY Phone 818 Storage Sanford Feed & Supply Co.

CHURCH ADVERTISING SPARTANBURG JOURNAL

The churches get good results from the use of paid advertising in the newspapers, just like other institutions and organizations.

UNION ECZEMA OINTMENT For treatment of Ring Worms, Jiggers and any skin eruption Price 75c Sold and guaranteed by the UNION PHARMACY — Phone 375

LANEY'S — "The Friendly Drug Store" E. First St. — Prescriptions Filled Promptly Sanford — And Accurately

H. C. VIELE Select CHRISTMAS Gifts NOW on our new easy payment plan. Only 33 shopping days before Christmas. 108 Magnolia

WEDDING WANTED

An unusually good opportunity for any couple that wishes to marry to receive the license, minister and wedding presents furnished by the Sanford Kiwanis Club. Ceremony will be performed by a minister that the couple may desire, and will be sacred as any other wedding ceremony.

BEWARE THE COUGH OR COLD THAT HANGS ON

Persistent coughs and colds lead to serious trouble. You can stop them with Creomulsion, an emulsified cod liver oil that is pleasant to take. Creomulsion is a new medical discovery.

No Assessment In Loch Abon DeForest Sanford Realty Co. Box 339

NOTICE After Having Been Leased To Outside Parties For The Past 1 1/2 Years The Valdez Cafe Will Open On Or About November 21st. 1927 And Will Be Operated By The Valdez Hotel Wurt W. Warner Manager

Social And Personal Activities

Office Telephone 148 MRS. FRED. S. DAIGER, Society Editor Residence Tel. 37J

Social Calendar

TUESDAY
Social meeting of the Daughters Wesley Class of the Methodist Church will be held at 8 o'clock...

WEDNESDAY
The Harrison Chapter N. S. D. will meet at 3 o'clock at the home of Mrs. Roland Dean...

THURSDAY
The Harrison Chapter N. S. D. will meet at 3 o'clock at the home of Mrs. Roland Dean...

FRIDAY
The Harrison Chapter N. S. D. will meet at 3 o'clock at the home of Mrs. Roland Dean...

SATURDAY
The Harrison Chapter N. S. D. will meet at 3 o'clock at the home of Mrs. Roland Dean...

MUSIC DEPARTMENT'S PROGRAM TOMORROW
The program to be presented Friday afternoon by the Music Department of the Woman's Club...

THE GABLES IS SCENE OF DELIGHTFUL PARTY
One of the prettiest parties given during the past week was the dinner party given Wednesday evening by Miss Louise Field at her home...

LEGION AUXILIARY TO RAISE MONEY FOR THE XMAS WELFARE WORK
An exceptionally interesting as well as enjoyable feature of the week will be the subscription bridge party to be given Friday afternoon at 3 o'clock at the Legion Hut...

ANNIVERSARY OF 12TH BIRTHDAY CELEBRATED
An unusually enjoyable social affair of the past week was the party given Saturday by little Misses Joyce and Jewel Minchew at their home in West First Street...

EVERFAST SUITING
Fast Colored Heavy Prints 3 Yds. \$1.00

EVERFAST SUITING
Plain Colors, 3 Yds. \$1.00

SPECIAL LINEN
Napkins, Hemstitched. Pure Linen 6 for \$1.00

Cicilian Club Gives Recital On Saturday

The first Cicilian Club recital from the winter's planned program was presented Saturday afternoon in the studio of Mrs. Fannie S. Munson on Myrtle Avenue.

A short discussion of each emphasized the importance of his fingers and incitation to piano students, and that the study of Bach should begin as early as in intellectual development permits.

The young students given included: C. E. Mayers will entertain bridge party at one o'clock...

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SPECIAL LINEN
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2nd Floor Specials for Wednesday \$1

Ben Hur Film Will Be Exhibited Here Monday, Tuesday

Mrs. Elizabeth Redfern left Thursday to spend the weekend with relatives at Winter Garden. Mr. and Mrs. Fred Holt spent last Sunday at Seville, Fla.

