# FRANCE WILL OCCUPY ESSEN IS REPORT

MANY TOWNS AND COM- BLAND HERE MUNITIES ARE ISOLATED IN THE NORTHWEST

## RUSH OF STREAMS

Tributary to Willamette and Columbia Rivers Caused The Rise

PORTLAND, Jan. 8 .- Flood waters drew a closer corden about Portland today while reports from all sections of Western Oregon and Southwestern Washington pictured vast areas under water and many towns and communities isolated. The rush of streams tributary to the Williamette and Columbia rivers caused them to rise rapidly but cessation of torrental rains of the last few days gave promise that the rest of the flood about over. As the situation stood early today the crest of the flood pouring down the Willamette river had not reached Portland and the river here is rishng naerly two. inches hourly.

### QUALITY VS. QUANTITY

A. Coburn's Minstrels at II, have established themselves as dassy, rlever entertainers, their particular claim for popularity and patronage "Clean Comedy and Quality" Oldtime and Modern Minstrelsy, fine singing, dancing and nothing but the best in Minetrel vaudeville. That brand of fun that Grandad took Grandma to witness, - the old-time darkey acts, the latest and best in Vocal and musical numbers, the snap and pep of cometning doing, every minute, in laugh, jest, song and comedy. At rehearsals you hear "Cobe": Snap into it boys, come, alive, on your body. toes he is one of the bunch outside performance, there they must deliver the goods. This year an all new company, costumes, and scenic equipment, is said to be the best attraction be Rumors of the Building of Another has had. For nearly twenty five years each season a better and bleger show ("One of the Best" but not the biggest) they are the strong faverites in the list of season's entertainers.

## SEN. TRAMMELL ROMPED ON THE

PAYING FEDERAL TAXES

ing in deficiency bill appropriating ing of celery will be general through-\$42,000,000 for tax refunds.

## THURSDAY NIGHT AT BIG MEETING

CHAMBER OF COMMERCE WILL HAVE FINE MONTHLY MEET-ING AT VALUEZ

The monthly evening meeting of the Chamber of Commerce will be held Thursday evening at 7:30 o'clock in the dining room of the Valdez hotel. The Hon. W. T. Bland, ex-congress- of a day in open hearing in observman from Missouri, and now presi- ance of a state holiday, Attorney dent of the First National Bank of General Coco and corps of assistants Orlando will be the guest of honor directing the states investigation of sion. Mr. Bland is an old war-horse Daniel and Thomas Richards turned in campaigns for improvement of was attention to a digest of evidence interways. His record of achievements tended to establish by scientific defor his district, while a member of duction of physical exhibits that the congress is a matter of record, and two men had been subjected to exthe Florida Water Traffic League, treme cruelties before being put to which is the organization working for death. the development of the St. Johns riv-1 er and lateral waterways is elated to, BASTROP, Jun. 8. Federal and ence. Judge Bland is an exceptionally Lake LaFourche, the resting place of fine speaker, and in previous address- the mutilated bodies of Watt Daniel es made at different waterway meet- and Thomas Richards, masked band ings, has handled his subject in a most victims, Photographs and measure. Will interesting manner. His references to ments were taken by the party and Princess theatre on Thursday, Jan. cedure in campaigns for water-way section of the lake was explored with

development are most inspiring. The Board of Governors urges that every member that possibly can be present at this meeting. In addition to yesterday in connection with the open WEST AND SOUTH FLORIDA ARE turning to their posts and M. Poinrather than quantity in numbers, or the excellent speaking program, an hearing into masked and hooded band spectacular scenic display. Combining unusually fine dinner is being prepar- depredations in Moorehouse parish ined by Mr. Cattaneo and the committee stituted by Governor John M. Parker, in charge of the arrangements is providing for a musical treat as well.

The price per cover is \$1.25 and if you have not already returned the postal card sent you for reservations you are requested to do so at once, Members are invited to bring a friend

## **Pre-Cooling Plant**

pected that during the movement of cussion of the testimony at Saturday's continue restriction in force, this season's celery crop this plant hearing was divided between that will handle an even larger volume of of aged Daniel, who was also kidwill bundle an even targer volume or of aged Danier, who was also kid-this product than was handled last happed and flogged the night his GREAT BRITAIN year. The plant is operated by the Sanford Farmer's Exchange, an organization consisting of 22 of the largest glowers of this section. Last WHO ARE TRYING TO EVADE year was the first year the plant was operated, and the results secured were beyond the fondest anticipations of those responsible for it. Market quo- clared: tations on washed and pre-cooled cel-WASHINGTON, Jan. 8.—Ascribing cry brought a premium of \$1.00 a

recent stock dividend transactions by crate during the greater portion of large corporations to desire to evels the season. The Sanford Chamber of Itderal taxation Senator Trammell, of Commerce is in receipt of advice that Florida, declared in the senate "such another plant of this kind will soon be tvasion is indefensible." Trammell in operation. It is expected that withbased his comment on provision pend- in a few years washing and pre-cool-

out the Sanford district. REPARATIONS CONTROVERSY PLAN FOR SETTLEMENT MAY BE MADE BETWEEN FRANCE AND ENGLAND

As Outlined By Secretary Hughes and Communicated to French Government

WASHINGTON, Jan. 5 — A plan for the rettlement of the reparations of Klansmen," he stated. controversy between France and England as outlined by Secretary Hughes has been communicated to the French government through official channels. No final reply has been made by l'aria although it was learned preliminary the bodies of Daniel and Richards, ture was inflicted, in the opinion of answer had been received here from the French foreign office. It was said Dr. Charles W. Duval, New Orleans, the physician. This mutilation was at the State Department the proposal was regarded as still before-the French announced that he had performed performed by a man who has had surgovernment for a decision. It was said authoritatively that the transmittal 6,000 autopsies during his profession- gical experience and a sharp knife or of the American communication was "perfectly definite" in character and in- al experience, but never before a case razor was used, Dr. Duval stated. Af- can be kinked quickly to shut off the ed into formulate reparations payment plan.

## Looks Like France, Italy Belgium Will Be Among the Invaders of Germany DIVISION

## WILL PROVE **TORTURE STORY** BY EVIDENCE

KIDNAPPED MEN WERE SUB JECTED TO TORTURE BE-FORE DEATH

BASTROP, Jan. 8.—With the lapse

recomplishments and methods of pro- although it was reported that a small the aid of grappling books, this report could not be verified,

This was the only surface activity who implicates the Ku Klux Klan.

The proceedings so far have not recognized in the band that held hint up ability to get plants. and questioned him shortly after the reported attempt toassassinate Dr. son and Richards were killed, and a report of pathologists, who examined the bodies recovered from Lake Lat-Fourche after a mysterious dynamite

Daniel, questioned about the alleged alempt to shoot Dr. McKoin, de-

"I told Watt I was going to McKoln and talk to him about the shooting. A few days before, Watt and a couple of other young men can into a bunch of hooded men who held up some boys. it. That was before the shooting.

he was not a klansman.

Dr. McKoin, Laurie Calhoun and J. K. commissions. Skipworth were in the party. That was the first time Watt was held up. On that occasion he was serched and a box of cartridges and a platol were Weather Outlook for the Period Jantaken from him."

W. C. Andrew, another victim of the Ku Klux Klan.

"I don't accuse the klan as a whole but I believe the mob was composed in which the men were put to death

· Amplifying the report of the pathbrutally tortured. He said the manner arranged.

WILL ACCOMPANY ENGINEERS AND CUS-TOMS OFFICERS AND FORM VANGUARD INTO RUHR VALLEY DISTRICT

Belgian and Italian Engineers and Technical Experts Will Accompany the French on Advance into Germany

(By The Associated Press)

PARIS, Jan. 8.—Occupation of Essen by small French force accompanying engineers, and cus-Department. Survey of the past and ing held Thursday afternoon when the tom officers is now slated for Thursday morning; partment's program for the next few contract might be let today but it is and principal speaker on this ocea- the kidnapping and slaying of Watt it was stated on good authority. Belgian and Ital- months were to be discussed. ian engineers and technical experts will accompany the French but only Belgians, it is under-Sanford Elks Stage stood, will contribute to force.

PARIS, Jan. 8.—Premier Poincare will inform parliament Thursday regarding his policy tohave the benefits of his broad experi- state investigators yesterday visited ward the Ruhr district. This was decided at today's council of ministers.

ON OPPOSITE ' SIDES

TALLAHASSEE, Jan. 8.—Widely military forces. vealed the names of any one suspect- divirgent views on proposed lifting of ed to have been members of the hood-quarantine against bringing into Flored mob of fifteen or twenty men who ida citrus nursery stock expressed at kidnepped Richards and Daniel, but a hearing before the State Plant J. L. Daniel, father of Watt, testified Board here today. West and South The Kiwanis Club will attend in a Moorehouse klan, Dr. B. M. McKoin, subject. Hearing grew out of petiformer mayor of Mer Rouge, charged tion of West Florida growers who by Governor Parker with being a claimed potential industry that sec-

After hearing unanimous argument supporting quarantine against im-The Sanford pre-cooling plant will B. M. McKoin on Aug. 2, and before portation of citrus plants into the fy the assumption of immediate ac- poration. Members of the local todge shortly begin operations, and it is ex- the fatal kidnapping on Aug. 24. Dis- state the State Plant Board voted to tion.

# TO SETTLE

SETTLEMENT TO HOLD BUS. INESS STABLE

(fly The Associated Press) to me and told me he had been held up, the British-American dobt funding Thursday.

WEATHER REPORT

uary 8 to 13, Inclusive WASHINGTON, Jan. 8 .- South A

normal temperature.

was unparalleled in medical history. Daniel's body was mutilated and ologists who performed autopsies over parts removed before the other tor-

care conferred yesterday afternoon with M. Le Trocquer, minister of pub. lie works, on find arrangements for

The French troops on the Rhine have been ordered by General De-Courte to remain in their quarters where there appears to be my danger that his son had named Capt. J. K. Florida arrayed opposing sides of the of clashes with the Germans, and every precaution will be taken to avoid

klansman, and Laurie Calhoun, deputy tion cultivation of Satsuma orange of French forces in the Rhineland as no of Havana, Cuba. For a great many Hutton Eng. & Cont. Co. ... \$153,275.50 About to Open sheriff of Moorehouse, as men be re- had been throttled because their in are likely to be required for the Ruhr years he was before the footlights J. F. Morgan Paving Co.... 163,992.65 operations, but all the troops will be playing eXith and Proctor circuit, and Adams Evans Co. held in readiness for instant service, was also travelling representative of although there is nothing yet to justi- the United States Playing Card Cor. F. W. Long Company 169,970.00

> main a mystery but M. Poincare has performance of Mr. Steele will give repeatedly described the proposed on- the members something to talk about trance into the Ruhr as chiefly the for a great while to come, Notices are work of engineers and customs collec- being sent to members by Secretary tion with granite curb and sand fill: tors. This is the nucleus, but the mil- Householder. itary support required necessarily depends upon the French estimate of HER WAR DEBT pends upon the French estimate of what resistance the Germans may offer. It is known, also, that the pre-BUT WANTS FAIR BUSINESS mier's original idea was modified to make it attractive to the British but now that France is going in alone she is under no such restraint.

The government considers it desir-WASHINGTON, Jan. 8 .- Great able to have the reparations commis-Britain wants fair business settle- sion declare Germany in voluntary Watt came home and told me about ment of her five billion dollar war default on coal before acting, but this debt to the United States on such is expected late today, after the Ger- lar session today with only routine "I thought it was my duty, we be- terms as will produce the least pos- mans appear before the commission, ing fellow Masons, to go to McKoin shie disturbance of trade relations of or Tuesday. The French cabinet will composed of the same members as the and talk the matter over, He told me two countries Stanley Baldwin, Brit- meet again Tuesday and the premier state plant board. ish chancelor of the exchequer declar- will outline the proposals he will "A little after that talk Watt came ed in an address to joint meeting of make before parliament probably on

> Various considerations may cause Premier Poincare to delay the Ruhr operations until Germany's failure to pay the 500,000,000 gold marks on Jan. 15 further strengthens his hand,

> but importance is attached to the commission's action on the coal question, which is taken to mean that he would consider recognition of a default in that respect as adequate. Many of the French newspapers

speak of action this week but the government asserts that only the highest what manner the operations will be-

A light, hand operated clamp with which fire hose under heavy pressure Invention.

# ENGINEERS AT

TALLAHASSEE BIDDING ON WORK

CONFERENCE OF STATE ROAD DEPT.

