

FRANCOIS HAIL AND LAVAL PAYING VISIT

French Premier Lays Wreath On Tomb Of Gustav Stresemann; Accord Is Manifest

BERLIN, Sept. 28.—(A.P.)—Article—Briand, French Premier, today laid a wreath on the tomb of Gustav Stresemann, Germany's late foreign minister, who was closely identified with the policy of rapprochement with France.

LINDY AGREES TO CONTINUE AID IN FLOOD DISTRICT

NANKING, Sept. 28.—(A.P.)—Col. Charles A. Lindbergh has agreed to extend his sphere of operations in a half of China's millions of suffering flood refugees.

WET ACTIVITY IS BEING MET WITH ACTIVITY OF DRYS

WASHINGTON, Sept. 28.—(A.P.)—A petition for legalization of beer was not yesterday by announcement of an ambitious campaign to organize drys in the American League, labor unions and the legal and medical professions.

GOVERNOR LONG OF MISSISSIPPI CALLS LAW BODY SESSION

JACKSON, Miss., Sept. 28.—(A.P.)—An extraordinary session of the Mississippi legislature, to give the state from threatened poverty, distress and bankruptcy, was called yesterday by Governor Billo to convene Tuesday.

WAR VETERANS VOTE FOR BONUS AND BEER

ASSBURY PARK, N. J., Sept. 28.—(A.P.)—The Twenty-ninth Division association, in the closing sessions of its convention yesterday, voted in favor of the immediate payment of cash bonuses to World War veterans, and for the legalization of light wines and beer.

FLORIDA'S GAS TAX IS BEING ATTACKED BEFORE HIGH COURT

TALLAHASSEE, Sept. 28.—(A.P.)—Florida's 1931 gasoline tax revenue act was attacked and defended in the supreme court today before a continuing court with Justices Mansfield, McCall and the legislature which passed the act.

COOL WEATHER PUTS PEP INTO DIXIE BUSINESS

Mercury Goes Down To Instill Life In Economic Outlook; Fall Buying Jumps

MRS. OWEN IS CHIEF SPEAKER AT LUNCHEON

Representative Tells Of Numerous Activities Entailed In Her Work In Washington

Declaring that the work of a representative is not adequately reflected in Congressional Record reports but includes, as well, innumerable lesser activities never recorded in public print, Ruth Bryan Owen, Fourth Florida District representative, held the undivided attention of a hundred or more members of Sanford civic clubs and other community organizations who were present at the luncheon given today in her honor at the Episcopal Parish House.

Prohibition Forces Expect To Recruit Aid From Many Sources

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2 GANGSTERS SAY THEY PAID HIM \$75,000 TO AVOID JAIL SENTENCE

CHICAGO, Sept. 28.—(A.P.)—The federal government's investigation of a story that two alleged gangsters paid \$75,000 to escape prison sentences for income tax violations last night apparently had led to the theory that it was a plot to avoid District Attorney George F. O'Connell's prosecution of several gangsters and the payment of \$75,000 to avoid jail sentences.

SHIP'S CAPTAIN FOUND GUILTY OF SCUTTLING BOAT

MOBILE, Ala., Sept. 28.—(A.P.)—Capt. John G. Murphy, ship captain, was convicted yesterday of conspiracy to scuttle the steamship Rose Murphy to collect insurance and was sentenced to a term of seven years and to pay a fine of \$50,000 in federal court here today.

U. S. Contended Craft Was Destroyed To Collect Insurance

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WILKESBARE PA. SEPT. 28

(A.P.)—Twenty-one colliers of the Lehigh Valley Coal Company many which have been closed for months and some more than a year reopened today providing work for 12,000 men. Increased coal orders made the immediate reopening of the mines necessary.

Gifford Calls On Public To Buy Goods In Campaign To Curtail Unemployment

NEW YORK, Sept. 28.—(A.P.)—Consumer buying was the pilot recommended by Walter S. Gifford last night to stir the nation from the uncharted miasma of depression.

"If the public buys neither work nor goods it is the public that is indirectly discharging men," the president's national relief director told the country in the first of a series of addresses on the winter's relief problem.

