



Look into our methods of doing business, and you will become one of our steady customers. That is sure. You will be gratified at the way we serve customers and please them with exceedingly good values offered each day, in Men's and Boys' Suits, Hats, Shoes and Furnishings.

WE INVITE YOUR INVESTIGATION

J. J. N. CONNER, Manager

Sanford Shoe & Clothing Co.

First Quality—Low Prices

115 East First Street—Phone 104

SOCIETY

MRS. FRED DAIGER, Society Editor
Phone 317-W

If you have any friends visiting you, or if you are going anywhere or coming home, or if you are entertaining, write a social card to this department, giving details, or telephone the firm. It will be greatly appreciated.

SOCIAL CALENDAR

Thursday—Literature Department will meet at the Club rooms at 3:30 p. m.

Thursday—Mrs. A. R. Key will entertain the members of the Every Week Bridge Club at 3 p. m.

Thursday—Mrs. Harry Heeren will entertain the members of the Merrimac (Matrons) Bridge Club at her home on Union avenue at 3 o'clock.

Friday—N. deV. Howard Chapter U. D. C. will meet at the Parish House at 3:30 p. m.

Friday—Mrs. J. H. Coleman and Mrs. Reg Holly will entertain at bridge at the Parish house, at 3 p. m. honoring Miss Helen O'Mara, of Jackson, Mich., the guest of Mrs. W. W. Potter and Mrs. Joseph Lee, a recent bride.

Mr. and Mrs. C. F. Williams, who are spending the winter at Winter Haven, were here yesterday the guests of friends.

W. J. Thigpen has returned from Johns Hopkins, where he spent several weeks and is greatly improved in health.

Mrs. A. R. Key and mother, Mrs. George Rice, were the guests of friends in Orlando yesterday afternoon.

Rev. Clarence Ferran and little son, of DeLand, were the guests of her sister, Mrs. D. L. Thrasher yesterday.

Dr. and Mrs. Walter G. Rice and daughter, Alberta, of Terre Haute, Ind., were in the city yesterday and were the guests of Mrs. S. E. Barrett, leaving today for Tampa and other points on the West Coast. They will return to Sanford the latter part of the week enroute to their winter home at DeFray.

MISS EMMA FARLEY GUEST OF HONOR

A delightful social event of the week, and one of the many charming affairs being given in compliment to one of Savannah's most popular girls, Miss Emma Farley, was a party given last evening by her mother, Mrs. W. P. Brooks.

The spacious rooms were open en suite, were beautifully decorated with cut flowers, each room carrying out an individual color scheme.

The evening was spent in dancing and games of mystic, seated in an oriental decorated room, in mystic costume, with crystal ball and cards.

Open Day and Night Ladies' Rest Room

Hupmobile

SALES AND SERVICE
A Complete Stock of Parts

Buy a Hupp and You'll Save Money

B. & O. MOTOR CO

Sanford, Fla., Corner Second Street and Sanford Avenue
Distributors Seminole and Lake Counties

Large and Up-to-Date Filling Station Complete Line Accessories and Tires

One Soldier Dead Several Seriously Ill From Poisoned Booze

QUANTICO, Va., Jan. 24.—One enlisted man of the marine corps is dead and five others are ill from the effects of wood alcohol poisoning suffered after a moonshine liquor party in which they participated at the post here Saturday night. Brig. Gen. Smedley Butler, commandant, stated that an investigation had been instituted into alleged moonshine traffic among the enlisted men at the base.

Private James H. Hartness, fifth regiment, died Saturday night, an autopsy proving that death was caused by wood alcohol, which an analysis of the liquor consumed showed it contained. The other four men were removed to the dispensary in a serious condition and although they are said to be now entirely out of danger they are being held for observation. The board of inquest appointed also is investigating the death Sunday of Serg. F. J. Malloy, Tenth regiment, in connection with the liquor party, but Malloy's commanding officer is said to have testified that he found no evidence of liquor drinking before his death.

It was said last night that federal agents had been asked to arrest a civilian which one of them declared was said to have gone under the name of "The Shad." He is accused of selling the liquor to the group. Other alleged bootleggers are being watched closely by the authorities, it was said.

Special Meeting for Women at the First Baptist Church

Why Did God Make a Woman? Will Be the Subject

The feature of the special meetings this week at the First Baptist church will be the meeting for women tomorrow afternoon at 3:30. All who know the pastor fully understand that the matters discussed will be dealt with in a chaste manner. There are things which make or unmake a home, there are things which make or unmake a city, and there are things which make or unmake a nation. The pastor of the First Baptist church believes that these should be studied by the women, as well as by the men. Some of these things will be discussed tomorrow afternoon.

