

(INS).—William Mahoney, a Louisville comedian and actor, was today after he had been arrested Monday after a party at the apartment of Louise Combs.

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Let Them Know About Celery

A newspaper clipping from Valdosta, Georgia, has recently been brought to our attention by one of Sanford's most far-sighted citizens who suggests that a remedy might be found for the present difficulties confronting the celery growers if some of them would plant such other crops as cotton. According to the clipping, a north Florida man, farming in Hamilton county, has only recently disposed of his 1927 cotton crop, but he succeeded in doing so at the remarkable price of thirty-two cents a pound.

Cotton does not always bring a good price but it is not perishable as celery is, and can be stored until such time as it can be sold at a profit. If it were possible, or rather practical, to put one-third or one-fourth the present celery crop in cold storage and leave it there until early summer, there would be little question about our farmers making a good profit. Unfortunately, however, the expense would be prohibitive.

Under circumstances of over-production, a misfortune which Sanford farmers are faced, there are only two logical solutions to the problem, either the supply must be reduced or the demand increased. The farmers have already taken steps along the first line to improve conditions. They have agreed to do no cutting this week. But that, we fear, will prove a rather temporary remedy. Next week the farmers will all start cutting on the same day and the various marketing organizations will all start shipping on the same day, and the market will soon be flooded again. And in three or four weeks, Sarasota will begin shipping thirty to forty cars a day and that will not help the situation much.

It seems to us that the best plan is to increase the demand. The best way we know to do this is to advertise. A great many cigarette makers in the last year or two have increased the demand for their product tremendously by advertising. If you have something which the people want, all that is necessary is to let them know about it and there will be plenty of demand. When a merchant finds himself with an over-supply of hosiery, he doesn't leave it on his shelves until it rots; he puts on a big advertising campaign. Let the people know he has hosiery and gets rid of it.

Early in 1927, when the lima bean growers of California found themselves faced with a new crop of lima beans while their warehouses were still full of last year's lima beans, the market was flat. They didn't stop growing lima beans; they advertised to the world that lima beans were good for acidosis, that they took the place of meat and potatoes providing a wonderful one-dish meal, that they were exceptionally rich in proteins, vitamins, carbohydrates and minerals, and that they were the most health-producing food obtainable. And, as Editor and Publisher says in "Lima Bean Advertising Campaign," published in other columns of this page, they got rid of their limas.

We believe that just as satisfactory results would be obtained here if the right kind of advertising campaign were inaugurated. An advertising expert should be called in, a man who is thoroughly acquainted with all forms of advertising and knows where best results are obtainable. Not less than one hundred and fifty thousand dollars should be spent. That should carry the story of celery into every village and hamlet; every city mansion and tenement, and should make everyone eager to eat what Dr. Kellogg himself has described as the most healthful food on earth.

Severer Laws

It is generally expected that the next session of the legislature will be an active one in which the various representatives and senators will be kept busy from the opening of the session until the adjournment. One of the first bills to be considered by the legislature is the enactment of even more stringent laws for handling vagrants and suspicious characters. The last session passed a law patterned somewhat after the famous Baumes law of New York which undoubtedly has helped some, but Florida, being a state unusually attractive to criminals as well as to persons of higher social standing, is in a class by itself when it comes to law violations.

A New York detective sent to Miami recently to look for stolen loot being unloaded on an unsuspecting public reported that he had seen on the streets within a few weeks between eighty and ninety New York criminals. He also said that he had recognized a great many more from other cities. It is quite likely that these thugs do not confine their activities to Miami alone, but rove around the state, robbing Palm Beach homes, picking pockets in Tampa, and starting "wild west" holdups wherever they get the chance. It seems to us that the legislature might pass some law whereby a person, "without visible means of support," who had previously been convicted as a burglar, pickpocket, or gambler, might be seized without undue ceremony and sent to prison for three to six months, or at least sent out of the state. With such a law the eighty or ninety New York criminals seen in Miami could have been promptly returned to their native haunts in the East Side without waiting for them to kill someone while trying to steal a diamond necklace or an overloaded wallet.

WHAT OF OUR REWARD

These last summer and reeling thousands of acres of much land that is peculiarly adapted to sugar cane growing. President Hoover himself has personally inspected the area referred to and is believed to be favorable to the idea suggested by Mr. Johnson.

We regret that the South was not given Cabinet representation by the two Federal and in the cabinet of Mr. Hoover. It is to be desired for the future that the South be represented in the cabinet. It is to be desired for the future that the South be represented in the cabinet. It is to be desired for the future that the South be represented in the cabinet.