TALLAHASSEE, Jan. 8.—Division

WIZARD, WILL EN-TERTAIN

It was indeed fortunate that the low: PARIS, Jan. 8. France's Rhine er. have been secured for the big Palmetto Avenue (2nd to 15th); Magarmy is guthering to be ready to smoker which the local Elks have notin avenue (10th to Gentral; Myrmatch when Premier Poincare gives planned for Wednesday evening, 'an- tle Avenue 14th to 13th); Elm avethe word for the carrying out of his mary 10, at the Club House, Mr. Steele mue (1st to 13th) and Fourth street, still secret plan for seizing the Ruhr visited Sanford last week and it was (Sanford Avenue to Myrtle Ave). and the Rhineland. Trains were during his short stay here that the For asphalt concrete on stone base crowded last night with officers and arrangements were regotiated for him with concrete curb and gutter:

He recently appeared at the Lu-iF, W. Long & Co .... hibition of card tricks is said to be E. C. Langston .... which are remarkable. Steele has with concrete curb and gutter: many communities. He was en contr p. C. Langston to the Royal Palms hotel of West F. W. Long & Co. .... weeks' engagement beginning next Atlantic Bithulithic Co...... 153,718.20 week. He also has a contract for a five There are several times the number weeks engagement at the Hotel Casican be assured an evening of real The details of the French plan re- entertainment next Wednesday as the Noll & Noll

## Board of Control in Regular Session · At Tallahassee fill: Georgia Eng. Co.

IN PROSPECT FOR THE

(By The Associated Press)
TALLAHASSEE, Jan. 8. - The State Board of Control met in regumatters in prospect. This board is

meeting of the Florida League of tomorrow when he will set a date for Women Voters at St. Petersburg on the new trial: The first trial jury dell-January 24. He will discuss taxation. ed to agree on a verdict.

MANY CONTRACTORS AND MANUFACTURERS ARE IN THE CITY

FOR AN INTER-DEPARTMENTAL Synopsis of Bids as Received and Nature of the Construction

That Will Be Made Here

The contractors are here for the engineers and other attaches from bidding on the work of city improvethroughout the state gathered here ments and the making or streets and today for a two days inter-depart- some twelve bids were subzmitted to mental conference of the State Road the City Commissioners at their meeta difficult matter for the City Commissioners to go over every part of the specifications and find out what is the best material and what is the Smoker Wednesday best plan for laying the materials on the strects. In order that the public RUFUS STEELE, PASTEBOARD could be informed as to the bids on the different materials the figures were obtained from City Engineer Fred T. Williams and are given be-

services of Rufus Steele, internation- Bids received January 4, 1923, for ally famous as a card trick perform- paving Sanford Avenue (5th to 10th);

men, hurrically recalled from leave, resto give an evenings' entertainment. Hutton Eng. & Cont. Co. .. \$137,047.30 corne theatre in Orlando, and his ex- J. F. Morgan Paving Co., 142,514.15 one of the finest ever staged there. Adams Evans & Co. 142,864.00 the transportation of the civit and He holds the interest of his audience Atlantic Bithulthic Co. ...... 154,672.80 for hours with a repertoire of tricks | For sheet asphalt on stone base

played before the Rotary. Kiwams, Hutton Eng. & Cont. Co. \$134,183.50 Elk and Women's clubs in a great J. F. Morgan Paving Co. 134,877.35 Palm Heach, where he has a three- Adams Evans & Co. ...... 140,954.80

> For sheet asphalt with binder course and concrete curb and gutter. 169,115,50 Atlantic Bithulithic Co. 169,940,40 Asphalt block on sand foundation with concrete curb and gutter:

.. 146,942.50 Schwalbe & Co. ... 151,483.00 Lord & Armstrong ... No. 1 vitrified brick, sand founds-\_\_\$150,333.20 Georgia Eng. Co. ...

Southern Clay Mfg. Co. .... 156,834.20 No. 1 vitrified brick, and founds. tion with granito curb and asphalt

\$163,573.20 WITH ONLY ROUTINE MATTERS Southern Clay Mfg. Co. ... 170,074.20 NEW JUDGE

IS APPOINTED . FOR OLD TRIAL

W. Whitehurst, appointed by Governor Hardee to preside in Tampa over the second trial of Ira J. Simms, six-TALLAHASSEE, Jan. 8. - Marion ty, charged with shooting to death L. Dawson, state lax equalizer, has Burnel Kemple, near Plant City a accepted an invitation to address a year ago, plans to arrive in Tampa

## TURKS WILL GET ULTIMATUM WITHIN FORTNIGHT STATED SIGN DOCUMENT OR ELSE

officials know when and in exactly British Are Tired of Fooling With Bunch of Four-Flushers

> LONDON, Jan. 8 .- Draft of the Near East treaty will be represented to the Turks at I susanne within a forinight it was said in official circles to

dicated it revolved about the suggestion that international financiers be call- in which the subjects had been no ter that Daniel' calothing was retake consequences.

night; Sunday partly cloudy.

The Sanford Feed & Supply Com-

ABROGATE OLD ORDERS

WASHINGTON, Jan. 6 .- The sen-

ABOLISH EXEMPTIONS

WASHINGTON, Jan. 6 .- Urging

ment to prevent further issuance of tax-exempt stocks. Secretary Mellon

vesterday in a letter to the house,

suggested abolition of the tax exempt

privilege because it "leads to many

in the debts of the states and nations.'

Have you lost or found anything

CHRISTIAN SCIENCE

SERVICE

SUNDAY, JAN. 7th; 1923

Subject:

Church Service ...... 11:00 n. m.

Woman's Club Bldg., Oake Ave.

ALL ARE WELCOME

ALL SOULS CHURCH

day after Epiphany, divine services

Sunday school at 9 a. m.

Low mass at 10:30 a.-m.

Benediction after mass. Masses all week at 8 a. m.

Strangers welcome.

3:00 p. m..

Sermon on the day's gospel.

Services tomorrow, the first Sun-

Sunday. School

10:00 a. m.

cases to unnecessary or wasteful pub-

lic expenditures," which in turn/is

bringing about "a menacing increase

adoption of a constitutional amend-



## Follow The Rule

of buying your HATS and CAPS at this store and you cannot go wrong. We have the goods at the right prices. Men's Felt Hats....\$2.25, \$3.00, \$3.75, \$4.75, \$5.00 and \$6.00 Men's Caps, latest styles and patterns. \$1.50, \$1.65, \$1.75, \$2 Good line of Boys' Hats and Caps at low prices.

We invite inspection-we are sure we can please you.

J. J. N. CONNER, Manager

First Quality-Low Prices

115 East First Street

\_\_\_\_Phone 104

RS. FRED DAIGER, Society Editor Phone 217-W

If you have any friends visiting you for you are going impercalants, write a postal care to this department, giving details, or telephone the item. It will be greatly appreciated.

### SOCIAL CALENDAR

MONDAY-Westminster Club will meet at the home of Mrs. Jos. Hutchinson in Rose Court, 3:30 p. m.

MONDAY-Pipe Organ club will meet at the home of Mrs. Schelle Mains on Magnolia Ave., 3 p. m. TUESDAY-Social department of the Woman's Club will have bridge,

with Mrs. Ed Lane as hostess. MONDAY-St. Agnes Guild will meet with Mrs. Wm. Belding at her home on the West Side at 3:30 p. m. Annual business meeting of the Women's Guild, Holy Cross Parish, at Rectory at 3:80 p. m.

M. L. Goldrose, of Washington, D. C., is among the recent arrivals and is stopping at the Montezuma.

J. W. King, of Wilmington, N. C., J. Holly, Mrs. Harry Ward, Mrs. E. is in the city attending to business for P. Morse, Mrs. Fred Williams, Mrs. Preceding the reading the intro- ing old presidential orders relating the A. C. L. Ry.

P. H. Merton, Jr., of Atlanta, F. D. Ellis, Jr., of Louisville, Ky., and M. C. Bowers, of Pittsburg, Pa., are members of the Emory Glee Club spending today in Sanford.

Mrs. Jonathan Peak, Mrs. Augusta home on Sanford Heights. Eigenmann, Rev. A. S. Peck and Lyle Tapp motored to Daytons Beach this devoted to business, including the Day" accompanied by Mrs. Seth Woodmorning where they will spend the election of officers for the coming ruff, a skilled artist in this line. day as guests of Rev. and Mrs. Fran- year. The officers elected are: Presices Varnell.

Mr. and Mrs. George DeCottes were honor guests last evening at a dinner party given at the opening dinner dance at Hotel Ormond, given by Mr. and Mrs. Ed. Fitzgerald, of Daytona.

E. Prentice Peabody, Jr., a member of the Emory Glee Club, is spending the day here as the guest of his uncle Clifford Peabody and aunt, Mrs. Walter Griffeth. The Emory Glee Club is en route to DeLand where they are scheduled for this evening.

D. Block of Albany, N. Y. and A. Cas- There, were two tables of players. sidy, of Baltimore, are in the city today on business with connection of the Loyal Order of Moose.

Mrs. J. R. Walker of Atlanta, is er-made many friends here last winter, who will be glad to know that the hostess served tempting refresh- dictments, she will remain in Sanford for some ments.

Open Day and Night

Filli ng Station

Mr. and Mrs. Walter Griffeth, Mrs. Don Whitcomb, Mr. and Mrs. Clifford Emily Griffeth and Billie Holden were do last evening, where they went to ary circles. hear the Emory Glee Club of which Prentice Peabody, a nephew of Mrs. Griffeth and Clifford Peabody is a star member. :

BUSINESS AND PROFESSIONAL lovelier than for this occasion.

WOMEN'S CLUB The annual business meeting of the January 10, at 8:30 p. m.; at the home of Miss Mell Whitner on Magnolia effectively at either side of the stage,

BOOK LOVERS' CLUB

Yesterday afternoon, Mrs. Stella Arrington was the charming hostess when she entertained the members of then ushered to their seats by Mrs. who has had years of experience in the Book Lovers Club most pleasantly Henly, Mrs. B. J. Starling and Mrs. the feed and fertilizer business is the 6:30. Installation service, 7:30. at her home on Magnolia avenue.

The hours passed quickly with discussion of late books and current to- hair dressed in true Japanese fashion. the motto of the new firm. pics, later the hostess served a delowed by an ice course.

J. C. Bennett, Mrs. L. P. Hagan, Miss ductory music to act 2 of the opera to the construction of the Panama ca-Annie Hawkins, and Mrs. James "Madam Butterfly" (Puccini) was nal. With the canal complete it is pos-

LADIES' UNION tional church, was entertained yes- Wren McGuin, Mrs. Takach beautiterday by Mrs. George Shipp, at her fully sang the arias from the opera,

dent, Mrs. Sheridan Jewett; vice president, Mrs. John Meisch; secretary, Mrs. Henry Nickles; treasurer, Mrs. A. Renaud; directors, Mrs. L. Renaud for the Heights; Mrs. Ed. Randall for terfly" whom she portrayed so charthe town section; Mrs. John Bolley for mingly dressed in the dainty kimono the West side.

After the conclusion of business,

of yesterday aftrnoon.

LOVELY BRIDGE PARTY

cious hostess yesterday afternoon niture Co., who so generously loaned R. H. Brandon, supreme secretary when she entertained the members the furniture. of the Royal Order of Moose, with his of the Tuesday Auction Bridge club headquarters at Mooseheart, Ill., E. at her home on Magnolia avenue.

Quantities of fragrant pink roses combined with ferns were used to adorn the rooms where the card tables the National Association of Window were arranged.

After several spirited games of spending the winter here with her bridge scores were counted, and it daughter Mrs. Frank Akers at her was found that Mrs. Fred Walsma home on Magnolia avenue. Mrs. Walk- and Mrs. Hal Wight held high scores. At the conclusion of the card games

Those enjoying the cordial hospi-MANUAL CHANGES AND CONTRACT OF STREET STREET, STREET, STREET, STREET, STREET, STREET, STREET, STREET, STREET,

Hupmobile

-SALES AND SERVICE

A Complete Stock of Parts

Sanford, Fla., Corner Second Street and Sanford Avenue

Distributors Seminole and Lake Counties

Ladies' Rest Room

tality of Mrs. Lewis were Mrs. Geo. Knight, Mrs. Hal Wight, Mrs. W. E. Watson, Mrs. C. E. Henry, Mrs. Fred Walsma, Mrs. Ralph, Wight, Mrs. Roy | Ma Chittenden and Mrs. D. P. Drum-For Florida: Local rains to-

FOR VISITOR

Miss Martha Fox won the booby the attractive guest of her parents, Mr. and Mrs. Erneat Krupp, was the nonoree last evening when Mrs. Krupp entertained in her honor at her home on Park Ave.

The evening was pleasantly spent with games of Rummy, Mrs. W. H. Peters, winning the prize, a string of beads, for having high score.

Miss Martha Fez, won the booby were dainty cups holding candies which were enjoyed during the game.