What is the remedy for the unrest in Europe? What is the remedy for the unrest in America? What will make America what she ought to be in determining the destiny of the world? Where may we start to build security? Is the power and the security of the American home threatened? Is there evidence of decay? In this address to women—"Why did God make a woman?"—the pastor attempts to point out the great sphere of women, and the things which must be fostered to make civilization secure.

The singing of Mr. Wolsthaler alone will be well worth the sacrifice that any woman may make to come, even from a distance, to be present. "The Holy City" and "Mother", one of his own compositions—will be the numbers for the afternoon.

The Herald, 15c per week, delivered.

Snapper Steaks, Fresh Salt Water Mullet, Sea Trout.—Stone's Market, 327 Sanford Avenue. 257-41c

TO THE PUBLIC

On or about February 1st, the QUICK SERVICE TRANSFER CO., will put on a parcel delivery truck, a much needed service in Sanford. Parcels or packages of one hundred lbs. or less will be delivered to any place or residence adjacent to the hard surfaced streets, at a price that will be cheaper than carrying them. This company has recently added to their equipment, one Dodge Bros. ton and a half truck bought of the Sanford Motor Co., and one ton and a quarter Ileo truck, bought of the Wilson Motor Co. and are contemplating the addition of several more trucks to take care of their steadily increasing business. They are now prepared to handle anything from a small parcel to a piano or safe anywhere in the state of Florida. You will make no mistake in calling on them for anything in their line of business.

Remember their phone number, 408, 256-Mon-Wed-Fri

BUSINESS CHANGES OWNER-SHIP

Ladies' ready-to-wear store formerly managed by J. M. Dresner, has changed hands and will be under the management of Mr. H. Lehorit, formerly of West Palm Beach, Fla.

Mr. Lehorit says that he will keep only up-to-the-minute in style women's apparel. And his policy is satisfaction or money refunded. Quality merchandise at moderate prices. The opening of the store under the new management will be on or about February 16th.

LOCALS

Mr. and Mrs. Gregg Maxey of Frost Proof spent Sunday with Mrs. Maxey's sister Mrs. J. D. Dossey and family.

Piggly-Wiggly store opens in the new Melch building Saturday. Watch the announcements in the Daily Herald.

Mr. and Mrs. Philip R. Andrews announce the arrival of a baby daughter. The little girl has been named Marjorie Lockwood.

Mr. T. A. Munn and family who have been visiting Mr. Munn's brother, Mr. J. W. Munn and Mr. and Mrs. J. D. Dossey, are leaving Thursday for their home in Muskogee, Okla.

The Presbyterians will worship with the Baptists at the Baptist church tonight instead of having the regular Wednesday night prayer meeting.

The many friends of W. J. Thigpen are glad to see him home again after a serious operation at Johns-Hopkins hospital at Baltimore. He is rapidly recovering and will soon be himself again.

Born to Mr. and Mrs. Don McDonald Tuesday, January 16th, a fine baby boy. Mother and babe are doing nicely. The boy was named Eugene Turner McDonald. Congratulations, Don, old boy.

You are invited to attend the house-warming of the Lu-Beth Cafeteria tonight from six to ten in the Melch building. Refreshments free, and the chance to inspect the newest and best cafeteria in the state.

Mrs. D. L. Thrasher and her brother, Rev. Clarence Ferran and little child, were shaken up considerably yesterday when the Thrasher car in which they were riding skidded on the oiled road going to the Country Club and turned over. The car was damaged, but the party proceeded to their home after the car was righted with the help of people on the road and none of them suffered any serious injuries. The oiled road was a dangerous proposition yesterday and it is a wonder there were not more accidents between this city and the Country Club.

MOREHOUSE HEARINGS BE CONCLUDED TODAY

BASTROP, La., Jan. 24.—It was officially announced last night by Attorney General Cocco, who has personally conducted the state's open hearing here into masked band activities in Morehouse parish, that the hearing would be concluded today.

ELKS CONVENTION INVITED TO MEET AT DAYTONA APRIL

DAYTONA, Fla., Jan. 24.—The Daytona Elks lodge last night extended an invitation to the Florida State Elks' Association to hold its annual convention here in April, according to local Elks officials. The invitation is practically certain of acceptance, it was said.

OPENING OF LAKE MARY LODGE

The Lake Mary Lodge had their opening night last night with a dinner party. Mrs. Robert M. W. Black has taken over the management of the Lodge and last night showed that she was an ideal hostess as the dinner and the way in which it was served was truly Southern style, everyone enjoying it very much. After the dinner the party all went to the Skating Academy where they were entertained by a few special numbers.