The Sewing Circle of the Lake Mary Community Church held its weekly meeting at the Community Building on Wednesday.

The following Lake Mary folks attended the Methodist Quarterly Conference at Ebenezer on Saturday: Mr. and Mrs. H. A. Taylor, Mr. and Mrs. W. P. Emge, Mr. and Mrs. H. D. Durant, Mrs. Floyd Sibley, Mr. and Mrs. Lewis Stevens.

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Everybody SAVES DOLLAR DAY Wednesday \$1 Colored Cotton Goods \$1

SUITING \$1.00, PRINTS \$1.00, GINGHAM \$1.00, Everfast Gingham \$1.00, LINGERIE \$1.00, CURTAIN GOODS \$1.00, RUGS \$1.00, HOSE SALE \$1.00, XMAS NOVELTIES \$1.00, TOWELS \$1.00, HUCK TOWELS \$1.00, LINEN SPECIAL \$1.00, SILK SPECIAL \$1.00, NAINSOOK \$1.00

\$1 2nd Floor Specials for Wednesday \$1. Silk Underwear \$1.00, Voile Underwear \$1.00, SILK SLIPS \$1.00, CORSETS \$1.00, FANCY WORK \$1.00, Muslin Underwear \$1.00, LADIES HATS \$1.00, Nurses Uniforms \$1.00, Outing Gowns \$1.00, Baby Blankets \$1.00, GIFTS \$1.00, UNION SUITS \$1.00, Childrens HATS \$1.00, BRASSIERES \$1.00

\$1 Men's Department \$1. GOLF HOSE \$1.00, BOY'S BLOUSES \$1.00, BOY'S CAPS \$1.00, Boy's COVERALLS \$1.00, Handkerchiefs \$1.00, BOY'S SUITS \$1.00, MENS SOCKS \$1.00, MENS TIES \$1.00

The Yowell Co.

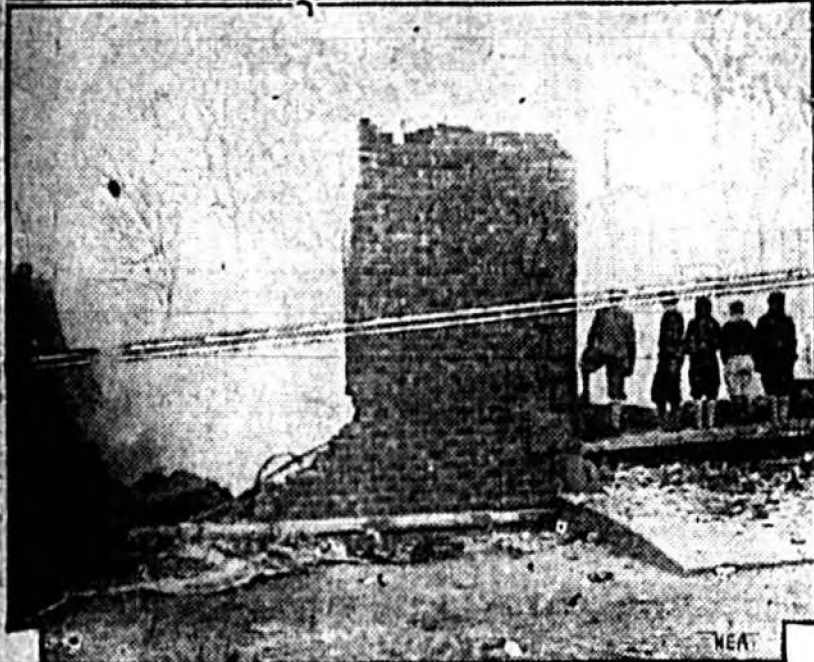
Elton J Moughton Architect First Nat'l Bank Bldg. Sanford, Fla.