Japan Claims It Is Doing Best It Can To Avoid Trouble

TOKYO, Sept. 28.—(A.P.)—A Japanese reply to Secretary of State Stimson, stressing that Japan, "in common with the hope of the American government," already has refrained from further hostilities in Manchuria, was to be dispatched last night.

WARM HOMES BANNED BY RUSSIAN DECREE

MOSCOW, Sept. 28.—(A.P.)—The first one of winter fall today and households in overcast and galesy found in the morning paper a decree forbidding all citizens to heat their homes without special authorization by the municipal government. The decree is part of a campaign for economy of fuel because coal is lagging behind the five-year plan schedule.

MOYLE AND ALLEN DOWN

SEATTLE, Sept. 28.—(A.P.)—Don Moyle and C. A. Allen, California cricketers, last night were reported grounded at Fairbanks, Alaska, awaiting favorable weather before attempting a Fairbanks, Alaska, leg.

Riot Guns Bristle In China Following Anti-Jap Disorder

14 Violent Deaths Reported In South

ATLANTA, Sept. 28.—(A.P.)—Fourteen persons met violent death in the South over the weekend. Four died in automobile crashes, five were slain in a suicide, another was killed by a horse. A gasoline explosion killed one, and two died in a train wreck at Haines City, Fla. Coleman, Jacksonville, told police he shot and killed his estranged wife and her mother when they refused to let him see his children Sunday.

NINE ARE KILLED AND DOZENS ARE INJURED IN DEMONSTRATIONS AGAINST JAPANESE

HONGKONG, Sept. 28.—(A.P.)—Policemen, armed with riot guns and bearing orders to "shoot without warning if necessary," today patrolled the streets of Hongkong and Kowloon on the mainland opposite this British port as a result of anti-Japanese riots and demonstrations.

HOOPER PLANNING FOR VISIT OF LAVAL, PREMIER OF FRANCE

WASHINGTON, Sept. 28.—(A.P.)—President Hoover is getting his official house in order to be able to talk over the world's most pressing problems with a Frenchman who has a reputation for frankness. He is Premier Laval, in Berlin now, he is expected in this country in little more than three weeks.

30-Hour Trains Will Link New York, Miami

Shortening the time between New York and Miami by three hours, the inauguration, on Jan. 4, 1932 of the "Florida Special" was announced today by the Atlantic Coast Line railroad which is offering much faster and more luxurious accommodations on its tourist-trains this season than ever before.

RESTRAINS TAX COLLECTION

MEMPHIS, Tenn., Sept. 28.—(A.P.)—Judge John J. Gore of the federal district court at Nashville has granted a temporary order restraining the state comptroller and finance commissioner from collecting a tax on gasoline used by American Airways, Inc., planes engaged in interstate commerce.

DEATH CLAIMS VICTIM OF HAMMER ATTACK

CLEARWATER, Sept. 28.—(A.P.)—John W. Graham, 35, died in a hospital here last night as a result of a hammer attack upon him Sept. 12, as he slept at his home.

GANGSTER FOUND BLAIN

CHICAGO, Sept. 28.—(A.P.)—The body of Joseph Pellegrino, said by police to be a minor gangster, was found yesterday at the side of a highway near Arlington cemetery, on the outskirts of Chicago's west side. He had been shot to death.

COOL WEATHER PUTS PEP INTO DIXIE BUSINESS

Mercury Goes Down To Instill Life In Economic Outlook; Fall Buying Jumps

The mercury went down in the South over the weekend and the business barometer, indicating an early increase in fall buying, went up.

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Sanford Wins 1st Grid Game 12-0 Over Winter Park

Is Held Scoreless By Lighter Boys During First Half Of Tilt

Held scoreless by a lighter and much less rated eleven for the first half of the season's initial game yesterday afternoon, Seminole High School's Celery-feds trotted back to the field after the brief period of rest to push two touchdowns over the Winter Garden goal line, one in the third quarter and the other in the fourth, to win the game 12-0.

Sanford won the game but the victory was far from what had been expected by high school students and close followers of the grid game in Sanford. The Winter Garden boys returned punt for punt, block for block and tackle for tackle for the greater part of the game and for a while appeared as though they would hold the locals scoreless.