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JOHN
TEMPLE
GRAVES
II

"Nothing is certain but death and taxes."

The state and national property tax is a burden on the property owner. The state and national property tax is a burden on the property owner. The state and national property tax is a burden on the property owner.

Senator W. T. Guy of Ocala says: "I am in favor of doing away with the present state and national property tax."

Senator John J. Swearingen of Bartow says: "The principle problem to be solved at the coming session is that of taxation and it would seem that one of the first steps therein is to determine the feasibility of the severance of the state and county and valorem tax."

Senator T. E. Hutch of Leesburg, however, thinks nothing will come of the agitation. "There is a great deal of noise created about the abolition of the state and county tax on real and personal property without any hope of accomplishing any such results. To my mind the only hope of removing this tax for state purposes went down with the constitutional prohibition of income and inheritance tax."

The chief objection to the tax of course, is in the inequality of county assessments under it. "The state millage, while small," says Senator Alfred Warg of West Palm Beach, "is without question responsible for our unequal valuations by counties which seek to pay the smallest proportion of the state expenses. These valuations are directly responsible for the ridiculously high millages in Duval and are also responsible for the unfairness of our school troughs and school millage rates are properly set by law. The valuation, such as valuations make county financing more expensive as published statements become unattractive to investors and do not reflect to correct proportion of debt to true value."

"Real estate itself," Senator Warg continues, "bears an unfair and excessive share of the cost of government. I am advised that the present millage of the state pays today approximately 54 percent of the total taxes. Real estate directly and indirectly represents one of our major assets. It should not be levied upon to a point of confiscation. California and other progressive states have demonstrated that the abolition of the state and valorem tax on real estate is not only sound and will result in the benefit of the state as a whole."

LIMA BEAN ADVERTISING CAMPAIGN

EDITOR AND PUBLISHER

The lima bean is a food of great value. It is a food of great value. It is a food of great value. It is a food of great value. It is a food of great value.

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BEWARE

MISSISSIPPI FLORIDA

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"Reach for a Lucky and not for a sweet"

Fannie Ward
Famous for Her Ever-Youthful Appearance.

Reach for a Lucky instead of a sweet.

"Reach for a Lucky and not for a sweet." That's been my policy ever since Luckies started—my way of retaining the figure I need to be known as the ever-youthful Fannie Ward. So I say to you women who want to cheat time as I have done, "Reach for a Lucky and not for a sweet."

FANNIE WARD

THE modern common sense way—reach for a Lucky instead of a fattening sweet. Everyone is doing it—men keep healthy and fit, women retain a trim figure. Lucky Strike, the finest tobaccos, skillfully blended, then toasted to develop a flavor which is a delightful alternative for that craving for fattening sweets.

Topping frees Lucky Strike from impurities. 20,679 physicians recognize this when they say Luckies are less irritating than other cigarettes. That's why folks say: "It's good to smoke Luckies."

Note: Authorities attribute the enormous increase in cigarette smoking to the improvement in the process of cigarette manufacture by the application of heat. It is true that during 1928, Lucky Strike Cigarettes showed a greater increase than all other cigarettes combined. This confirms in no uncertain terms the public's confidence in the superiority of Lucky Strike.

"It's toasted"

No Throat Irritation—No Cough.

Cost to retail dealer every Saturday night through the national broadcasting company's network. The Lucky Strike Dance Orchestra in "The Times that made Broadway Broadway."

Social And Personal Activities

MISS MARGARET PETERS, Society Editor
Office Telephone 148, Residence Telephone 413

Social Calendar

WEDNESDAY
The church choir will present a concert on Thursday at 8 o'clock at the church. The choir will sing a variety of songs and hymns. The concert will be held at the church and is open to all.

THURSDAY
The church choir will present a concert on Thursday at 8 o'clock at the church. The choir will sing a variety of songs and hymns. The concert will be held at the church and is open to all.

FRIDAY
The church choir will present a concert on Thursday at 8 o'clock at the church. The choir will sing a variety of songs and hymns. The concert will be held at the church and is open to all.

MONDAY
The church choir will present a concert on Thursday at 8 o'clock at the church. The choir will sing a variety of songs and hymns. The concert will be held at the church and is open to all.

Choirs Will Present Concert On Thursday

The church choir will present a concert on Thursday at 8 o'clock at the church. The choir will sing a variety of songs and hymns. The concert will be held at the church and is open to all.

Personals

Mr. and Mrs. J. H. Smith have moved to 123 Main Street. Mr. and Mrs. J. H. Smith have moved to 123 Main Street. Mr. and Mrs. J. H. Smith have moved to 123 Main Street.