After this and a walk in the moonlight the party broke up with everyone feeling happy and in high spirits with the success of the party. The guests who attended this party were: John B. Grady, ex-fire commissioner of Boston, Mass.; Mr. and Mrs. Jas. Sweeney, Mr. and Mrs. J. P. Dewey, Mrs. J. H. Hammond, of Beach Island, S. C.; Mrs. Robert M. W. Black, Captain and Mrs. H. H. Gelleason, of Haverhill, Mass.; Clarence Williams, manager of the Lake Mary Light and Water Co., and Mr. and Mrs. R. S. Holly, of Sanford.

KNIGHTS TEMPLAR, ATTENTION

An invitation to attend Divine service at the People's Congregational Church on Sunday morning, January 28th, from the Rev. Paul C. Burchans, has been accepted.

The Sir Knights of Taylor Commandery and visiting Knights Templar will meet in the Asylum at 10:20 a. m. sharp in full Templar uniform.

Let each Knight Templar make a special effort to attend this service and hear Dr. Burchans preach one of his interesting sermons.

THE WEATHER

For Florida: Local rains today; cooler in north portion; tomorrow fair.

SPRING TAILORING DISPLAY

Churchwell's announce in this issue the big spring tailoring display at the Churchwell store with Mr. A. W. Smith representing the well known firm of Schaefer-Weedon in charge and Sam Bradford to assist. This firm has been making suits and overcoats for Sanford people for many years and their host of satisfied customers are their greatest advertisement. These new styles and spring and summer samples will be at the Churchwell store on January 25th, 26th and 27th of this week. Read the advertisement and see Mr. Smith. He has something to show you and many things to tell you about the new styles and the new goods and the new prices. Ask anyone about the Schaefer-Weedon clothes.

ATTEND THIS MEETING

A meeting of the Community Club of Lake Monroe will be held Friday night of this week in the school house at which Karl Lehman will make an address. Mr. Lehman is secretary of the Orange county Chamber of Commerce, Chairman of the Orange County Highway Beautification Commission, and president of the State Christian Endeavor Union. He is a remarkably interesting and forceful speaker. He will tell of the wonderful work being done in Orange county in the planting and beautifying of the highways, according to plans prepared by Warren H. Manning, one of the most famous of the landscape engineers of the country. Mrs. Henry Wight will also speak.

This is a movement in which Seminole county ought to join. We cannot afford to allow our sister county to leave us dragging behind in this important movement, which will add so much to the attractiveness and the property values of this region.

Mr. Lehman's address will be directed to all the people of Seminole county as well as those of Lake Monroe, and it is hoped that there may be a large attendance from Sanford, and other parts of the county. Everybody is invited.

256-3tp W. F. BLACKMAN



Superior Lenses

Our Specialty

"We see that you see"

TOM MOORE

Optometrist-Optician
Phone 410—Opp. P. O.

Snapper Steaks, Fresh Salt Water Mullet, Sea Trout.—Stone's Market, 327 Sanford Avenue. 257-41c

J. H. HINTERMISTER PIANO CO.

112 MAGNOLIA AVENUE

PIANOS PHONOGRAPHS PLAYERS SHEET MUSIC
RECORDS E PLAYS ROLLS

PIANO TUNING—PHONOGRAPH REPAIRS

...SANFORD MAID BREAD...

Not Only Pure but Delicious

ROUTH BAKERY

Next to Princess Theatre

JUS RECEIVED NEW SHIPMENT

Eastman Kodaks, Films, Supplies

PHONE 325 R. C. BOWER PRESCRIPTION DRUGGIST
KODAK Dealer THE REXALL STORE

10 Stores in Georgia 1 Store in Florida

THE CHURCHWELL COMPANY

Sanford's New Store Phone 127

3--THREE DAYS--3

Tailoring Display

Thursday, Friday and Saturday
January 25th, 26th and 27th

Have your spring suit Tailor-Made. Get extra trousers to match.

Select the style and goods you like best—Have it made to your own notion.

The Schaefer-Weedon man will be here to take your measure.

The Churchwell Company

First Street SELLS it for LESS Welaka Block

BASE BALL FOOT BALL BASKET BALL TRAP SHOOTING

REALM OF SPORTS CHAS. L. BRITT, Editor

GOLF BOWLING TENNIS BOXING

CELERY SEED

FOR THE MOVIE FAN

ALLEGED FLORIDA WIRETAPPING CASE GOING ON IN N. Y.