The Celery-feds were never in real danger of being scored on. Twice they were backed up to their own 20 yard line and once to their 10 yard line, but each time managed to punt out of danger. Lyles did most of the punting for the locals and while the majority of his kicks were rather short he booted two for distances of 40 yards.

Approximately 400 persons witnessed the fray under a hot sun. Shortly before the contest got under way a light rain came up but the game started on schedule time and the fans were content to brave the shower or sit in cars parked along the sidelines.

Sanford outweighed the visitors by nearly 10 pounds per man and carried a much larger string of substitutes. Winter Garden managed to keep the game well within the center of the field during the first half but in the second half the team play, which Coach Leonard McLucas has been drilling into his players, began to display itself as the predominate feature of the game and the locals fought their way down the field twice for as many yards.

Fulton Hester, who has not been able to play for the past two seasons on account of being ineligible, was seen once more in action wearing a black jersey. If Sanford produced a star yesterday afternoon it was Hester. This back made his first long run of the game in the last part of the second quarter when he broke through the center of the line for a 35 yard dash. The next three plays, however, did not net the locals a single yard and Lyles was forced to punt.

At the very beginning of the second half Sanford started a series of runs that resulted in the first score of the game. Winter Garden kicked to Kanner, who returned the ball five yards to the 50 yard line. Lyles advanced about five yards around left end but upon being crowded retraced his steps and ran back of his team around the right end to gain a total of 10 yards. McClelland next carried the ball for 11 yards and Hester galloped around end for six, but lost one on the next play and gained another four on the third attempt.

Courier, small quarter back of the locals, lost seven and Lyles attempted to make the necessary yardage for a first down but gained only five and Winter Garden took the ball on its own 25 yard line. The visitors could not make a yard advancement and were forced to punt. The ball settled 40 yards through the air to Courier who returned it 20. Hester went through center for nine, and on the next play made 30 through the same opening. He gained another five yards on the third attempt. On a long end run Lyles lost two, but Hester gained another four on the next play. The tangle, Courier fumbled on the two ball was then within scoring distance but recovered, Hester was stopped at center but on the next play Courier ran around left end for the score. Kanner failed to kick the extra point.

In the last quarter the last score of the game was made. Winter Garden punted 50 to Courier who returned the ball 35 yards. McClelland failed to gain at center. Lyles gained five at center, another nine, and another two at the same place. Hester gained seven through center. Sanford was penalized five yards for being off side, but regained it when Courier ran around end for five. Lyles followed with a gain of two. On the next play Hester passed to Courier who gained 10 yards to place the ball on the visitors' five yard line. On the next play Lyles pushed the ball through center for the score. Kanner failed again to kick the extra point.

When the second touchdown was scored only five minutes of play remained. The rest of the game was spent in a vain effort to equalize. The schedule at

points did not net either side much, and neither was ever in danger of being scored on, although the locals seemed to have found their stride.

Sanford introduced a new system of electing its football captain this year. Instead of having one for the entire season the team chooses one of its number as captain at the beginning of each game. Preston, who plays left end, was chosen leader yesterday afternoon. This boy rightfully played up to the honor bestowed upon him. His side of the line held up under nearly every attack and Preston time after time ran down the field to stop a punt where it landed.

The starting lineup was:

Winter Garden	Sanford
Waterman	LE Preston
Guyton	LT W. Riser
Steinman	LG Brannan
McMillan	C M. Kanner
Smith	RG Harrison
McAdams (capt.)	RT Ware
Virgess	RE Stanley
Dimastius	Q Knight
Burll	LH Vincent
SeGrave	RH Odham
Roper	F McClelland

(Note) Sanford started with its second string backfield. In the last of the first quarter the first string men were sent in. They were Hester, Lyles, Entzinger and Courier.

Score by innings:

1st	2nd	3rd	4th
Winter Garden	0	0	0
Sanford	0	6	6

GIFFORD SAYS WAGE SLASH IS NOT GOOD IDEA

(Continued From Page One)

tion.

In Springfield, Mass., Senator Fess of Ohio, the national chairman, deplored recent pay actions of some industrial corporations and said he feared the downward movement may have no limit.

Only a few hours earlier Secretary Doak broke the silence of President Hoover's cabinet on wages by describing the pay cuts as "deplorable." The labor department chief added that apparently they "could not be avoided."