Following the awarding of the prizes, the hostess served scalloped oyshot chocolate and candy.

Those invited to meet this charm- B. and O. stand on Park avenue. See ng honoree were Miss Martha Fox, their advertisement in this issue and Miss Claire Walker, Miss Katherine give them a call for gas, oils and all Wilson, Mrs. Deane Turner, Mrs. W. accessories, tubes, tires, vulcanizing. H. Peters, Mrs. Raymond Key, and and storage. Mrs. M. Minarik.

MADAME BUTTERFLY

Sanford was given a rare treat last

The club house had been transformed into a veritable bower, and one could almost imagine that they were gia Engineering Company of Augusand never has the club house looked ty and is looking for the contract for Greatest Need for the New Year."

Tall palm branches, feathery bam- is well known here, the first streets boo, vines, and boughs of cherry blos- of Sanford having been paved with Business, and Professional Women's soms forming a levely background this same brick and they are here to- the new year right by attending Club will be held Wednesday evening, for the artists. Over the stage, were day to speak for the durability of this church tomorrow. strung Japanese lanterns, and placed brick-that's what Henry says. were baskets of lillies and cherry

The guests were greeted upon their issue calling attention to their openarrival by Mrs. Gwynn Fox, publicity ing at the corner of Myrtle avenue and financial chairman. They were and Fourth street. John W. Sneed perlative Task." E. D. Mobley, who were attired in manager and wants to see you at the exquisite Japanese silk kimonos, and new place. Cash and low prices are

Mrs. W. L. Henley, chairman of the licious salad course, with coffee fol- music department, gave a splendid little talk, telling what the department Among the members enjoying yes- represented, and also explaining the terday afternoon were Mrs. Henry evenings' entertainment. Then with a ate yesterday passed and sent to the McLaulin, Mrs. J. E. Pace, Mrs. R. few choice words she introduced the house a resolution by Senator Lodge artists for the evening.

brilliantly played by Mrs. Lucille As- sible to remove technical diplomatic penwall Takach, a master of the pi-penwall Takach, a master of th ano as well as of the voice. Following Panama for the regulation of the ca-The Ladies' Union of the Congrega- the prologue to the story, by Mrs. nal zone. "Hear What I Tell You," and between The first part of the afternoon was the first and second part, "One Fine

> Mrs. McGuinn won her audience immediately, holding their attention throughout the story, enchanting them with her laugh and bringing them to tears with the pathos of "Madam Butfrom Japan.

The music department is to be conthe hostess served a dainty salad gratulated upon having such wonderful talent included in their member-There were seventeen members and ship, and the evening's entertainment three visitors attending the meeting will always be remembered with the greatest pleasure.

Especial mention is made to Gillon Electric Co., who so kindly did the Mrs. Harry B. Lewis was the gra- electrical work, and the Sanford Fur-

SIXTEEN INDICTED

CLEVELAND, Jan. 6 .- Sixteen members of the wage commission of

Warkers were indicted by a federal grand jury here yesterday on charges of having violated the Sherman anti-trust laws. John M. Steller, president of the local association of glass workers, was named in one of the in-

It is alleged that the two bodies entered into an agreement that re- as follows: sulted in the closing of the hand blown factories in this country from seven and a half to eight months of each year. The grand jury has been hearing evidence for nearly a month.

DISCOVER DYNAMITE

HAVERHILL, Mass., Jan. 6 .- Discovery of two sticks of dynamite in a case on the main floor of the shoe factory of Knipe brothers, Inc., here yesterday, became known today, Experts who examined the explosive perts who examined the explosive said it would have blown up the entire plant. The company which has been involved in labor troubles for several months employs 225 persons.

7:30 p. m., Vespers and sermon.

The rector will be at Christ church, Longwood at 7:30 n. m, for the low celebration and at All Saints church, Enterprise, for the vesper service at months employs 225 persons.

Wood for the fireplace, wood for the stoves, wood for any kind of heatper cord—any size you want it. Ro-land Reed, Geneva, or leave orders at the Herald office and they will be fill-ed the next day.

Sunday will be the tenth anniver-sary of the present pastorate, which is the longest Presbyterian pastorate the history of Sanford. Not only

the members of the church, but all our friends are invited to the services Sunday. The morning preaching service will be a communion service and the night service a New Year's ser-

FIRST METHODIST CHURCH

Miss Frances M. Hughey is returning today to Jacksonville business colprize, which was a book. On the tables lege where she will resume her studies sermon on the theme of "Sacramental after spending the holidays with her Mcditation." This will be followed parents W. I. Hughey and family.

The evening sermon will be on the The Park Avenue Garage, under the ters in timbals, olives, saltines, cake, able management of Chauncey Wilson subject of "The Value of a Proper has opened for business at the old Perspective." Some extra fine music will be ren-

dered by the choir at each service. Come and worship with us.

CONGREGATIONAL CHURCH

Jimmie Dyer has arrived in the city and will be located at the Country year we are to begin a motion picture Club where he has opened a shop for serial, entitled "The Chosen Prince." evening when the Music department the repairing and making of golf This serial illustrates salient and inpresented Madam Butterfly at the clubs and accessories, Jimmie is a teresting features in the life of "King Peabody, Miss Margaret McLane, Miss Woman's Club, before a large and ap- professional club maker and under- David of Israel." The episodes of his preciative audience, which included stands the business thoroughly. Bring annointing, slaying Goliath, his friend a congenial party motoring to Orlan- the members of the music and liter- him your clubs and let him make them ship, with Jonathan and fidelity to E. A. Henry, representing the Geor- morrow night.

the city streets. The Augusta brick

pany have an advertisement in this Sunday school 9:30 a. m. Morning Worship and sermon, IY a. m. Subject, "The Call to the Su-

> Baptist Young People's Unions at Evening worship and sermon 7:30. Subject, "Standing in the Presence of

Wednesday evening, 7:30.

CONGREGATIONAL CHURCH

WANT TO HEAR from owner having Republican, Massachusetts, abrogatfarm for sale; give particulars and lowest price. John J. Black, Chippewa Falls, Wisconsin, 12-30; 1-6-13-3p THE REXALL STORE

Services as follows: 9:45 a. m., Sunday school. 11 a. m., Communion service. 2 p. m., Junior C. E. 3 p. m., Intermediate C. E. 6:30 p. m., Senior C. E. 7:30 p. m., New Year's service.

The Board of Stewards will be formally installed at the morning service. The pastor will preach a short by the administration of the Lord's

With this first Sunday of the new King Saul will be faithfully depicted. We will have the first two reels to-

At the morning hour, our pastor in Japan for the spring festivities, ta Block Brick for paving is in the ci- will preach on the subject of "Man's Bible School meets at 9:45 a. m.

Y. P. S. C. E. meets at 6:45 p. m. Let every member and friend begin

FIRST BAPTIST CHURCH

Indescribable Riches."

Bible Study and prayer meeting on

If your little girl reveals any of the symp-1 toms of what is com-

monly known as "weak

eyes" don't delay giv-

ing her the aid of a pair of specially fitted glasses such, as we are equipped to give her. Our glasses co-operate with the optic nerves. 'We see that you see"

TOM MOORE Optometrist-Optician Phone 410-Opp. P. O.

of printing. We have the equipment QUICK SERVICE TRANSFER. to do all kinds of job printing.

RECORDS E

## The Princess

TONIGHT-

The greatest Moying Picture that the Mind of Man Ever Conceived

## "FOOLISH WIVES"

written, directed by and featuring Von Stroheim-a man you will love to hate. The first real million dollar picture ever made. Are you a foolish wife? It is a colossal drama of Monte Carlo. Pictorially surpasses anything ever achieved 1.1 pictures-dramatically grips, fascinates and enthralls you-a complete magnificence that astounds you-a direct simplicity that drowns you in a sea of emotion-the one picture that you must see. NOVELTEES, TOO.

Why do'we do 75 per cent of the long distance hauling of Seminole County? Ans. Because we do it Have the Herald do your next job right, at the right price. Lossing's Phone 498. 241-Th-Fri-Sat.tfe

## J. H. HINTERMISTER PIANO CO.

112 MAGNOLIA AVENUE

PHONOGRAPHS

PLAYERS SHEET MUSIC PLAYER ROLLS

PIANO TUNING—PHONOGRAPH REPAIRS

## START THE NEW YEAR RIGHT

BY BUYING BREAD MADE IN SANFORD Demonstrations with Grade A Coffee

STOKES' CASH MARKET, Saturday, Jan. 6

## ROUTH BAKERY

Next to Princess Theatre

Sunbeam Band Monday 3.:30 p. m. SPECIAL FOR FRIDAY AND SATURDAY One pound package Maxixe Chocolate Covered

Cherries, per lb. ..... BOWER

PRESCRIPTION DRUGGIST

KODAK DEALER

=1 Store in Florida 10 Stores in Georgia-THE CHURCHWELL COM

Sanford's New Store-

# Corduroy

In Blue, Green, Rose, Brown and Black, per yard

\$1.50

## Flannels

In Cerise, Red and Green, per yard

\$3.00

Serges

In Red, White, Blue, Green, Brown, Gray and Plaids, per yard

75c to \$2.50

the Churchwell Co

SELLS it for LESS

Large and Up-to-Date Contplete Line Accessories and Tires

Buy a Hupp and You'll Save Money B. & O. MOTOR CO

ing and the best kind of wood at \$8

Church services for the 1st Sunday after the Epiphany, Jan. 7th, will be: 9:45 a. m., Sunday school. 11;00 a. m., choral celebration. 7:30 p. m., Vespers and sermon.

CHURCH OF THE HOLY CROSS

PRESBYTERIAN CHURCH

Enterprise, for the vesper service at

Published every afternoon except Sunt of the Hernid Building, 107 Magnolia Ave., Sanford, Fis.

Officet HERALD BUILDING, Phone 148 such a course."

Foreign Advantising Representative
THE AMERICAN PRESS ASSOCIATION



Congratulations to Editor Stanley ing would indicate: Lichty, of the Melbourne Times, and "Forest Lake, Mayor of Sanford for page Booster's Edition of the Times who is self-made. From boyhood up It's like a cork in a bottle. last week. The special edition was Mr. Lake's motto has been: 'Don't printed on en-meled book paper and start unless you can finish.' Mr. was filled with fine half tone views of Lake was a young man when first prominent citizens and places of in- elected Mayor of Sanford: After his gerest in and around Melbourne. The first term he decided to cast his lot edition was printed with the idea of in Cuba, where he was engaged in the getting facts and information of var- ice business. After staying in Cuba four kinds about Melbourne and the for some 12 or 15 years, he returned edition will do more toward bringing to Sanford where he also was in the new people into Melbourne than any ice business as well as acquiring the other kind of advertising could do.

getting out of business?" It does knows Mr. Lake after being in his seem that they are getting out of the employ for three and a half years, and game and we would say that the game will state that progress follows in the is too strenuous, the pace is too fast, the world is too unresponsive, the pay is too small, the kicks are too frequent and the bouquets too infrequent to suit the more delicate tastes and natures of the women. And we might add that the women have sense enough to quit and take up some To help the multi-millionaire. thing else whereas the men have no Tax the farmer, tax his fowl, such ideas and go ahead with their Tax the dog and tax his howl. work of putting things over for other people who ride in swell cars while the And let the me most ax his squeal,

the masked band of men in Louisiana Tax his plow, and tax his clothes, were tortured before they died. If too great for the perpetrators of this Tax the bald spot on his head, this can be proven no punishment is distardly act. There is such a thing band business and putting such things Tax the road that he must pass, as going too far with this masked over on your personal enemies instead of making it an enforcement league as Tax his cow, and to a longh. will cause an investigation that will Louisiana and will probably bring out Tax the lab'er, but be discreet, stake the foundation of the state of many dark and dirty crimes that have been perpetrated in that state under Tax his bread and tax his meat,
Tax the shoes clear off his feet. cover of darkness.

## WRITE

Sign your name when you address a communication to the Herald. We receive so many communications with Tax their incomes, tax their stocks; no name attached that immediately go Tax the living, tax the dead, into the waste basket. They are usvally written by people who are afraid to let their name go at the bottom of the article and they want the editor to stand sponsor for something that Tax them to the gates of hell. they want to put over but have no But close you eyes, so you can't see strength of character to put it over The coupon clipper go tax free. themselves. Since newspapers do not and will not stand aponsor for every Idea that is advanced and since the newspaper editors stand for anything that appears in the editorial columns the anonymous letter writer receives meant shrift and his stuff goes into the waste basket pronto. The l'alutka News along this line says:

"Every publication has time after time given notice that unless communications intended to appear in print be nigned by the author there will be no publicity given. In spite of these repeated notices there continues to be a deluge of unsigned articles sent to all papers—many of them possessing much merit and of a nature that the

U BELL OUR REAL ESTATE YOUR REAL

WHEN U LIST IT WITH US

For a quick buyer-A fine big home on Magnolia Ave., with all the very latest conveniences, at the right price and terms can be arranged.