Coast League Prexy Will Fight Majors

SAN FRANCISCO, Jan. 24.—Despite the calm now existing, all is not all between the majors and minors. Leading the cause of the minor leagues is "Billy" McCarthy, president of the Pacific Coast League.

Jennings Hands Ruth Some Good Advice

NEW YORK, Jan. 24.—What ails Babe Ruth? Have the pitchers discovered his weakness? Can Ruth come back? What is his biggest problem?

DAVIS MAKES A WORLD'S RECORD NO DEFEAT 4 YRS.

KANSAS CITY, Jan. 25.—What is believed to be a world's record for a coach at a college of its class has just been established by Earl A. Davis, director of athletics at Missouri Wesleyan college, Cameron, Mo.

"DOC" JOHNSON SATISFIED WITH MINOR LEAGUE

SEATTLE, Wash., Jan. 25.—Playing the minor leagues isn't such a tough assignment after all. "Doc" Johnston, who played first base for the Philadelphia Athletics last year, has served 10 seasons in the major leagues.

INE ELECTRIC PLANT FOR LAKE MARY

Mr. J. C. Williams and Mr. Parker have taken over the management of the Lake Mary Light and Water system and have just finished installing a fine 110-volt plant which is the standard with all the standardized equipment.

FLORIDA HAS FIRST POSTMISTRESS WHO DRAWS BIG SALARY

WASHINGTON, Jan. 24.—Florida again is the first! The first woman appointed to a postmistress position paying \$6,000 or more salary is a Floridian, Elizabeth D. Barnard, who has been named the next chief executive of the Tampa postoffice.

BIG BEREAN BROTHERHOOD HAS LARGEST CLASS IN STATE

The Big Berean Brotherhood once more broke all previous records by having fifty members present last Sunday morning, an increase of five over the previous Sunday. They are so enthusiastic over their remarkable growth that they are predicting an attendance of at least sixty next Sunday.

Pompano is Just now the big shipping point.

Several cars of beans are going out daily. Tomatoes in earload lots are going out. Peppers are coming in. Over \$20,000 deposited in the Pompano bank in one day.

According to the Leesburg Commercial, a great crop of oranges has been raised this season in Lake county.

The report declares that in all of the many groves the trees appear laden with the golden fruit, and it is understood that more than an average crop will be gathered. The estimate for the season is a million and a quarter boxes and the Commercial suggests that the greater part of the crop has been recontracted for at from 2.50 to \$3 a box.

Leesburg is very pleased over the probable location there of a southern branch of the Gordon-Van Tine ready-cut house manufacturers and also of a citrus cannery by the Virginia Canning Co., of Roanoke.

Both would be profitable industries to add to her list. Citrus fruit is becoming known all over the United States and Canada, and because of its excellent quality, the demand exceeds the supply. Grapefruit is becoming more and more popular as it becomes more widely known, and the Florida Citrus Exchange alone has opened up twenty-three new markets for this fruit.

Articles of incorporation have been prepared for the American Rivera Fruit corporation, with a capital stock of three million dollars.

The main offices will be at Clermont. The corporation proposes to develop 10,000 acres south of Clermont. The State University at Gainesville has an enrollment this year of 1245 students and has emerged from the status of a small college to a University of high standing; 58 Florida counties and 26 states and foreign countries are represented.

It takes three generations to make a gentleman, and only a three-day growth of beard to spoil the job.

Articles of incorporation have been prepared for the American Rivera Fruit corporation, with a capital stock of three million dollars. The main offices will be at Clermont. The corporation proposes to develop 10,000 acres south of Clermont.

This week's games will all be published tomorrow and the standing and records for the first half.

"Tin thought at this time that a week will be given over to the fixing up of the alleys. That will mean no games next week, and the games that were scheduled for next week will be added onto the tail end of the schedule.

"Smilin' Thru" Friday and Saturday.

Why did the spirit of John Carteret's dead bride fail to return as promised? And what did he do to reconcile the dead?

You can find out all about it in "Smilin' Thru" either tomorrow or Saturday.

Norma Talmadge and an able corps of assistants, all of whom are stars, will take all the leading rolls in "Smilin' Thru."

Hope Hampton in "Star Dust" tonight followed by a Century comedy.

Another good program booked for next week. Watch for the date that "Penrod" will be shown.