Mrs. Herndon Hostess To Church Circle

The members of the church circle will meet on Monday afternoon at 2 o'clock at the home of Mrs. J. H. Smith. The meeting will be held at the home of Mrs. J. H. Smith and is open to all.

High School Play To Be Given Mar. 19

The high school play will be given on March 19 at 8 o'clock at the school. The play will be a comedy and is open to all.

J.C. PENNEY CO.

212 East First Street - 214

A Smart Collection of Dresses

... of particular fashion and thrift interest

Fluttering skirts, soft bows and girdles, delightful patterns and springtime colors—on these depend the fashion interest of these frocks—and the price is a temptation that the thriftiest need not fear.

Women : Misses : Juniors

\$9 90

Competent buyers have spent many hours in search of these outstanding frocks for your spring and summer needs. A sparkling, fresh assortment awaits your visit.



Easter Hats To Complete the Smart Costume



The variety of shapes and an increased use of trimmings are two important features of the new hats—felt, straw, silk and combinations in every smart color and black.

\$1.98 & \$2.90

Sheer Hose In Modish Shades



Immensely flattering is this fine gauge hose. Clear chiffon to the top, with a picot edge. Silk-plaited sole and extra strength toe.

\$1.49

Loch Arbor The place to build your home De Forest Sanford Realty Co.

Notice To Property Owners.

No extension has been granted in the payment of State and County taxes. The law provides that if the taxes upon any real estate shall not be paid before the first day of April the Tax Collector shall advertise and sell. And on personal property it shall be the duty of the tax collector to collect by levy and sale. All taxes assessed upon either real or personal property, from the date of such assessment, shall have all the force and effect of a judgment and execution at law against the owner of such property. Property owners are requested to pay early and avoid the rush during the last of March.

JNO D. JINKINS, Tax Collector, Seminole County

REDPATH

Two Great Plays

"Sun-Up"

By Frank B. Rowland
Produced by J. H. Smith

"Rip Van Winkle"

By Joseph Ketchum
Produced by J. H. Smith

Sprague Players
14th Day
Chautauqua

REDPATH
WEEK
5 BIG DAYS
\$3.00

REDPATH

TO-DAY

The Martin Johnson African Expedition Corp.



MARTIN JOHNSON
Not a staged movie
As natural as God made it
4 YEARS 2 HOURS
MAKE 2 SHOW

You'll Shriek!
You'll Laugh!
You'll Scream!
You'll Roar!

MILANE

To Night Only—



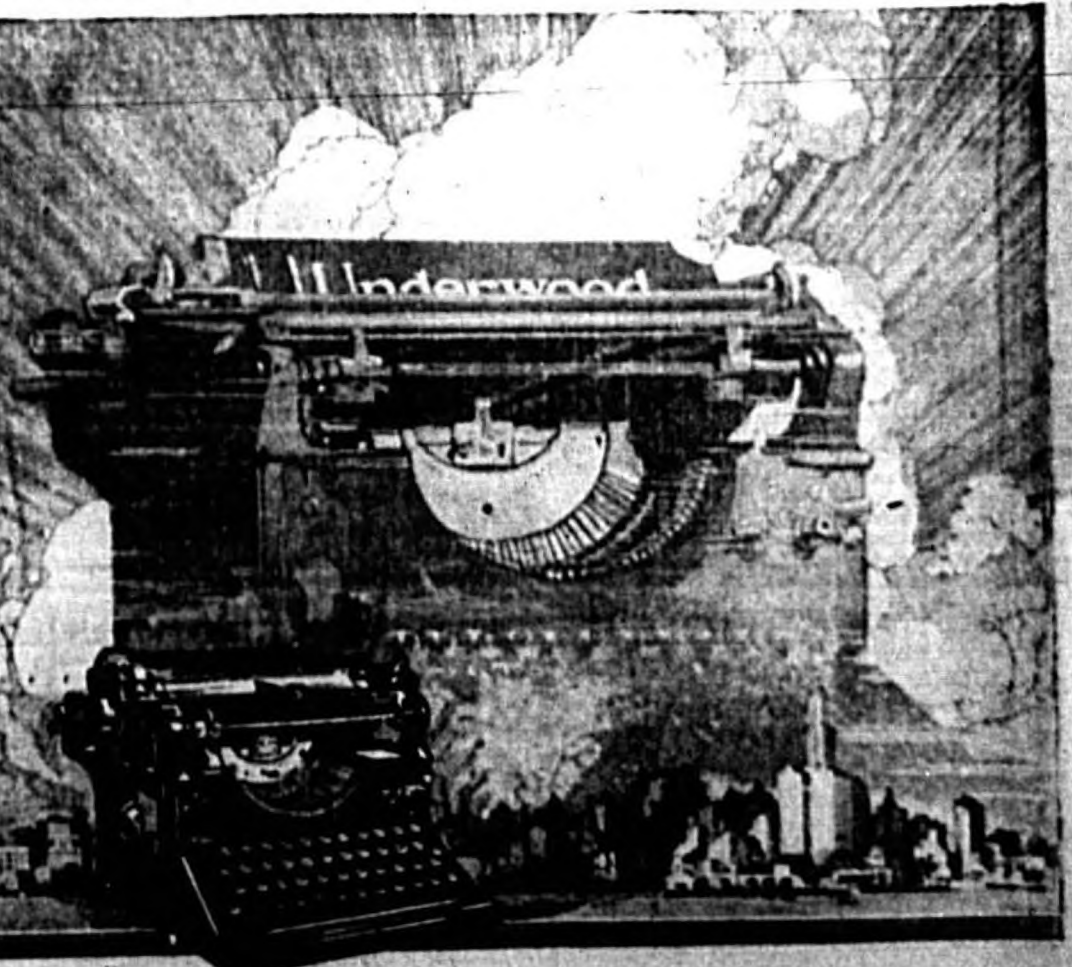
SEE IT HEARTY!
before it's too late!
All the suspense and thrills of a great stage play and then some!