Gifford declined to elaborate on his wage statement of last April. In advocating maintenance of wage scales then he pointed out "the present scale would be equivalent to a large increase if commodity prices and the cost of living should stay down."

Washington officials, scrutinizing the growing number of pay-cut corporations, found two new companies added to the list. Ten percent reductions were ordered by the Atlantic City and Shore Railroad company, New Jersey, and the Nicholson File company of Providence, R. I.

Agitation in some congressional circles for decreasing the salaries of members and federal workers received a set-back in the opposition of Senator Reed, Pennsylvania, a high ranking Republican on the finance committee. He said such action would "eliminate the poor man from public office."

Meanwhile another major committee of the president's relief organization planned methods for effecting its share of the winter's unemployment relief problem. Under the leadership of Elliot Wadsworth, former assistant secretary of the treasury, it will endeavor to unify into community committees the many separate organizations now handling relief work.

Gifford addressed the committee informally at his headquarters near the White House, outlining the major objects of his organizations. Wadsworth then took over the meeting which proceeded behind closed doors.

It was later in the day that renewed expressions of President Hoover's confidence in his relief organization became known.

In connection with the legion proposal for restoring the wartime defense council, the president found such a group would demand the service of cabinet officers, all of whom were active yesterday.

A study of the act revealed to the president that much of the law would not apply to present conditions.

After a two-hour committee session, Wadsworth said "everybody agreed the relief program must be met locally."

WILL WELCOME CHAMPS

MIAMI, Sept. 28.—(A.P.)—Miami today prepared an ovation for her legion drum and bugle corps, national champions for the fourth time in five years as the Detroit team led of the legion last night. Civic organizations will participate in the welcome when the champions return Sunday.

PROSPECTS ARE BRIGHT FOR GOOD RAT GRID OUTFIT

Several Sanford Boys Are Seeking Berths On Freshman Team

UNIVERSITY OF FLORIDA, GAINESVILLE, Sept. 28.—Prospects for a strong freshman football team at the University of Florida this season are regarded as promising.

The "Baby Gators" have had less than two weeks of practice, but Head Coach Brady Cowell, and his chief assistant, A. P. Pierson, apparently view the 1931 material with more than ordinary enthusiasm.

There seems to be an abundance of linemen, and the halfbacks are surely plentiful. As a whole, the material shows more experience than former freshman squads, and many of the "big boys" are adept at handling their weight. The big problem, at present, seems to be at end.

Among the promising centers are Madigen and Shearer, of Jacksonville; Inman, of Stark; and Fowler, of Miami.

The battle at guard seems to be principally among Outner and Schuman, of Jacksonville; Green, of St. Augustine; Bryan, of Gainesville; McCampbell, of West Palm Beach, and McCollum and Lau, of Tampa.

Eight tackle men are making a great bid for recognition. Starbuck, of Tampa; Pollock, of St. Augustine; Symes, of Sanford; Kitter and Stark, of Jacksonville; Butler, of Trenton; Warren, of Key West and Myers, of Gainesville.

Leading end candidates seem to be Goggans, of Orlando; Van Orden, of Tampa; Arbritton, of Fort Pierce; Heaves, of Bartow; Herling, of Leesburg and Lindsey, of Sanford.

Five quarterbacks have caught the fancy of the coaches, Brown, of St. Petersburg; Henderson, of Miami; Priest, of Fort Myers; Hussey, of Marblehead, Mass.; and Moody, of Perry.

Among the left halfbacks, Beason, of Jacksonville; Cawthon, of DeFuniak; "King" Tutt, of Marblehead, Mass.; McAnley, of Arcadia and Wood, of Bartow, seem to be the leading contenders.

Right halfbacks of promise include Middlekauff, of Jacksonville; Horner, of St. Petersburg and Mickle, of DeLand.

At fullback, Moye, of Sanford; Stolz, of Hicksville, N. Y.; Daugherty, of Jacksonville and Jones, of Fort Myers, have appeared to an advantage.

GREAT THINGS AT DUKE EXPECTED OF COACH WADE

Mentor Faces Tough Job Of Measuring Up To Expectations

DURHAM, N. C., Sept. 28.—(A.P.)—Wallace Wade, Duke's football coach, is recognized as one of the nation's finest, but as a magician he has no standing.