LET US FILL Your Prescription PUREST DRUGS Used We Deliver Anywhere In The City Sanford Drug Co. E. First St. Phone 325

MILANE THEATRE TODAY and TOMORROW First time at popular prices "BEN HUR" In its original entirety The world's mightiest attraction also Special Detailed Shots of the Georgia Florida Football game WEDNESDAY "SHANGHAI BOUND" with Richard Dix

PRINCESS MONDAY Email Jannings in "THE WAY OF ALL FLESH"

Orphaned—And Now Homeless



Seventy-six little orphaned tots lost their homes and three of them their lives when fire destroyed the Roman Catholic Villa O'Connor at Pea. Seventy-six little orphaned tots lost their home and three of them their lives when fire destroyed the Roman Catholic Villa O'Connor at Pea. Gladstone, N. J. Five of them are seen viewing the ruins below; above, a group of survivors, who were led to safety by the nuns.

Leaves Hollywood—Without Viola



Following rumors that his domestic life with Viola Dana, movie actress, had been unhappy, Maurice B. "Lefty" Flynn (inset) has forsaken Hollywood and is "hitchhiking" it on his 400-acre ranch at Craik, Colo. Flynn, former All-America Yale halfback, naval officer and movie star, says he isn't interested in what Hollywood is saying about a break in the Flynn's marital relations.

Raid \$500,000 Booze Factory



Federal agents under Thomas E. Stone, Detroit's federal prohibition administrator, the other day raided a subterranean brewery and distillery in the city's busiest section and confiscated nearly a half million dollars' worth of beer, liquor and paraphernalia. The picture shows agents examining barrels in a room in which 300 barrels were stored. The inset shows one of the raiders effecting an entrance to the cellar. In the underground brewery were eighteen wooden kegs and three 30,000-gallon steel tanks, each filled with beer.

Chicagoan Held in Oil Quiz



Sheldon Clark, Chicago sportsman and lieutenant of Harry F. Sinclair, has been held under \$10,000 bonds following his refusal to testify before the grand jury concerning alleged tampering with jurors in the Fall-Sinclair conspiracy trial. Clark was charged with conspiracy when he declined to talk before the jury.

Watched



A decision over "Bud" Taylor before a \$30,000 house at Los Angeles recently is causing boxing experts to pay much attention to Joey Sangor, Milwaukee boxer, shown here. He seems to have definitely arrived as a featherweight contender after trying for several years.

Third Title?



If Mickey Walker, present middleweight champion and former welter champion, gets the light heavyweight championship, he will be one of the few fighters ever to hold the championship of three classes. His chance to do that thing seems very good, especially so after his victory over McTigue.

Hello, Colonel!



Honorary Cadet Colonel is the little Miss Genevieve Crans of Lawton, Okla., wears at the state Agricultural and Mechanical College. She was elected by the R. O. T. C. students, who seem to have a well-trained eye for choosing of-

Successful Advertising!

You've noticed, we all have, how some men can advertise and have marvelous results; how some stores can stage a sale or merchandising event and do a land office business while others are trying the same trick. find their best efforts productive of little or no results. Successful Advertising—what is it—how is it accomplished? Listen, we'll tell you, it's no secret!

Attractive Layouts and Copy That

SELLS!

You read the ads, everyone does these days, and you know from your own observation that it takes advertising of merit to appeal to the educated public of today. One can no longer advertise "Sale" to the public and expect the street to be blocked when the doors open. Today only that advertising which is cleverly prepared, attractively presented and compellingly written, commands the undivided and earnest attention of the reader—layouts that are clever and copy that is unusual get the real results today!

Take Advantage Of A Service That

Is Free For The Asking!

The Meyer-Both Illustrating Service and competent advertising writers who will be glad to analyze your problems of publicity are only a part of a service that is free for the asking—call 148 and ask for a representative to call. you assume no obligation.

THE SANFORD HERALD

Advertising Department

Phone 148