PLANS GAS PLANT FOR CITIZENS OF DELAND

DE LAND, Jan. 25.—L. M. Patterson, Pennsylvania capitalist who promoted successfully the Athens theater here costing \$102,000, and which is now a paying investment, left yesterday for Tampa to confer with the vice-president of the United Gas Improvement company with a view of interesting them in a gas plant for De Land. This company, it is stated, owns a controlling interest in the Tampa and Lakeland public utility plants.

DENIES REPORTS

WASHINGTON, Jan. 23.—Secretary Hughes received yesterday a copy of a radiogram sent by Ambassador Harvey to the North American Review denying published reports that he and the secretary are not in accord in important questions of foreign policy. The message, sent in response to a query, was transmitted from the steamer on which Mr. Harvey was returning to his post.

NEW YORK, Jan. 24.—T. Jeff Sharum, a promoter, and George W. Neville, cashier of the bank of Dunellon, Fla., today were placed on trial in federal court on an indictment in which they are charged with operating through the mails a scheme to defraud Herman Mendelbaum, 73, a retired merchant of this city, of \$25,000.

Assistant United States Attorney Menin, opening the case, stated that in 1920 Mendelbaum went to Jacksonville on an acquaintance with a man known as "Watson" who later participated in the \$25,000 swindling plot. Sharum, Mr. Menin added, under the alias of "Hankin" turned up at Jacksonville posing as the agent of a New York brokerage house.

"Hankin," the prosecutor charged, first resorted to the old trick of planting a pocketbook. When picked up by Mendelbaum he found it contained two \$100 bills and worthless securities apparently worth hundreds of thousands of dollars. It also contained a card bearing "Hankin's" address.

The pocketbook was returned to Sharum, who thanked Mendelbaum and invited him and "Watson" to a room in the Ocala hotel at Ocala, Fla. where he was charged with having established a fake stock selling office.

There, for several days, Mendelbaum was permitted to make small profits on stocks, according to the prosecutor and finally he was told he made a profit of \$100,000. Before the money could be paid over to him, however, Mendelbaum was told he would have to put up a draft for \$25,000. He signed a draft which was alleged to have been cashed through Neville at the Dunellon bank. When Mendelbaum turned up with the cash at the Ocala hotel, the money was taken from him, Mr. Menin said, by both conspirators, who told Mendelbaum that they would keep it for him until the cashier showed up the next day. The next day, Mendelbaum said, Sharum, Neville and a third man were missing.

The trio were traced to New Orleans. Sharum was captured in Detroit and Neville was brought here from Dunellon.

The Daily Herald, 15c per week.

Jones' Dairy Farm Sausage Georgia Home-Made Sausage Apalachicola Oysters Mullet Roe Nice Fat Mackerel Nice Fat Hens Swiss Imp. Cheese L. P. McCuller

Herald Want Ad MAIL SERVICE

Clip and use this blank for writing your want ad and mail it to the Sanford Herald. For computing cost of want ads per insertion read carefully rates and rules to the left and remit according to number of insertions of the ad you desire.

TRAIN SCHEDULE CORRECTED NOV. 14TH, 1922

Table with columns for Southbound, Northbound, and Orlando Branch, listing train numbers, arrival, and departure times.

TAILOR-MADE ADVERTISING

One great fact must be remembered by those who have made the decision to advertise. The advertising plan must fit the business to which it is applied. There are no ready-to-wear advertising plans; each one must be tailor made.

into his hands for increasing his volume and speeding up his turnover. Looking at the matter in this light, he will bend every effort to co-operate with the advertising and seek to make it pay him additional profits.

The purpose of advertising is to increase business and NOT to relieve any one of his arduous duties. The manufacturer's salesman who regards advertising as a substitute for his own efforts has missed the point. His efforts are needed more than ever to support the advertising and put it across. His reward is larger sales.

Advertising is not a form of perpetual motion that goes on forever without human assistance. The biggest problem any man has to settle after he has determined to advertise, and decided HOW to advertise, is this: How can I use my advertising so as to get the most out of it? Without close-linked co-operation it dissipates its force into air.

Likewise, the merchant who chooses the advertised brands because they are "soft and easy" selling, has overlooked the essential idea. Certainly they sell easier; but this is not the big important truth. Rather, he should see that the manufacturer's advertising is an instrument put

It must be hitched on to business properly. Then it must be utilized with intelligence. When these conditions are fulfilled it does a type of work for which there is no efficient substitute.

SAVE MONEY ON TIRES AND TUBES

Get My Prices Before Buying Pennsylvania Vacuum Cup Goodrich Silvertown F. P. RINES 105 Palmetto Ave. Phone 481-J

(Published by the Sanford Daily Herald in co-operation with the American Association of Advertising Agencies)