Maxwell & Britt

REAL ESTATE Fire, Casualty, Auto Insurance

W. Piret St., SANFORD, FLA

Secretary-Treasurer not appear. Every editor delights to demand the approval of that body be- business is to sell out at some future H. A. NEEL General Manager receive communications opposing fore paying out their cash.—Daytona period and realize enough to give you R. S. HOLLY Advertising Manager Advertising Rates Made Knows on some pet theory and is glad to give it Journal. 1.EWIS SHIPP Circulation Manager know without question who writes the Phone 220-W after 5 p. m. article Every editorial is signed article. Every editorial is signed Subscription Price in Advance gano (tentatively) by the publishers of the 2.00 periodical, and they must stand be-One Week 15 Cents hind it. It is birt fair, then, that David Gibson, dean of business writthose who endorse or oppose the ques- ers. So, in the last analysis, we're all

MEMBELL THE ASSOCIATION PHESS views of all subscribers, but it cannot throat.

### MAYOR FOREST LAKE

The fame of Mayor Lake is not confred to he home town, as the follow-

water works. He is now identified as The Tampa Tribune asks: "Why booster for Sanford and Florida at are the newspaper women of Florida large. The writer can say that he wake of his efforts .- Okeechobee

### TAXATION

(With apologies to Denver Post) Tax the people, tax with care, Tax his hen and tax her egg, And let the bloomin' mudsil beg. Tax his boots, run down at heel. It now develops that the victims of Tax the blisters on his hands, Tax the rng that wipes his nose; Tax his house, and tax his bed, Tax the ox, and tax the ass, Tax his 'Henry,' tax the gas; And make him travel o'er the grass. Tax his cow, and tax the calf, He is but a common man, so Tax the cass just all you can. Tax him for walking on the streets Tax the payroll, tax the sale, SIGN YOUR NAME WHEN YOU Tax all his hard-earned paper kale; Tax his pipe, and tax his smoke, Teach him gov'ment is no joke, Tax their coffins, tax their shrouds, Tax their souls beyond the clouds. Tax the unborn, before they're fed Tax the water, tax the nir, Tax the sunlight, if you dare,

### . ... Don Lupton. THEY LOVE TO BE TRIMMED.

But he was not in the least dis-

of business men of the Halifax coundifficult to make the fight-if it is in such general disfavor, will be try paying him \$10 for the privilege a losing fight—and the easiest and thrown overboard bodily. of announcing to any who might see best way is to sell out. The publishhis book that they were suckers. Of ink of a newspaper means that you course very few will ever see the book, must continually improve the plant, so they will get very little advertise-ment of the fact that they bit. you must put more money into it each year, you cannot stop pouring money "The

Sanford Daily Herald editor would be glad to print them schemes that have been worked here and add to your plant for, at least ed to sign his name. Merely because the winter is over.

### THE REAL YOU

Some of us have our music in our souls instead of in our voices, says The big 12- to in-page Weekly Heraid entirely elvers. Seminole County
and is published every Friday. Advertising rates made known on application, \$2.00 per year, always in advance.

The big 12- to in-page Weekly Hertion, should have the same amount of
great singers. All we lack is the
power of expression—a certain metion. \$2.00 per year, always in advance.

"The News is glad to publish the

Maybe we cannot paint a picture. But our nouls have the artistic sense the desire to paint, also appreciation of art when we view it at the museum. Finttering to the vanity, but true.

All of us are inwardly clever, artistic, shrewd, wise and good. But only a few of us can express what his assistants in getting out a fine 20- the ninth time, speaks well of a man we feel. The rest "can't get it out."

> You are reminded of this when a tries to convey to you a melody he has heard and which he is carrying in his soul. He has the message, all right, but he can't get it across.

Wistlom resides in every soul. Socalled knowledge and education merea banker, capitalist, politician, and a we call "developing." But the real anything to develop.

> We all have evil streaks in our are the ones with the ability to keep keep Lakeland trade in Lakeland. their evil natures suppressed-locked p. Others haven't yet found the key, so the evil runs at large.

nake-up, same as evil.

It also has to be uncovered (developed). A more difficult job in some enses than others.

Often it takes a heavy blow-sorow or misfortune-to bring out our semetimes the same sorrow or misng to be brought forth.

Theoretically you may disagree

of trensures, waiting to be opened. -

### MRS. WILSON RETIRES

reason for selling in the following paragraph:

"It would not have been many !" months when the Times, that was established in a small village in the summer of 1899, would have rounded out | 53 its quarter century of usefulness. It | Pa was our ambition to have guided its destinies until that time but unable to the to secure sufficient support to change the Times to a semi-weekly and with THE SALES TAX IS GAINING IN a practical knowledge of the newapaper field we knew the time was inop-Business men of the Halifax coun- portune for the establishment of an-

year, you cannot stop pouring money

"It is certain that no one should of cash paid out to these schemes will not only keep abreast of the times write an article to which he is asham- probably run into thousands before but you must be ten years ahead and i it is a work that takes all of your The Herald Printing Co. he may take issue against some The chamber of commerce is une energy, all of your mind, all of your proposition endorsed by the paper it- able to stop this fleecing of business time and all of your money and about self is no reason why the article should men when the business men will not all that you can expect out of the

a vacation. We shall miss Mrs. Wilson greatly. She was not only a good newspaper woman but a loyal member of the press associations, and we wish her luck for the future.

### OUR HOME MERCHANTS

So much has been said about trade power of expression-a certain me- at home and patronize the home mer-"The News is glad to publish the chanical arrangement of flesh in the chants that the Herald has stopped talking about it as stated some time The Associated Press is exclusively be done in a surreptitious manner. It one of the use for republication of all news dispatches credited to it or not otherwise credited in this paper and also the local news published break its rules in this particular. It of the news dispatches frequently and presuming to request to the new published break its rules in this particular. It dispatches herein are also reserved.

The Associated Press is exclusively be done in a surreptitious manner. It of the real you is revealed in what ago and we expect to leave it to the home merchants to solve and we be him with every certainty. It is a tax, what you can do.

We're all singers, we're all dancers, will get their share of the trade if they will keep up the advertising and small or large as he wishes. It will be done in a surreptitious manner. It of the real you is revealed in what ago and we expect to leave it to the home merchants to solve and we be him with every certainty. It is a tax, what you can do.

We're all singers, we're all dancers, they will keep up the advertising and small or large as he wishes. It will be done in a surreptitious manner. It of the real you is revealed in what ago and we expect to leave it to the home merchants to solve and we be him with every certainty. It is a tax, what you can do.

We're all singers, we're all dancers, they will keep up the advertising and small or large as he wishes. go after the business. Our troubles take from none more than in accordseem to be the troubles of the other unce-with his ability to pay. Autocities of similar size as the following matically it is apportioned to the from the Lakeland Telegram is along wealth of every community. In good the same line of thought and opens times it is heavy aid in had times it up some new thoughts:

the story and subsequent editorial in lions in bookkeeping alone. Where it the Star-Telegram concerning the han been scientifically tried, it has sending out of town in the form of been found good. It brings money money orders and thecks, a total of currently into the public treasury. As somewhere around half a million dol- a tax it has less faults than any other friend, with a voice like filing a saw, lars during the calendar year 1922 for tax. Among its merits is the fact that merchandise that, in most instances, it is paid in a number of very small could have been supplied by the re- installments, instead of in lump sums. tuil stores of Lakeland. People in "It is called the Sales Tax. It is so working, business and social circles simple and so good that few politichave discussed the matter and there ican are willing to have anything to has been a certain amount of heated do with it."

There is still another angle to the situation that was brought to notice Good lies buried, dormant, in our yesterday during the conversation of of the merchantts are not paying rentals out of all proportion and out of reason, having in mind the volume of

ery human there lies buried tremen, suggestion is the getting together of is its best recommendation. All that dons powers and marvelous abilities, the business people of Lakeland, not is necessary is the levying of a fixed To bring these out is the problem of for the purpose of boosting or con- tax on every acticle sold or disposed life, of success, of happiness, of des. trolling prices, but for the promotion of in trade or barter, a system that is of better business ethics, the raising partly in vogue in both France, and The Real You is a vast storehouse of standards of practice and the work- England. If the rich man buys ing out of uniform methods for handle \$15,000 actomobile he pass a side; mg common experience in trade a by tax on that valuation; if he buys railities. The rent problem is not the road stocks he pays the sales tax on only one over which the merchants the spot; if the poor man buys a hat could quite properly confer; there are or a pair of shoes, he contributes his Mrs. C. V. S. Wilson, for the past many other things of an urgent na- portion to wiping out his country's twenty years the editor and head of ture that could be worked out satis- ebligations everybody pays in prothe Sarasota Times has sold out and factorily if only those interested will portion to his or her expenditures and will retire for a time from the news. assemble in a common cause; much the amount is not burdensome bepaper business. Mrs. Wilson in the good would accrue to Lakeland as a gause it is paid in smad installment? editorial columns gives as the main whole if this can be brought about." nor does it take a vast and complex.

If newspaper comment can be intry just love to be trimmed by the other paper so rather than impose terpreted all right, the sales tax as advertourist. They will blie at any this burden on the business men we the best medium for raising the monold scheme and hand out their cold have but followed the example of oth- cy necessary to meet the extraordicash to every taker that comes along, er Florida papers by selling out to nary expenditures of the United crowding one another for the privilege those who were prepared to enter the States government due to the world of being first to get rid of their coin. field and give the town a better news- war, is steadily making friends among A couple of weeks ago a fine look- paper service than we could. We have those who have been studying the siting young man came to town, invest- no apologies to make for the paper untion. There is so much dissatisfaced 50 cents in a loose leaf album, we have given Sarasota. Il represent- tion over the present income tax laws bought 15 cents worth of old post ed each week, many long hours of and their enforcement that the great 20 years old as he was wholly without cards, pasted one on each page and service and the standard we had set masses of the people are ready for then sold business men the privilege we took some pride in maintaining." any kind of change that will bring reof pasting one of their letter heads And this tells the story. This little abolish all tax exemption securities, under the post card for \$10. With an lady has labored long and faithfully lief from intolerable burdens. Renewinvestment of less than a dollar he for Sarasota-we folks who know the such as those issued by the several quickly accumulated about \$300 from game and know her know how much states. Somebody has brought forth business men and then departed for time and energy she put into the pap- the brilliant idea that another constier to make it a success. It was a suc- tutional amendment should be adopted This young man asked the chamber cess. We hope Mrs. Wilson made by the states, depriving them of their of commerce to approve his scheme. enough out of the sale to give her a right to issue securities that will be

of commerce to approve his scheme, nice long vacation for she deserves ed interest is being taken in the matter because of the recent agitation to rather than put up a fight against free from federal taxation. Such a odds was a good one and wherever thing is not at all likely to happen but it so happens that a stronger organ- the agitation only goes to show that He went right out and gathered in ization enters the field against a pa- there are prejudiced interests who are the cash anyway, more than a score per that cannot hold the field it is afraid the present pet scheme, already



is light. It almost collects itself, and "There has been much criticism of it will save the country tens of mil-

ly are spades with which we uncover argument, some taking the view that Under the present arangement busour hidden wisdom. The uncovering the Lakeland stores are pricing their iness staggers along under a terrible merchandise too high, thus forcing lond. Some of the largest concerns power is there all the time, latent, trade to go clsewhere. On the other in the country are compelled to emderment, otherwise there wouldn't be hand there are champions who stand ploy a large staff of experts and by the local merchant, contending that clerks who do nothing else, year in the home business people are making and year out, but attend to the acmake up. The people we call good an honest and determined effort to counting in connection with the preparation of the annual income tax return. There are several coherens. whose parroll for this service alone mounts up into the hundreds of thosesands. There is no fute, no individwere asked the question by a resident and, who does not condemn the plan by which the government is endcavorwho had been here only a few months to meet the war obligations and war's occadful waste. The system but hampered and throttled business init-

iative to an alarming extent; it is better selves, our finer emotions. And business transacted. The roply was without friends in a country that by no means unanimous; in the nu- loathes government meddling and fortune sets loose the evil nature in- jority of cases the merchant had to domination of private rights and instead of the good. The qualities, good namit he was putting up a pretty stiff torests. It is the child of the preor bad, were there all the time waitness under shelter from the elements. scheme proved a way to get even with One suggestion might be made that those who did not see as they saw with some of this reasoning. But you will help solve this and other probe If the sales tax can be made etcannot disagree with the great truth lems confronting the business man fective most of the distressing featfurking in the background. That truth who is striving to make headway, of area of this payment of war debts is this: In the makeup of nearly ev. ten under adverse circumstances. That will be climinated. Its very simplicity

system of accounting, both private and governmental, to determine how much is due the government. Lab. kaid Star-Telegram,

### FATHER OF TREE SURGERY WILL BE IN ORLANDO GUEST MAYOR DUCKWORTH

John Davey, father of tree surgery and lover of nature's beauties, is coming to Orlando some time this month, Mayor Duckworth said yesterday, announcing that he had received a letter from Mr. Davey who is now in St. Petersburg.