And he'll need some sleight-of-hand tricks if he is to measure up to the expectations of Duke university alumni who anticipate an unbeatable team in Wade's first year here.

The former Alabama mentor, accustomed to bone-crushing power machines, can find little material here to remind him of the days at Tuscaloosa.

Duke followers point to 17 lettermen, veterans of a team that lost only its opening game in 1930. They talk of lanky freshmen up from an undefeated yearling outfit, but Wade tells a different story and the evidence appears to be on his side.

"They are green," is Wade's chief complaint, "astonishingly green. They are big boys with fine spirits and they seem to want to play football. They are all good prospects, but I don't seem to be able to get them around this year. Maybe next year. I'm afraid we'll lose a lot of games this fall."

Wade says he's satisfied with his line, which will average about 185 pounds, but that he is sadly in need of a signal caller and a good running back.

Capt. Kidd Brewer, 177-pound fullback who gained 824 yards in

TIMELY TIPS FOR TOURISTS

LETS ALL GO!

DISTANCE 6 CIVIL

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Forbidden! Untouchable!

THE STATE OF FLORIDA...
ATLANTA, Sept. 28.—(A.P.)—Walter M. Rich, head of an Atlanta department store, announced yesterday that as an aid to cotton growers, his firm will exchange merchandise for cotton on the basis of one cent above the market price. Warehouse receipts will be accepted as tender.

CLASSES OUT FOR FUNERAL

GAINESVILLE, Sept. 28.—(A.P.)—Classes will be suspended at the University of Florida at noon today for the funeral services of Mrs. E. A. Tolbert, wife of the dean of students, who died in Columbia, S. C., Wednesday. The services will be held at 3 P. M.

STORE ACCEPTS COTTON

ATLANTA, Sept. 28.—(A.P.)—Walter M. Rich, head of an Atlanta department store, announced yesterday that as an aid to cotton growers, his firm will exchange merchandise for cotton on the basis of one cent above the market price. Warehouse receipts will be accepted as tender.

An eminent scientist writes the head chemist in our Research Department:

"Chesterfield Cigarettes are just as pure as the water you drink"

THE WATER YOU DRINK is tested from time to time by expert chemists to make sure that it is free from all injurious substances—that it is pure.

So it is in the manufacture of CHESTERFIELD cigarettes. Expert chemists test all the materials that are used in any way in CHESTERFIELD's manufacture, to make sure that everything that goes into CHESTERFIELD is just right.

THE LEAF TOBACCO IS PURE. Long steel ovens—drying machines of the most modern type—scientifically "dry" and clean and purify the natural tobacco leaves by exact high-temperature treatment.

Then the shreds of cut tobacco, as you see them in your CHESTERFIELD, are again heated, cleaned and purified. From these pure tobaccos the cigarettes are made, and only the purest paper—the best that can be made—is used for CHESTERFIELD.

Cigarettes used to be made in an old-fashioned way, by hand. Now, no hand but yours touches CHESTERFIELD—another purity safeguard.

CHESTERFIELDs are made and packed in clean, sanitary factories where even the air is changed every four and one-half minutes—purity again.

ALL THIS CARE is taken to give you CHESTERFIELDs as nearly perfect as cigarettes can be made. Delivered in a moisture-proof, sealed package, they reach you in good, just as pure as when they leave the factory. Good... they've got to be good—they're just as pure as the water you drink!

The Sanford Herald

Published every afternoon except Sunday and holidays, Florida Edition, at Sanford, Florida, under act of Congress, March 3, 1879.

WILLIAM L. DRAY, Editor

Subscription Rates: One Year \$7.00, Six Months \$4.00, Three Months \$2.00, Single Copies 10c.

All ordinary notices, cards of thanks, resolutions and notices of meetings, etc., will be charged for at regular advertising rates.

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MONDAY, SEPT. 28 1931

BONNET REQUINS

With the first whimper of impatient verbs, And the deep baying proper to their nouns, The cerebral rising of a verse perturbs My fancy like the bell-cry of the hounds.

Yet in its season, as a gift of gods, When spring commends the trails to the pine, And farmers busy turning up the clods, Around the grape which later goes for wine.