ALL DRY CLEANED

...ready for SPRING!
Our clarification system insures the return of your garments in tip-top shape. Pure, sweet, white solvent means absolute cleaning. Unless you've tried our work since the installation of our clarifier you can't know what perfect dry cleaning is.

Laney Dry Cleaning Co.

110 E. Second St.



Nearly Four Million UNDERWOOD typewriters are in use

They Speed the World's Business
UNDERWOOD TYPEWRITER COMPANY
T. E. WHALEY, REPRESENTATIVE
15 S. Main St. Phone 5877 Orlando, Fla.

Church Circle Holds Meeting On Monday

The church circle will meet on Monday afternoon at 2 o'clock at the home of Mrs. J. H. Smith. The meeting will be held at the home of Mrs. J. H. Smith and is open to all.

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"Y" Activities For Last Week

Monday: Meeting of the Y. M. C. A. under the leadership of Prof. G. E. Mc...
Tuesday: Meeting of the Y. M. C. A. under the leadership of Prof. G. E. Mc...
Wednesday: Meeting of the Y. M. C. A. under the leadership of Prof. G. E. Mc...
Thursday: Meeting of the Y. M. C. A. under the leadership of Prof. G. E. Mc...
Friday: Meeting of the Y. M. C. A. under the leadership of Prof. G. E. Mc...

EL ARRIVALS

Forrest Lake: Charles John Burnhard, Aug...
Charles Charles Bunder, Jr...
Pascary, New York...
Doyles, Brooklyn...
Haines City: Mr. and Mrs. W. Colton, Jacksonville...
Mrs. David Kaplan...
N. J., Samuel Kaplan...
Ohio: Hattie J. L. Kaplan...
Jacksonville: William J. Detroit, Mich. Mr. and Mrs. P. Ingle, Jacksonville...
Brickell, Atlanta: C. S. Cordale, Ga. Mr. and Mrs. E. Jones, Jacksonville...
Coker, Birmingham: W. L. Zick, Birmingham...
Jacksonville: Wharton J. Tamm, M. L. Burroughs...
Beach: Mr. and Mrs. Abbot, Philadelphia...
E. L. Tamm, T. O. Brown, Jr...
A. S. Henderson, Dayton...
J. T. Wood, Columbus...
N. W. Palatka, and Mrs. New York City.

Greta Garbo To Not Wed Swedish Prince

BERLIN, Mar. 12.—(AP)—Greta Garbo, Swedish film actress, will return to Hollywood to enter the studios instead of becoming a member of the Swedish royal family. A romance between Miss Garbo and Prince Berndt, Duke of Uppland, 22-year-old son of the Swedish Crown Prince, has been broken off.

Elton J. Moughton Architect

First Nat'l Bank Bldg Sanford, Fla.

Pure High Quality Sweet MILK

DR. C. W. BAKER Phone 443-J "Sanitation A Certainty"

SAWS FILED

A machine. More precise work, cleaner, truer, faster. All kinds of saws. Using your saws to us.

W. W. VAN NESS P. O. Box 57 Phone 587