John Daevy is 77 years old, but he wants to live 25 years more. He has been saving the lives of trees, encouraging conservation of the national forests and working in the interest of nature ever since he learned to rend and write. That was when he was educational advantages in his boy-

When he comes here Mr. Davey expects to bring his film "Conservation" which deals with tree and plant life. The picture will be shown without

But the principal reason Mr. Davey is coming to Orlando is to see Orlando's natural beauty. That was wity he was invited by Mayor Duckworth, who says a film may be made here similar to the one Mr. Davey has now. If so, it will not be a matter of profit for anyone, said the mayor. Since coming to Florida Mr. Davey

has recovered his health almost completely, For years he was unable to lie down and was forced to sleep to a chair. Florida air and Florida aun-Richard H. Edmonds in his Manu- shine, however, have made him strong facturers Record, makes this com- again and increased his hope that he will be spared for the 25 more "There is a tax which the rich man years he wants to live in which to This is only one of half a dozen into the plant and you must look ahead cannot avoid-a tax that will fail on complete his work-Orlando Sentingl.

It is good to have you numbered among our depositors.

We sincerely appreciate your business, regardless of the size of your account.

All of our facilities are at your command, and we do not want you to hesitate to call on us, if we can help you with your problems.

PEOPLES, BANK OF SANFORD Sanford, Florida

## ANNOUNCEMENT!

To the Public: We have taken over the Garage formerly occupied by the B. & O. Motor Co., and we are here to give you the best of service.

Oil Accessories Gas

TIRES, TUBES, VULCANIZING, STORAGE

YOURS FOR SERVICE

CHANCEY WILSON

Corner Second Street and Park Avenue-

## TRY A HERALD WANT AD FOR RESULTS

WE WISH TO ANNOUNCE THE

## Opening of our New Feed Store

WILL CARRY A FUEL LINE OF

Pratt's Poultry Feeds - Makes the Hens Lay Larro Dairy Feed -- More Milk Guaranteed G. B. Horse Feed—The best for your stock

CORN, OATS AND HAY FOR YOUR HORSES BEET PULP, BRAN AND SHORTS FOR YOUR COWS Agents for Savannah Gnano Co., Fertilizers

## SANFORD FEED & SUPPLY COMPANY

THE CASH FEED STORE"

Myrtle Avenue and Fourth Street Sanford, Florida We will appreciate an opportunity to serve you

## Bargains in Used Cars

We condition these cars in order to give satisfaction on used cars as well as new ones. Liberal terms to responsible persons. Trade ins considered on all cars. These cars will be shown and demonstrated on lot opposite from Valdez Hotel on Park avenue. Price?

> See TOM SHERIDAN Oakland Sales and Service

Kent Vulcanizing Company

PHONE 17

SANFORD, FLA.

Cards of Sanford's Reputable Professional Men, each whom, in his chosen profession the Herald recomnds to the people.

George A. DeCottes Attorney-at-Law

Over Seminole County Bank BANFORD '-:- -:- FLORIDA

FRED R. WILSON ATTORNEY-AT-LAW

First National Bank Building SANFORD -:- -:- FLORIDA

**CHELLE MAINES** -:- LAWYER -:--:- Court House

Byes Examined Glasses Designed Henry McLaulin, Jr., Opt. D.

Optician-Optometrist 212 East First Street . Sanford, Fla.

DR. R. M. WELSH Graduate Veterinarian

Office i Opposite P. O. DeLand, Florida

# BUSINESS

every live Business Man in Sanford in this Column

Quick Service Transfer WOOD FOR BALE SECO - a cord. street. Storage Facilities

tell us. Phone 498

## SANFORD

Fly Wheel Steel Gear Banda; Ceank Sanford Novelty Works.

ELTON J. MOUGHTON ARCHITECT

Room 7, Miller Bldg. BANFORD -:- .:- FLORIDA est and best nurseries in the South fore eight, and after seven p. m.

SANFORD NOVELTY WORKS

V. C. CO! LER. Prov. General Shop and Mill Work

CONTRACTOR and BUILDER nue. 517 Commercial Street-Sanford, Fla.

GILLON & FRY ELECTRICAL CONTRACTORS

Westinghouse Lights and Appliances New Line of Fixtures . Miller Building-Magnolia Avenue

B. W. HERNDON

INSURANCE AGENCY FIRE\_\_\_\_BONDS

S. O. Shinholser

Contractor and Builder

A. P. Connelly & Sons Established 1908

R-E-A-L E-S-T-A-T-E Inventments Un-Improved land City Late Surely Bonds Homen

MEISCH REALTY COMPANY AVPORD INVESTMENT COMPANY 104-8 Magnella Ave.

Business Property Business Chances

L. B. HODGINS AUTO RADIATOR AND SHEET METAL WORKS

General Repairing



classified ads charged to anyone. Cash must accompany all orders. Count five words to a line and remit accordingly.

Bargains In Used Cars

1921 Ford Touring, good condition 1921 Ford Coupe, new paint, good tires, extra bar-

Oldsmobile Six Readster, runs like new, bargain \$325.00 1917 seven passenger Buick. This is a real bargain... \$350,00

Buick Four Touring, 5 good lives, a bargain for some-

Paige Speedster, cost \$2,650.00 with \$200 worth of extras, five new cord tires, will guarantee this car to be in perfect mechanical condition. This is the best bargain we have. Come and look it over.

Paige five-passenger touring, 1921 model, looks like new, good tires, good mechanical condition only \$575.00

### FOR SALE

FOR SALE-Desier and Gays' paints ford, Fla. and varnishes at Sanford Novelty FOR RENT-Furnished housekeep en County, Indiana. Machine & Foundry Co. Works, Sanford agents.

General Machine and Boiler Works; FARMERS-You can get seed bed FOR RENT-New Mingalow, five Effective December 1st, the Trop-

FOR SALE-FRUIT TREES-Orna- Sanford.

W. L. Hall, the fruit tree man, Oflan-

FOR SALE 5 m res with flowing, res m, 702 West 3rd St. Near store and loading station. In- . Fack Ave.

quire D. C. Howard, 1103 Cal: Ave-242-3tp or, like new. Frice \$10. Also win- WANED-A chance to build your

for \$30,00. See K. R. Murrell, Her. or care of Herald.

FOR SALE.

ORANGE GROVE BEARING 510 trees, grapefruit, tangerines and oranges, all in splendid condition, well taken care of; 8 room house in good condition; I acres muck, fine for truck BANFORD -: -- FLORIDA farming: 2 seres cleared for addition- LOST-Gold wrist watch bracelet, L. al grove. Price \$8,000. Balance terms. Consider trade. \_

Seo Mr. Bronson A. P. CONNELLY & SONS Established 1908 \* - 101-8 Magnolia Ave

FOR RENT FOR RENT-Unfurnished apartment

## MISCELLANEOUS

DANCING CLASSES every Tuesday Join the throngs of readers. at Parish House at 4 p. m. for children and 7 p. m. for adults. Interpretative and ball room dancing .- Professor C. I. Ebsen. 115-tfc GRADUATE VETERINARIAN. French Ave. Sanford, Fla. HOMES built on easy terms. J. W. | Dhone Union Pharmacy 375 and 419 -286-10tp UANFORD Musey Bullder, wer

FOR RENT-House with garage, all

Please arrange to pay cash on de- WANTED TO RENT-Permanent, 3 If we please you, tell others; if not, livery, and specify the kind of wood or 4 room unfurnished apartment, wanted, when placing your order.-F. fint or house, desirable location, Ad. County. The center of the United And Forecasts of Warnings From the 196-tfe dress "F. S." care Herald office, San- States is in Smith County, Kansas,

123-tfc rooms, 206 East Third St.

Cylinder Grinding; DeLuxe Pistons; frames and irrigation plugs at the rooms, possession given on the 18th. ical Radio Telegraph Co. took over broadcast weather reports and fore-100-tfc Rent \$35 per month to any respectable the operation of the United States Na-Shafta Returned Phone 62 FOR SALE Twelve furnished rooms family without young children. Must val Radio station at Miami, Fla., and 15 the Weather Bureau announced to with three year lease at 115 Pal- Lay the formulare all complete ready the call letters of the station were day. The station will broadcast at 235-16 to move in \$165.00. Address Box 1115 changed from "MGE" to "WAX." The 10 o'clock at night, Washington time.

238-12tp FOR RENT - 1 room apartment, un-FOR SALE-Cottage, garage and furnished. Well located, new buildtrailer. Inquire Mr. Durant, Lake ing. 716 West First St.

2M0-stp FOR RENT-One furnished bed Glades." The argument was that the Whooping Cough, Asthma, Croup, La well, one room house, on paved roud. Folt RENT-Furnished room, 411 sects, reptiles, etc. Does "Tropical" lieved with Foley's Honey and Tar.

### WANTED

ter costs, almost new, cheap. Apply new home before lumber gets any Apartment No. 5, over Herald office, higher. Plans and estimates furnishcasing with tube, guaranteed fif- one bag concrete mixer on skids ida can have them in the winter when teen thousand milés. Will sell both with engine, a pick up. Address Mix-244-3tp WANTED-To buy or rent a second shand baby play pers. Address P. O. MESSENGER COV WANTED at the Western Union.

## LOST

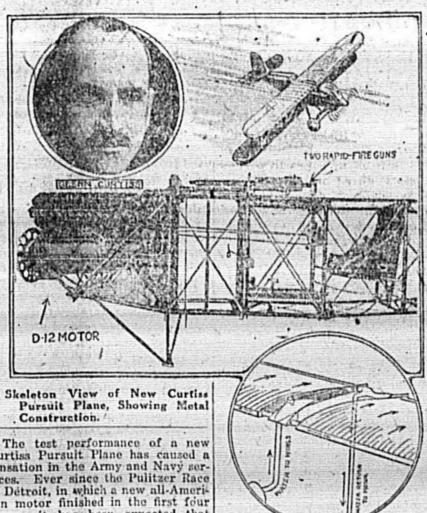
M. on inside of back. Reward if returned to 101 East 10th Street.

LOST-Jan. 6 near Longwood, an Airdale torrier puppy, black and brown markings. Finder phone Win-

Do you enjoy Hawniian singing and Ferndale Apartments, 305 E. First dancing 7. Parish House, Tuesday and 190-tfc Wednesday, 9th and 10th, admission

DR. BAGWELL

## Fastest Pursuit Plane in World Gives America War Mastery of Sky



can motor finished in the first four places, it has been expected that military planes of a super-type would make their appearance at almost any time. The actual performance of the first pursuit ship of a series surpasses

a departure from precedent. It uses racing ships at Detroit. It is equipped with wing radiators, the most radical advance in the art of cooling a motor since 1917, and which reduces the resistance of the air almost to zero. These features were expected. The construction, however, is said to possess, also, a new feature, in that the entire machine can be stored for a period of twenty years, if necessary, tion today.

and taken out of storage, ready to assemble and fly on twenty-four hours' notice.

Radiation — Diagram Indicates How Water Is Pumped Through

Tiny Greeves in Wing Surface.

This machine is the first real fighting ship of all-American construction and design. opinion is that it is not only the fastest, but also the most powerful fighting ship in existence in any na-

George Ade, the Indiana humprist that you are an addict." That is no fable. Mr. Ade is now in Florida for his regular winter stay.

The geographical center of Florida, according to the Andings of the U.S. Coast and Geodetic Survey is 12 miles and the center of population is in Ow-

243-2tp station rate per work for radio mesmental trees and shrubbery. My FOR RENT-Three furnished house- suges became 10-cents, the same as at SEVERE COUGH AFTER INFLUtrees are grown by some of the larg- leeping rooms. Phone 348-W, be- the stations operated by this company at Boston, Fort Morgan (Ala.), 243-6tp Burrwood (La.), and New Orleans.

244-2tp Everglades suggested swamps, in Grippe and Bronchitis are quickly re-244-3tp help the matter? The word Tropical Contains no opiatesi-ngredients mals. The name Everglades is too Sold everywhere.-Adv. well established to change.