All English gentlemen out of respect to their guest should have addressed themselves with towels.

A gossip is a tale-bearing animal—Clermont Press. They should bob their tales like airdales.

It is safest not to trust large sharks in deep water. St. Petersburg Independent. Or small sharks in shallow water.

Some people don't advertise because—well, some people are so darn lazy they're afraid they'll be swamped with customers.

That hundred thousand dollar dividend will arrive just in time for the "Do your Christmas shopping early campaign."

We don't understand what these unemployed are kicking about—finding something to do these days is about as big a job as anybody could want.

Harry Neel, formerly of this city, one time business manager of The Sanford Herald, since leaving here has been residing in Kissimmee where he publishes the Gazette, one of the best weekly newspapers in the state.

The City of St. Petersburg will spend fifty thousand dollars during the coming year advertising the advantages of that city as a tourist resort. St. Petersburg goes after the business, and gets it.

This Month in Business

The business situation this month has again been dominated by developments abroad, culminating in the suspension of gold payments in England on September 21, states the Guaranty Trust Company of New York in the current issue of The Guaranty Survey, which goes on to say that the return of prosperity cannot be predicted with any reasonable degree of accuracy before the end of October.

"Although the suspension came as something of a shock to financial markets throughout the world, the general opinion is that the action was necessary under the circumstances and that it will provide a respite during which fundamental correctives can be applied," the Survey declares. "Gold withdrawals from the Bank of England had depleted reserves to a point where serious financial repercussions were threatened. It had been hoped that the establishment of the Coalition Government, with its thorough-going program of budget reform and its large borrowings abroad for the purpose of meeting the pressure on sterling exchange, would halt the flight of capital from London. But subsequent events proved that the situation had reached too advanced a stage to be checked by any but the most decisive measures. During the week immediately preceding the suspension, the continued drain of gold had precipitated a sharp decline in sterling exchange, violent liquidation in the London stock market, and a severe break in prices of British Government securities in London and New York.

The step was admittedly taken with extreme reluctance. Great Britain, the traditional bulwark of world finance, had suspended the gold standard only twice before, in both cases under the stress of war-time emergencies. She had enjoyed the proud distinction of being the only former belligerent nation of Europe that had returned to the gold standard after the World War without a devaluation of currency. The recent suspension is the only backward step that has been taken in England in the long and arduous struggle for post-war rehabilitation. It is recognized, however, that a combination of circumstances at home and abroad, some of which were entirely beyond England's control, had made her position untenable.

"As far as the indebtedness of Great Britain to the rest of the world is concerned, a devaluation of the pound sterling would have comparatively little effect. England is still a creditor, not a debtor, nation. Her public debt is held at home, except for the war debt to the United States Government and the recent bank credits, which are payable in foreign currencies and thus are not subject to the effects of fluctuations in sterling exchange. Bank deposits and short-term investments of foreigners would be chiefly affected. American holdings of stocks and bonds payable in sterling are believed to be very small.

The announcement of wage and salary reductions by the United States Steel Corporation and other important companies marks what many have regarded as an inevitable step in the general economic readjustment of prices and values. Industrial leaders have regretted the apparent approach of such a necessity and postponed action as long as seemed possible. With the great reductions in the wages of capital and the lowered costs of living through lower commodity prices, wage readjustments have been forced as part of the general situation. That wages could maintain a position in opposition to the general trends was not logically conceivable; and the meeting of this issue by these major industries, which had already been met by a number of lesser businesses, is deemed by many students to mark one of the concluding phases of the depression, as well as a necessary preliminary to recovery.

"It seems clear that any marked improvement in business will have to await a return of confidence in conditions abroad. The pall of fear that now enshrouds the world may be lifted before normal constructive forces can be effective. That may come at any time, or by slow degrees. It lies in the realm of psychology, rather than economics, and is hardly subject to analysis.

"In any event," the Survey concludes, "it will not be possible to know what the readjustments of business to new conditions may be or what volume of seasonal improvement may be realized before the latter part of October."

Florida Game Menaced

A menace greater than the rodents which it seeks to destroy is being described by some as the federal biological survey bureau. It is maintained that the bureau's efforts to destroy certain enemies of Florida's wild life are working the opposite effect. The Bartow Record calls the bureau "the most destructive organized agency which has ever menaced so many species of our fauna."