In every home garden or home or-242-3tp ed.—Sanford Novelty Works. 183-tfc chard there should be at least, a few FOR SALE-Good grade Jersey heif. WANTED One hundred colored in rows of strawberry plants to produce er, 25 years old. Bred to freshen borers for land clearing, contract strawberries for home needs and per-March 1st -L. Vihlen, R. F. D. No. work. Good camp. High land,-C. haps a few for sale. An acre will - 243-4th W. Perkins, Groveland, Fla. 234-18tc hold 8,000 plants in rows 3 feet apart INU'S QUICK SERVICE TRANS-FOR SALE 35x11/2 brand new cord WASTED TO SELL at a bargain a and plants 16 to 18 inches apart. Flor-FER. Phone 498, 239-Mn-Tu-Wd &fc

when enroute home to France on the steamer Paris, ordered a grapefruit said he deeply regretted having lived fore the meeting. without for eighty years. The finest grapefruit in the world is grown in A. P. CONNELLY,

Persons Interested in the growing

of grapes should send to the State Experiment station at Gainesville for ter Park 493. Reward, 244-3tc Bulletin No. 35, entitled "Grape Culture in Florida." Prof. E. M. Lord says: "Any good, well-drained garden soil will grow good grapes. There are many excellent, healthy vineyards on well drained "flatwoods," high hammock, low hammock, and high pine lands. Grapes can be grown successfully on sandy soil without a good subsoil; land that would be too poor for many crops. Good drainage is imperative and rich soil is very desirable." Senil also to W. A. McRae, the E. A. DOUGLASS, Pres. FLORIDA Commissioner of Agriculture, Talla

FLASHES OF FLORIDA FACTS hassee, for his bulletin entitled "Grape Growing in Florida."

The Gandy bridge to connect St. and writer of fables, who is a regular Petersburg and Tampa, across Tamwinter visitor to Florida, says: "The pa Bay, will be six miles long, and Florida habit will never down you if shorten auto travel forty miles beyou keep away from Florida, but, if tween the two cities. It will be the you ever wear summer clothes all longest bridge in Florida and one of through one winter, good-bye! After the longest in the world. It will be ready for use early in 1924.

## **Naval Radio Station** Will Broadcost Reports Weather Daily

Key West Station

(By The Associated Press) WASHINGTON, Jan. 8.—The naval radio station at Key West will easts of warnings beginning January

"After an attack of the 'Flu' which left me with a severe cough nothing stemed to relieve me until I used At has been proposed by the Miami Foley's Honey and Tar," writes Mrs. Chamber of Commerce to change the K. D. Drake, Childs, Maryland. name of the Everglades to "Tropical Coughs resulting from Influenza, suggests heat and fever, as it does printed on the wrapper. Largest sellswamps, bugs, snakes and wild ani- ing cough medicine in the World.

The Herald, 15c per week, delivered.

In connection with our TRANSFER we have STORAGE room, where you can store your goods at a nominal cest, for any length of time.-LOSS-

It is said that Georges Clemenceau bolders of the Sanford Building & The annual inecting of the stock-Lean Association, will be held at the office of the Association, 104 Mag-243-2tp each nigh therore going to hed. He nolia Avenue, Sanford, Fla., at 8 p. 244-tfc delicacy which he did not know when he lived in the United States just before the Civil war, and which he business that may properly come be-

> President. 12-18-25; 1-1-8 Secretary.

CCC Cures Malaria, Chills and Fever, Dengue or bbb and Fever, De Bilious Fever.

> SEMINOLE ABSTRACT CO.

Get An Abstract Before Buying Property

## Are You a Member of the Federal Reserve?

Did you know that all national banks in the continental United States MUST be members of the Federal Reserve System?

Therefore, all depositors of national banks are members of the". Great Federal Reserve.

You cannot afford NOT to be identified with a bank that is backed by this powerful system.

## First National Bank

A COMMUNITY BUILDER

## AUDITORIUM

DAYTONA BEACH

January 15, 8 p. m. RACHMANIOFF

THE WORLD'S GREATEST PIANIST

Prices \$1.00, \$2.00 and \$3.00, plus tax TICKETS ON SALE JANUARY STH.

Mail or phone orders to Auditorium, Daytona Beach

Phone Number 446-J

## SANFORD MARBLE & GRANITE WORKS

JOHN GOVE, Proprietor CEMETERY WORK A SPECIALTY

1018 West First Street

1018 West First Street

New Price The world has never known

an enclosed car of this type at a lower price. No car at any price has ever offered a greater value.

Place you reder now to insure early delivery. Terms

if desired. For Demonstration or further particulars call any of the following at 331: Home

J. L. WILLIAMS EDW. HIGGINS Authorized Ford, Lincoln, Fordson Dealer

BASE BALL FOOT BALL BASKET BALL TRAP SHOOTING

## SUPPLEMENTARY PITCHING RECORDS

Compiled by Irwin M. Howe, Chicago May Catches Assanns While Penning-

In the selection of a pitching staff the prime consideration is the ability of the men chosen to deceive the batters. As proof of their skill in this City Bowling League are the same with the winning percentage of games "won and lost."

Neither of the above methods, nor, with him for third place. ing data to that previously given. and come in with the select.

It was explained when the regular | The following averages do not invery encouraging feature of Ameri-iles than 10 cames: can League hurling during the past seasoff was the number of sterling youngsters that came to the front no the mason progressed. This table further verifies that statement. Of the first twenty-five men who word most difficult to find for safe hits no less than eleven were serving their first or second year in fast company and toward the close of the campaign nearly every one of these was taking his regular turn on the slab.

Leading the league is Herbert Pruett, the young left-hander of St. Louis, who in 120 innings held his opposition to an average of .235, Herman Pillette, Detroit, and Victor Leverette, Chicago, were the most brilliant and reliable of all the newcommanded that their respective manage scared to death. ers give them every opportunity to nuke good, which they did most emphatically. Pillette was not only the best winner on the Detroit Club, but erage of ,258, the leader among regu-Murray, with .252, the latter a Yan- teams three times kee recruit who was only allowed to finish games. Pillette shut out optwo-hit games.

Potato, Chicken and Shrimp Salad Georgia Country Sausage

**Imported Swiss Cheese** Premier Coarse Soup Old Pa. Buckwheat

WANT AD RATES AND RULES

THE SANFORD

HERALD

Classified Ads to a word. No ad-

taken for less than 25c and posi-

tivels no classified ada charged to

anyone. Cash must accompany all

orders. Count the words and remit

Set in LIGHT FACE CAPS or

Black Face, double the above rate.

accordingly.

per pound

## REALM OF SPORTS

CHAS. L. BRITT, Editor

Best Fifteer Bowlers Same as Last Week, Altho Shifted Some

ton Passes Him-Stevenson Still the Best Bowler

The fifteen best bowlers in the league.

fell behind far enough for May to tic made no comment. even, both combined tell the whole These averages include all of the

story of a hurler's effectiveness, there- games played last week. The Mer- ident of the circuit this year. He acfore the table herewith is submitted, chants-Chase game was postponed and capted the place last year at the urshowing just "how hard to hit" Amer-will be played off this week. That ican League pitchers were during the gives the Merchants two chances to season of 1922. It should be under- pick up their averages, and Purdon stood that this table is not intended and Rive, just outside the fifteen, to supplant the statistics already pub- should they have any breaks in their lished but rather to add this interest- favor should be able to oust some one

pitching records were published that a clude any names that have played in PLANS MADE FOR BIG ANNUAL

	it a rulli to Emira.			Chicago
t	G C		TP.	Ave.
K	Stevenson (Cong.)	18	3054	.169
A	Pennington (Cong.)		4138	.159
e	Amanas (Farmers)		4684	.156
ſ	May (Mens)		1062	.156
e			3719	.154
١,	Betts (Mens)	28	4185	.149
r			4011	.148
y	L. Renaud (Cong.)		4039	.146
1			2624	.145
Ľ,	Jewett (Cong.)		4158	.143
	Couch (Farmers)		3867	.143
t	Britt (Rotary)		4283	.142
	Chapman (Farmers)		4266	.142
	Overfin (Men's)		4255	.141
	Knight (Rotary)		3216	.139
			2	

For every six persons run down by an automobile, statistics would probers, partly because circumstances de- ably show, seven and a quarter are

among the regulars of the White also led the Tiger staff in the carned Sox. Robertson startled the baseball yards, and is beautifully laid out midst enough alone. run averages. In more than thirty world by harling a perfect game on tropical scenery with a par of 75. Faber, L. J. Bush and George K, three-bit game and shut out opposing herep with 91.

Of the other young pitchers not alponents four times and hurled three ready flamed, Warren Collins of the eighth place Boston team won six Victor Leverette, working 225 in straight games in August and Sepnings, allowed an average of only 201 tember, hurling one three-hit and two than sixty of the best rinks in the bagonning and a bonspiel. like Pillette, shut out opposing teams four-hit games and scoring three shut- United States and Canada will par- Entries in the derby do not close and it is likely they will seek at least four times and pitched one three-hit joined Philadelphia late in the season. Honspiel, which begins here January ber of prominent racers already have.

This company har Sylvester Johnson, Detroit, and J. B. 22 and continues for one week. Rinks announced competition, Local mushers sugars, and spices, and have hundreds

> ponents' average of 252, four shuts president announces. It will be held ed a team, to be driven by Bill Grayhit games and eight extra inning!

Besides the four above named, Walter Johnson and Jack Quain each shut Imported Edam Cheese Uhle, Cleveland, Usoked rival teams Boston National League baseball club know it.-Lossing's QUICK SERVICE five games, being the league leader in will begin its spring training in St. TRANSFER. Phone 498. this particular. J. R. Shawkey, New Petersburg, March 12, according to Black English Walnuts | This particular. 3. 16. character, and F. information received Saturday by the As Rommel, Philadelphia, each pitch manager of a local hotel where the Stone's Fruit Cake, 50c ed three four-hit games, while S. Braves have made reservations for three-hit contests, sharing the league dent; Fred Mitchell, manager, and bonors with Faber in this respect. L. Edwin L. Riley, secretary, will arrive J. Bush, New-York, was the only with the first contingent. The Braves pitcher except Pillette to turn in will remain here four weeks. Games no one achieved the honor of holding in Florida have been arranged.

### Florida State League to Meet in Orlando Friday

ORLANDO, Jan. 8.-The annual meeting of the Florida State League will be held in this city next Friday afternoon, it was announced yesterday

to the number of carned runs allowed in the standing. Pennington, who has portant business concarning the future "Birdies." opponents, supplementing this rating been tied with Amanns for second of the league and elections of of icplace, picked up a point while Amanus ers" would take place. Mr. Rose

> It is assumed however, that Mr. Rose will not be a candidate for presis reported to have said on several

Officers of the local club have not up for it next game. said who they will support but it has been indicated that they will not favor a resident of this city.

WINTER PARK, Jan. 8 .- That the Tars of Rollins College, plan to make the new year's game in Miami an unnual event and that a formidable team will face the Winter Park eleven next year was learned from officials here yesterday. It is understood that the opposing eleven will come from Georgia Tech, Centre or John Hopkins, if these plans mature Miami will be the scene of one of the most hotly contested grid battles of the season.

NEW EIGHTEEN-HOLE GOLF COURSE OPENED AT DAYTONA, FLA.

hele golf course of the Daytona Golf them for Bob Holly. Club was thrown open yesterday with Have you lost or found anything? over one hundred gelfers participating in the opening tournament.

games he held rival batters to an av- April 30th, against Detroit, the op- Dr. Darcy Wright, of St. Paul, posing pitcher being Pillette. Be. Minn., won the opening tournament lars for the season being Frank Davsides this remarkable performance, with a low score of 87. Robert S.
Robertzon worked one two-hit and one Holmes of Daytona Beach was run-

### MANY RINKS ENTERED IN CURLING BONSPIEL

(H) The Associated Press)

## BOSTON BRAVES WILL BE AT

Covcleskie hurled a like number of tifty men. George W. Grant, presimore than one two-hit games, while with other big lengue clubs wintering

## Herald Want

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 No. and rules to the left and remit according to number of insertions No. of the ad you desire. Remit by Express Money Order, Draft, Post- No. office Order or Registered Letter. Address communications to No.

The Sanford Herald. Address.

Postoffice ... The Counting of Words Includes the Words "Wanted", "For Sale," etc., and the Name and Address. xNo

GOLF BOWLING **TENNIS** BOXING

"Chief" Chittenden-Sanford's star by Walter W. Rose; president of the first baseman, Sanford's star football The meeting will begin at 4 o'clock Sanford's star everything except crap January 11th, at the Princess, direction, it has been the custom for fifteen this week as last but very few in the afternoon, in Mr. Rose's office, shooter, got a forty-three on the links many years to rate pitchers according of them still hold their same position according to the announcement, "im- yesterday. Must have got several

> Much better golf is being played at have had several interviews with Mr. ance.

Pennington passed Amanns in the gent request of the club owners and individual bowling averages. Emil had a bad night last time he played escazions that he will not serve again, but he says he will more than make

'Tis said that Walter Rose will not know. -be the head of the Florida State League this year. Says the old league is too tame, not enough of the old pep, FOOTBALL GAME AT MIAMI since Sanford dropped out of the

> golfer and holder of the Welsh ama- the rush, get your seats today. teur title, is coming to Florida to play golf. He doesn't say where in Florida if he likes the links. The only Coburn. sure way we know of to keep the Captain in Florida is to be sure that he plays on the Sapford links.

Seminole Indian boys, garbed in their native dress, will be the caddies for the Golf Course in Miami. They claim that aside from the showing they will make for the visitors, their keen eyesight will save many a lost DAYTONA, Jan. 8. The new 18- ball. Like to borrow one or two of

### TRYING OUT FOR PAS DOG DERBY

(11) The Associated Press) land carnival and festivities extend- state. tions of the international dog derby, tablishments in Jacksonville as a nuto be run over a 200 mile rourse, be- cleus. ginning February 22. Other contests MINNEAPOLIS, Jan. 8 .- More are to include skiing, snowshoeing, to-

Leverette, also found places for Chas. Brillheart, Washington, earned places from Chicago, Duluth, Hibbing, Portage now on the trail getting into of stores in the cities of America. age, Winnipeg, Grand Forks, Butte, shape, some of whom have been doing Of the veteran regulars, Fahor, Chi. and Havre, Mont., and other western from 50 to 100 miles daily, C. B. More gro, adds to his other laurels an open points, will be among the entries, the gan, 1921 and 1922 winner, has enterouts, three three hit games, one four at the new Minneapolis Curling Club. son, who drove to victory last Febru-

> ST. PETE FOR FOUR WEEKS Why are we always busy, when others are idle? Answer: Because we out opponents four times, while Geo. ST. PETERSBURG, Jan. 8. The give SERVICE and the people all

239-Mon-Tue-Wed-tfc

flave you read the want ads today !

## TRAIN SCHEDULE

CORRECTED NOV. 14TH, 1922

South Bound

Departs 2:46 a.m. 8:40 a.m

	Northbound	
	Arrive	Departs
	82 1:48 a.m.	2:03 a.m.
2	84	12:05 p.m.
	80 2:35 p.m	2:55 p.m.
	92 4:00 p.m.	4:05 p.m.
	2810:0 p.m.	

1			
6	1 1	Arrive	Departs
a,	100	TER NIFE	7:00 a.m
0,	21		3:25 p.m
0.	25	1:30 p.m.	1000
0.	101	5:50 n m	A CONTRACTOR

rilby Branch

### Leesburg Branch Arrivo Departs .: [3:55 p.m.

	Oviedo Branch Arrive	Depa
0,	99	7:10 p
	158	7:00 n
	er contract and parties	

x-Daily, except Sunday.

pens today.

You can get your seats reserved at loumillat & Anderson's drug store is long as there are any left.

Coburn's Minstrels will show in referee, Sanford's best golfer, in fact Sanford this coming Thursday night,

One of the big attractions with Coburn is his fine brass band, They will parade and render a free concert during the day and another concert-ngain the course, especially by those who in the evening before the perform-

> Jimmy Robson has reserved a whole row of seats for his friends. You know Jimmy used to beat the drum in this fine band of Coburn's. Maybe Jimmy can get the boss to let him be drummer again the day they are in Sanford. It will help a lot, you

Coburn has some of the funniest men with him this season. He has everything that goes into the making of a fine up-to-the-minute minstrel show, and the seats will be hard to Capt. Ernest F. Carter, British get at the last minute, so be ahead of

And there are three extra fine pic-Florida but he does say that he will ture shows between now and Thursremain the balance of the season in day night, see them while waiting for

### GREAT ATLANTIC AND PACIFIC TEA CO. TO OPEN FOUR STORES IN ORLANDO

The Great Atlantic & Pacific Tea Company, one of the gigantic business organizations of the United States, is coming to Orlando to estab lish "from four to six stores."

The authority for this piece of 1923: ortimistic information is none other There is still talk of another bout than I. W. Phillips, who recently had between Jess Willard and Jack Demp- a consultation with the Florida man-The course is over six thousand sey. We say, Jess better let well ager of the Great Atlantic & Pacific Ten Company here in Orlando.

It seems, judging from the information the manager gave Mr. Phillips, the company has its eye on Florida as a coming state, as well as upon Crlando. Mr. Phillips was told the THE PAS, Man., Jan. 8 .- A north- proposal is to start 300 stores in the

Mr. Phillips said four Orlando stores have already been rented to the Great Atlantic & Pacific Tea Co.

This company handles coffees, teas,

Commenting upon the coming to

Czlando for such an organization, Mr. Phillips said: "We might say that almost anything might happen with news like that afloat. Certainly , it shows that big business has its eye on this city, and it exhibits the fact, furthermore, that Orlando has in reality grown to the proportion to inter-The seat sale for Coburn's Minstrel est the big fellows."-Orlando Reporter-Star.

The Dally Herald, 15c per week.

A musical treat-Parish House Tuesday and Wednesday, Jan. 9 and 10, admission 35e and 50c, Hawaiians.

The Daily Herald, 15c per week,

For quick results, try a want ad.

CCC Cures Malaria, Chills bbb and Fever, Dengue or Bilious Fever.

## IMPORTANT INFORMATION ON 1923 MOTOR VEHICLE LICENSE

State Comptroller Urges Applications Be Filed Early-New Year License Tags Will Be Released Dec. 15th.

WHAT IS A TRUCK?

Get your blanks early. They may be excured from banks, county officials, auto-clubs, or will be sent upon request to State Comptroller, Tallahassee, Fla.

APPLICATION BLANKS.

FILL OUT BLANK CAREFULLY.

Every year it is necessary to return thousands of applications for correction. Iton't have yours returned. Fill it out carefully and result correct amount and tag will reach you promptly.

SEND FOR TAG EARLY.

Tags will be mailed out on Dec. 15th for all applications received to that date. Don't wait until Dec. 31st to send fur tag. The law gives no "days of grace" after Jan. 1st. If you want to comply with the law your 1923 tag should be on your car Jan. 1st.

TAG STAYS WITH CAR.

When a car is sold or changes hands the tag must stay with car. Tags cannot lawfully be changed from one car to another. Upon change of owner-ship new owner should immediately transfer the tag number and registration to his name. When a passenger car is converted to a truck or a private use car is put in use for hire, the tag can be sent to the comp-troller for cancellation and credit on cost of the truck tag or tag for hire.

OVERPAYMENTS WILL BE REFUNDED.

Be sure to send rhough money. If you send too much, the Compiralier will refund the over-payment; if you do not send enough, your tay cannot be rent out until the proper amount is received.

FACTORY WEIGHTS ARE USED.

Factory rating of weights and capacity will govern unless the owner carefurnish evidence to contrary, based on actual weighing of machine. Major fractions count as even hundred; for example, a machine actually weighing 1,560 pounds would be classed as 1,600 pounds; one weighing 1,540 pounds would be classed

A truck is a vehicle for carrying any load other than passengers. So if a touring ear or readster has any chance in lasty construction so as to adapt it for hauling any load other than passengers, it must take a truck classification for purposes of license.

DESCRIBE TRUCKS FULLY. The various classes of truck bodies make it difficult to determine weight of vehicle including bady unless full description of body is given with application. The model and year make should be cor-

WRITE NAMES PLAIN. Signatures are frequently hard to read, Sign application at bottom, but print or type the name and address at top of blank. This insures accuracy and prompt delivery of your tag.

COMPTROLLER DID NOT MAKE

THE LAW. Frequently cases arise working apparent hardship upon certain owners cf. motor vehicles, but these cannot be remedied by the comptroller and it should be kept in mind that he did not frame the law. The attorney general in advising the comptroller recently as to the construction necessary to place upon that partion of the law relating to cara for hire, said: "I fully realize that no pro-visions having been made by the legisla-ture for certain contingencies which might arise and for conditions which do arise, that the enforcement of the law as it stands works hardships on a great many people for which you as an officer-charged with the duty of enforcing the law, are not responsible and they should iaw, are not responsible and they should not expect you to either violate your oath of effice by the non-enforcement or by suspending the operation of the law where it appears that amendments would be advisable. These are conditions which the people must remedy through the retian of their representatives in the legislature."

ANNUAL RATES ON MOTORCYCLES, PASSENGER CARS AND BUSSES,

Tag	Class	Passengers	Fee per Pass.	Fee per 100 pounds weight
Anconere	Motoroycles Motoroycles side car Automobile (private use) Cur for hire Russes for hire Russes (hire-liuses for hire	That rate Flat sale Any number? pass, or less 8 to 16 pass	\$5.00 3.00 None 5.00 7.59 10.00 6.00	None None \$ .50 .75 .75 .75 .50

ANNUAL RATES ON TRUCKS, TRAILERS AND SEMI-TRAILERS.

Tax	Uso	Тэра	Tires	Fee per 199 pounds weight of vehicle	Fee per 100 weight of vehicle plus load capacity	Weight limit in pounds
G	Private.	Truck	Preumatic	8 .75		16,000
31	Private	Truck	Solid	1.12		000,8
N	For Hira.	Truck	Pneumatic		\$1.50	16,000
T	For Hire.	Truck	Solid -		2.25	P000,\$
W	Private	Trailer.	Preumatic		.75	8,000(Semi) 3,000
X	For Hire	Trailer	Proumatic		1.50	8,000-(Semi) 3,000
. Y.	Private	Trailer.	Solid		1.12	3,000 - (Semi) 1,500
7.	For Hire	Traffer	Solld	Land I	2.05	3,000 (Seml) 1,500
1.1	A A B		4.0			

I've Got



AWARDED VERDICT IN ACTION SUIT

MIAMI, Jan. 8. Grace Johnson Sewell was last week awarded a verdict of \$5,000 in a suit against John Sewell, a prominent merchant, his wife and her parents in law for alienations of the affections of her husband, Croxier Sewell. She asked for \$100,000.

SENATOR TOM CAMPBELL BOUGHT SARASOTA TIMES FROM . MRS. WILSON

BARTOW, Jan. 8.—The Polk Coun-Campbell, of Palm Beach county and Representative-elect J. H. Lord, of this county are among the stockholden who today take over the Sarasota County Times, a weekly paper which for fourteen years has been published by Mrs. C. V. S. Wilson since the death of her husband, Edward Cowles will be in charge and is planned to fesue the Times semi-weekly.

JACKSONVILLE MAN TAKES POISON BY MISTAKE AND DIES

JACKSONVII.LE, Jan. 8 .-- John Adams Ganahl, one of Jacksonville's best known business men, died late yesterday from the effects of a poison taken by mistake two hours earlier. Mr. Ganahl realized his error within a few moments, entered his automobile and calmly drove to a physician's office.

He alighted from his car, called a stranger on the sidewalk to him, told him he had taken poison. Asked to be taken t othe physician's office and collapsed. He never regained consciou ress. Mr. Ganahl was born in In a faint at his feet. Augusta, Ga., forty-seven years agri and leades his wife leaves his moth of whom is Mrs. Pleasant A.Sto. vall, of Savannah, Ga.

GOVERNOR'S CABINET MET IN SESSION

TALLAHASSEE, Jan. 8 .- The gov tive session this morning R Getaon emor's cabinet met in an extended erecutive lession this morning, sitting y, it is understood, as a board of commissioners of public institutions. W. S. Cawthon, superintendent of public instruction, attended this

POLK COUNTY GROWERS SHIP 500,000 BOXES

SARASOTA, Jan. 8. Senator T. J. s Soil to true. Exchange has a hipped lancoun boxes of fruit to market to far the year, which is \$200,000 in trees of the same period a year ago. The profit of the exchange is \$250,000 greater this year to date.

Wood for the Breplace, wood for the store, wood for any kind of heating and the best kind of wood at \$8 per cond any size you want it. Roand liced, Geneva, or leave orders at the Hatable office and they will be fill a of the rest thay. . .

Daily Fashion Hint



IN VOILE AND ORGANDY

One of the latest of the printed cotton oiles is the chosen fabric for this original frock. It is trimmed with er, andy, which is used for the vest, culiar, culls and pocket flap. Blouse and skirt are joined under a sash girdle of self-material, while braid in plain plor outlines the front, collar and cuffs.

Medium size requires 434 yards 36-inch voile, with 34 yard organdy. Pictorial Review Dress No. 9422. Sizes, 34 to 48 inches bust. Price, 35 cents.

Cow and Calf Go on

Wild Spree Together Danville, Va.-How a cow and a culf which had drunk a mixture of water and moonshine liquor invaded the dining room of Herhert Dillard, son of Judge Peter Dillard of Rocky Mount, is contained in advices reaching here from that point.