Describing the recent activity of the bureau in conducting a campaign against the cotton rat, the Miami Daily News says: "Two men have been sent to Florida by the biological survey bureau to help in keeping down the cotton rat, which became a menace when driven to higher farm lands by the Lake Okechobee overflow at the time of the 1928 hurricane. Mr. Bailey asserts the rats have returned to their original areas in the last 15 months and now cause little damage. The method of fighting the rats is to use poison bait. This, we are told, will also kill the hawks and owls, the fur-bearing animals such as skunks, bobcats, mink, otter, racoons, squirrels, etc."

"There is a substantial support among naturalists for the view that wild life flourishes most in areas inhabited by birds of prey, snakes and predatory animals many have been taught to abhor. The hawks, owls and non-poisonous snakes kill a few of our favorite game birds, but they do keep down the supply of rodents and many other pests.

"If the biological survey cannot exterminate the cotton rats that invade farm lands without killing off our treasured forms of wild life, how much wiser are the experts from Washington than the birds of prey in the Everglades?" "At least the natural (if somewhat indiscriminate) enemies of pests are not maintained at an expense to the taxpayers."

TEN YEARS AGO TODAY

Relief for the Florida Citrus growers is sought by a delegation that arrived in Washington yesterday and presented Florida's claims to the way finance corporation. The delegation included Dr. J. H. Ross, of Winter Haven, president of the Florida Citrus Exchange, Mr. Walker, of Bartow, and Mr. Stewart, of Tampa.

Mrs. C. W. Shinkhor entertained at a dinner party Saturday evening in compliment to her granddaughter, Miss Clifford Shinkhor, whose birthday anniversary it was. Mrs. Shinkhor was assisted in entertaining the guests by Mrs. A. M. Phillips. The guests were: Miss, Lena Belle Hagood, Constance Barber, Mary Elizabeth Goff, Glavin Walker and Virginia Ryan.

Miss Olive Newman entertained yesterday afternoon at a very enjoyable party given in honor of the third birthday anniversary of little Miss Caroline Hill, the darling young daughter of Mr. and Mrs. W. C. Hill. The young guests enjoying this pleasant affair were: Katherine Taggart, Ralph Taylor, Francis Hamilton, Corlye Moschler, Adeline, and Peter Higgins, Frederick Dolgen, Frederick Williams, R. E. Griffin, E. Z. and Katherine Johnson, L. P. McCuller, Elsie and James Freeman, Russell Wallace and Patsy O'Connor.

The Interstate Commerce Commission today announced tentative plans for the reorganization of all the major railroads of the United States in 15 systems and have notice hearings would be

"FREE" MOVIES

CLERMONT PRESS

The first high-pressure advertising racket of the 1931-1932 season has arrived in Clermont, burst in our faces and left its unpleasant aftermath, but perhaps if this one can be made to serve as a warning to business men, then it will not have been without value in spite of the stench which followed it.

With the arrival of winter season, the smooth talking craft which can talk business men into parting with hard-earned cash on new and novel ideas (which seldom work) flock into the state, and straight as it may seem, only a few weeks or months are required to pass until the crop of suckers are ready for the next idea, and the process is repeated again and again, each time with new variations.

The latest one to be worked locally was the free moving picture show gag. Two men of pleasing appearance and extraordinary sales ability dropped into town, called first upon Mr. and Mrs. Morrison, of the Clermont theatre, outlined their plan of operation, secured them up in a six weeks' contract, and then proceeded to put in three or four days of work at a profit that would delight the biggest store in Lake county.

Twenty-five business men of south Lake county were united in a plan to give free movie tickets with \$1 cash purchases. These business men paid \$15 each for the privilege, cash in advance, and were furnished window cards advertising the plan, and all the free tickets they wished.

The first show was given, and the services of the local police were required to prevent possible accident in the crush that marked the conclusion of the first show and the beginning of the second. Analysis of this plan shows the impossibility of its operation. Twenty-five firms joined in giving away free tickets for a theatre which holds 250 people. In other words, if each merchant in the plan sold only \$20 worth of merchandise per week, then enough tickets would have been issued to fill the house for both shows to overflowing. But many hundreds more tickets were issued, crowds stormed the theatre, hundreds were unable to gain admission, and in the first ten days of the plan, enough tickets had been given away to fill the theatre for the remaining four nights of the plan, for scarcely a customer did not have a pocket full of them.

And when this condition arrived, the value of the tickets was gone, customers refused the tickets because they already had more than they could use. And the result was that some change became necessary, with the announcement last Saturday that in the future three nights each week would be used under the free ticket plan, affording the people a choice of program if they wished to attend only once, or of seeing both pictures, if they wished, and under the new provision that one free ticket would be accompanied by a paid admission.

The public may be interested in those who already had tickets under the original plan, and of the majority of merchants contributing to the plan, was the only satisfactory solution of the entanglements into which they had gotten themselves.

The public may be interested in the actual financing of the free movie idea. Talking hard, times and the difficulty of selling the idea to merchants, the visiting salesman impressed upon the Merchants the idea that in all probability only ten or a dozen firms could be brought into the plan, and upon this basis a contract was signed selling the house each Tuesday night for a sum total of \$90 or \$15 per free show—not enough to pay for film rental, expense, electricity and necessary expense. But, the salesman pointed out, the theatre would gain in addition to that \$15 per night, the

progress, headed by James Johnson, secretary of the National Association for the Advancement of Colored People.

The large warehouse recently completed at the paper mill, to be used in conjunction with the main building of the plant for storing products of the mill, is now in use. The large warehouse is practically finished, and will be ready for occupancy at an early date. Other products than cotton will be stored in this large building.—St. Andrews Bay News.

W. H. Nobbs will begin immediately the construction of a modern and attractive residence on the lot adjoining the Elks Club to the west. Mr. Cecil Rhyne has been awarded the contract which embraces all modernness of the ideal home. LaFayette Street is among the most attractive residential streets in Florida, and the Nobbs home will prove an added attraction.—Meridian Florida.

POMPANO—Construction of new telephone building rapidly nearing completion.

ANNOUNCEMENT

We are happy to announce to the public the formation and incorporation of the SEMINOLE COUNTY TITLE AND ABSTRACT COMPANY, with offices at No. 209 East First Street, in Sanford, Florida. We will be prepared as of October 1, 1931 to place title insurance and to prepare abstracts of title.

The executive management of the Company will be in the hands of L. Hawkins Connelly who has been prominently identified with the real estate and insurance business of Sanford for the past ten years and needs no introduction to the people of this community. Mrs. Esther W. Rive will serve as secretary and abstractor of the company. In securing the services of Mrs. Rive we feel that we are particularly fortunate as her years of experience in this work have earned for her an enviable reputation.

We shall appreciate any business that you may see fit to give us, or to send to us, and we shall at all times endeavor to render satisfactory service.

R. B. WIGHT, President.

OFFICERS: President—R. B. Wight, Vice President—J. B. D. Stryker, Treasurer—L. Hawkins Connelly, Secretary—E. W. Rive. DIRECTORS: R. B. Wight, J. B. D. Stryker, L. Hawkins Connelly, Fred R. Wilson, Esq., G. W. Spencer, Esq.

Advertisement for Seminole County Title and Abstract Company, including officer and director lists.

Advertisement for 'Sowing And Reaping' featuring an illustration of a man sowing seeds and a barn labeled 'SUCCESS'. Text includes: 'As ye ADVERTISE, so shall ye REAP—This business axiom is more true today than in any time of prosperity. Despite cries of lament from many sources, some business concerns are increasing their revenue while others stand by and wonder how. The answer can usually be found in the one and magic word, ADVERTISING.' and 'So Shall Ye REAP'.

The Sanford Herald

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MONDAY, SEPT. 28 1931

BONNET REQUINS

With the first whimper of impatient verbs, And the deep baying proper to their nouns, The cerebral rising of a verse Perturbs My fancy like the bell-cry of the bounds.

—David McCord.

This Month in Business

The business situation this month has again been dominated by developments abroad, culminating in the suspension of gold payments in England on September 21, states the Guaranty Trust Company of New York in the current issue of The Guaranty Survey, which goes on to say that the return of prosperity cannot be predicted with any reasonable degree of accuracy before the end of October.

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