Law enforcement officers poured out into the street gutter 500 gallons of liquor selzed in a raid. Liquor and water together ran down the street past a lawn where the cow and calf' were grazing. Both animals drank and, according to onlookers, quickly showed the effects by unusual antics, especially the calf, which became playful.

The cow charged a tree with lowered horns, then, followed by the calf, entered the porch of the Dillard home, plunging through a screen door into the dining-room. Seeing itself reflected in a mirror the cow charged it, destroying a piece of furniture which contained crockery, nearly all of which was

The cow and calf were driven out of the room and were later seen lying down under the slinde of some trees not far away.

## **FAINTS AT MEETING** "DEAD" HUSBAND

Dramatic Scene When Woman, Remarried, Meets Man Supposed Killed in War.

Staunton, Mass .- Mrs. Mary Etta Cleary Leonard-Chartler, thirty-six and pretty, supposed war widow, bride of two months, was strolling along the street on the arm of Victor E. Chartler of Jewett, Conn., her new 10th, admission 35c and 50c. husband, when she suddenly stood rigid in her tracks. Then with a glad-'ery of "my husband," she broke from Charter Se. artes Chartler's arm, rushed up on Edgar Nelson Leonard, discharged solder, showered bim with klases, then fell

This dramatic department of a war time marital mixup will have its seer, one brother and two sisters, one quet here when Mrs. Leonards bartier will appear in Pirst Destrict court on the arm of husband No. I to mewer to a charge of bigamy brought by hus band No. 2.

Mrs. Leonard-Chartler, delirlously happy at below remitted with the lus-WITH SCHOOL BOARD band she supposed resting beneath a



Showered Him With Kisses,

white cross in the American cometery at Romagne, France, readily admits that she has two husbands, but hopes the court can fliid some way out of

Since the moment she came upon her first husband, with whom she lived imppliy for 12 years before she tearfully saw him off for France, she has refused to see Victor Chartler and has taken up her residence in the home of Leonard's mother. Chartier says his supposed wife told him frankly that she loved Leonard beat and would live with blm. He visited the District court clerk and awore to a warrant, which was served on Mrs. Leonard-Chartier.

Old Prespector Used Knowledge He Gained While Seeking Gold in South Dakota.

Wenatchee, Wash .. - For fifteen years Jack Dow pauned gold in South Dakota. He prospered. Last February Mrs. Dow fost her \$500 diamond ring and all search for it was of no avail. Then Jack decided the ring had

"Forgive us our debts."-Philadelphia

MECHANICAL ENGINEERS ADOPT CODE OF ETHICS

a code of ethics, governing its mem- are supplied with current. bership of approximately 20,000, was announced today by the American Society of Mechanical Engineers, tl is prepared by a joint committee of the FER. Phone 498 239-Mn-Tu-Wd tfe national engineering societies, will apply to the entire engineering professiion, embracing more than 200,000

professional engineers. garded as marking an advance in engine sing ideals and, in respect to the government of its members as a sition analogous to the profession of law and medicine.

The code commands loyalty to the country, 'pyrsonal honor, fairness to contractors and workers, and interest in the public welfare. Betrayal of professional confidences, undignified or misleading advertising, and questionable professional associations and practices are prohibited.

TO OPEN ROCKY SCENIC ROUTE THIS YEAR

BANFF, Alberta, Jan. 8. The official opening of the Bantf-Windermere motor highway through the Canadian Rockies has been set for June 30, when the last link in the 6,500 mile and the United States will be thrown open to the traffic. The road, 93 miles long, passes through the heart of the rockies and virgin mountain and forest country. The average cost was \$7,-000 per mile, but in the rock cuts the cost reached \$27,000 per mile.

A clean high class musical treat-Kumaka's Hawaijans, Parish House, Tuesday and Wednesday, Jan. 9th and

The use of electricity in the development of intensive farming in Finland has reached a point where most NEW YORK, Jan. 8 .- Adoption of of the fertile sections of the country for a bargain, 40 acres bordering a

There are other transfers, but none expected that ultimately this code, Lossing's QUICK SERVICE TRANS-

### NOTICE!

The annual meeting of the stockfirst to take this step, which is re- ing Company, Inc., of Chuluota, Fla., postoffice. will be held at the office of M. F. Robinson, 116 North Park avenue, Sanford, Florida, at 8 p. m., Monday, whole, placing the profession in a po- January 8th, 1923, for the purpose of properly come before the meeting.

> B. F. WHEELER, C. V. MAHONEY, Secretary.

The Daily Herald, 15c per week.

PATENTS WANTED

Have you a - PATENT or a good INVENTION applied for that you wish to sell or have

manufactured? scenic tour through Western Canada If you have an article of merit with good earning possibilities we will finance up to

\$25,000,00 Cash Royalty . or Organization basis, Give full details If you wish reply

ROBERT C. HUNT & CO., 1107-8 Westminster Bldg. 110 S. Dearborn St., Chicago

IRPORT OF THE COMPTION OF

nuferd, in the Sinte of Plorida, of the close of HISOTHELS.

Lower end sinter as the reduction to decrease accordances of other larges, and foreign lefts and to the largest state of the bank to seep those in which are the largest state of t of tale bank purchased or discounted by Numa Tetal Lamis

the draftic secured. F. None, unrecased (472.4)
is enstoners highlity account of "Acceptances"
covered by this both, and in other deadles
for account of the both, and make ent 977,177.63 Mirite. the first of the late beings and than the distribution of distribution of the bank to court deliar exchange and now outstand-Notice

t. I. S. Gerrament Scenettics exactly that make premaines, if any) Other Conf., stucks, securities, etc.;

adate owned other than banking house touful reserve with Federal Reserve Bank in process of collection we close a you'll and authors due from national If Amount due from State hands builders and

as reporting being tother than 10mm (2)
Total of Benny 9, 10, 11, 12, 13
H. a Checks and drafts on banks (including Federal Honorye Hank) located outside of city or town of reporting bank
b Mheellajeons cash hems
12 Redemption fund with E. S. Treasurer and due
from U.S. Treasurer

16 tuber assets, if any Total

1 Codivided Profils a Received for interest and taxes as represent expenses, interest and taxes paid 26 Circulating notes ogistanding 21 Amount due to Federal Reserve Bank (deferred ered)(s) 50,000 90 Amount due to national bant a 22. Amount due to State Hanks, bankers, and trust companies in the United States and for-elan countries tother than in cluded in tenns 23 or 22) Note

25. Cashier's checks outstanding

Total of Rems 21, 22, 23, 24 and 25 tt.0

Demond deposits tother than bank deposits; subject to

Reserve (deposits payable within 20 days);

26. Individual deposits subject to check

27. Certificates of deposits due in less than 20 days 497,955.20 23. State, county or other municipal deposits secur-ed by pledge of assets of this bank or sir-24,603.67 29. Deposits requiring notice, but less than 30 75,035,40 20. Dividends unpaid 108 ba

21. Other demand deposits

Total of demand deposits (other than hank deposits) subject to Reserve,

Items 26, 27, 28, 29, 30 and 31 Time Deposits subject to Reserve (payable after 20 days of gublect to 38 days on more notice, and postal savings); 32. Certificates of deposit (other than for money

23. State, county, or other municipal deposits secured by blocke of assets of this bank or surety, band
24. Other time deposits 100,000.00 25. Postal savinus deposits

Total of time deposits subject to Reserve,

Items 22, 33, 24, and 35.

26. United States deposits (other than postal savinus), including War loan deposit account and deposits of United States disturbing officers.

1,693.56 37 U. S. Government securities horsowed. 34, Honds and securities, other than United States. None FOUND LOST RING IN ASHES 29 IIIIIs mayable (including all obligations representing money horrowed other than redissenting money horrowed other than rediscounts)

40. Notes and bills rediscounted, including acceptances of other banks and foreign bills of sichange or drafts sold with indorsement of this bank.

At. Letters of Credit and Travelers' Checks sold for cash and outstanding.

42. A "Acceptances" executed by this bank for customers, and to furnish dollar exchange be Less acceptances of this bank purchased or discounted (see Item 1c). None None None

discounted (see Item 1c)

42. Acceptances executed by other banks for ac
23. Acceptances executed by other banks for ac
24. Liabilities other than those above stated avail. Then Juck decided the ring nau been lost while Mrs. Juck was compty-ling the ashes. He got his old punning suffix and sifted the ashes as he would for gold. Sure enough, the ring was there.

Europe's one prayer seems to be:

STROUT FARM AGENCY

Read this and act quick if looking PRINCESS THEATRE Sanford, 1 THUR. JAN. 11 113 Magnolia Avenue beautiful lake, 30 acres cloared, 115 orange, I grapefruit, all bearing trees, no scrub land, all excellent soil, severwith SERVICE for their middle name. al acres of heavy black loam, the best of garden soil, no house, but a large barn on property. Owner called away. For quick sale; offers this desirable tract for \$1,000.

This is not off in the woods, but is located 500 yards from hard improved The mechanical engineers are the holders of the Petrous Manufactur- road, and only 8 miles from Sanford

> CUT THIS OUT-IT IS WORTH MONEY!

Cut out this slip, enclose with 5c and electing a board of directors and to mail it to Foley & Co., 2835 Sheffield transact any other business that may Avenue, Chicago, Ill., writing your name and address clearly. You will receive in return a trial package con- DeVARO & BLACK FACE President taining Foley's Honey and Tar Com- DeCARLO 237-8te pound for coughs, colds and croup; Prices Main floor Foley Kidney Pills for pains in sides and back; rheumatism, backache, kidney and bladder nilments; and Foley Cathartic Tablets, a wholesome and thoroughly cleansing cathartic for constipation, biliousness, headaches, and sluggish bowels. Sold everywhere .- Adv.

> IS YOUR CITY LICENSE PAID?

Notice is hereby given that all persons subject to the payment of City License who have not paid same on or before January 15, 1923, will be subject to prosecution without further notice.

> J. A. KILLEBREW, Chief of Police.

18 (.200 an 55,033 (...)
10,000,00 (45,016 1)
62,9571

63,93771

78,057.71

3,615.89

2.500 00

None

\$ 1,401,416.31

100 Sem 34

is a Prescription for Colds, Fev-

er and LaGrippe. It's the most speedy remedy we know, preventing Pneumonia.

JA (COBURN'S MINSTRELS

With AND THIRTY-FIVE MINSTREL ENTERTAINERS-

The Georgia Cotton Blossom

-Edw, C. Clifford Minstrelsy's Premier Barritone-

Nate Mulroy | DENTON HANK WHITE Comedian and Dancer MALE SOPRANO Black Face Entertainer

\$1.50; balcony, ..77c plus tax Seats now on sale at Roumillat & Anderson's Drug Store .

TRY A HERALD WANT AD FOR RESULTS

Elder Springs Water

is meeting the demand for good pure water and there are hundreds of bottles being distributed around the City at all times. Every family of Sanford should get the liabit and-

PHONE 311 FOR QUICK ACTION

And our truck will be at your back door with a bettle of that pure water that all the hotels, restaurants, drug stores and seed to mains

And Be Sure it's Elder Springs Water You Use in That Battery

Elder Springs Water Company

RESERVANTE DE LE CONTRACTO DE LA COMPANSION DE LA COMPANS

Why One Advertising Appropriation Was Increased

*`*&&&&&&&&&&&**&** 

Two partners were debating their advertising policy planning the campaign for the next six months.

Theirs is a retail store which spent in one year \$12,000 on its advertising which was 5 per cent of their yearly volume, a fair expenditure in their. line of business.

In growth of sales they could easily point out the home-coming of the \$12,000 with a fair and reasonable profit in its train. For these two partners that expenditure was a profftable short-term investment...

One of the partners spoke up:

"John," he said, "we have a cash profit in the bank from that \$12,000, but we have a greater intangible profit by far-it is piled up for us in the minds of every man and woman in the city.

"It is reflected in the attitude of our bankers:

"It is present in the minds of the manufacturers who sell us.

"It is working on the minds and purses of every one of our customers."

"Why," he continued, "this business, because of the advertising we have done, is worth \$12,000 more than it was before we began."

The two partners increased their appropriation, modestly, it is true. That was five years ago. Today, for it is in a large city, their appropriation is eight times their original amount. Their standing, with bankers, manufacturers and customers is A-1. Their business has grown and grown in a healthy way. And still as one of them put it-

"In the last five years advertising has made money for us. Every cent we've spent has come back to us, and brought another with it. But, our real profit—our big profit from that advertising is banked in the minds of the people. Ours is the best known business of its kind in town. And that is worth a lot of money to us."

\*\*\*\*\*\*\*\*\*\*

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