

## HERALD KEEPS UP WITH MARCH OF PROGRESS

# New Equipment Gives Sanford One of the Most Complete Newspaper Plants in State

### A BRIEF HISTORY OF THE DAILY AND WEEKLY HERALD

Sanford is not a new city and the remarkable growth of the city at the present time and the remarkable growth of the Daily Herald is not new for the simple reason that it is history repeating itself and some thirty-five years or more ago Sanford was a bustling bustling city, the terminus of the railways south, and the gateway of this part of Florida for all river travel. There were big buildings here then and two daily newspapers at various times and several weekly papers and plenty of business. Sanford was a great railroad center, having the shops and the hospital for this division and being in the center of the great orange growing district of Florida, was a lively city. We cannot find out the names of the papers published here at that time or get a copy of them, but as near as we can discover there was the Argus and the Journal and among the various editors were Messrs. Peabody and Solon Adams and several others whose names cannot be recalled since there are no files of those papers in the possession of anyone here now. Thus Appleyard, who is now state printer at Tallahassee, also had the Gate City Chronicle here for many years and this paper afterward passed into the hands of Mr. Baker and it was carried on by his widow after his death and the Chronicle was running when the Herald was established here, by the present editor in 1908.

It is a far cry from the old Washington hand press, from the old drum cylinder and even from the latter models of fast cylinder presses of a few years ago to the splendid Duplex web press that has just been installed in the office of the Herald Printing Co., the cut of which appears on the page today. Like the ox cart of the early days and the horse and buggy that formerly sufficed on the roads and served their purpose to the fast automobile of the present day that eats up the distance, the evolution in the printing industry has been most rapid and from the old days of the hand printing presses and the getting of type by hand to the present day of fast web presses and the latest typesetting machines the march of civilization has gone forward and onward and it is a well known fact that Florida has at all times put out newspapers of a better type even in the earliest days, and Florida journalism has ever been in the forefront even though this state was sparsely settled and is only now coming into the sisterhood of states in the matter of population and in the settling up of the waste places.

The Sanford Herald was started here in August, 1908, by the present editor and began business in the old Bishop block and we remember that the press upon which the paper was then printed was a small Hec press that printed two pages of a five-column paper and it took a large force of men working day and night for a whole week to get out the big Christmas edition of the Weekly Herald for the holidays. We had to set up by hand all the type and then print two pages at a time on the press and it was a mighty job, but our five forty-four page edition was the pride of the countryside and of the state at that time. The Weekly Herald has been in operation ever since, being at one time a twice-a-week paper, and going through the various vicissitudes of all newspapers, taking the good years and the lean years of Sanford as the city grew slowly until shortly after the

World War and while the editor of the Herald was in England, A. Y. Castello, wanting a daily, requested Willis Powell to come to Sanford and take a survey of the field and to consult with the Herald editor and manager about a daily paper. After the editor arrived home he took up the matter of the daily and decided to investigate the feasibility of the project and in the fall of 1918 the Daily Herald was started. It had a good patronage and was a financial success. In a few months the power plant of the Herald Printing Co. broke down completely and the Herald stopped the daily paper, which was discontinued for the winter months but was again started in the fall of 1919 and has been issued an all the years-around paper ever since. Starting with a Model 10 Linotype machine it rapidly grew into the equipment and the latest Linotype machines were installed in a few months, a model 11, one of the best in the market, was put in to supplement the No. 10 machine and last week the second No. 11 was placed in the office, giving the Daily Herald a battery of machines second to none in the state.

The Whitlock press that served this office for the past ten years in printing book and job work and making the paper has been completely replaced by the very latest model press, known as the Duplex and manufactured in Battle Creek, Mich. It is one of the best of its type that is made. This mammoth press prints from a roll of paper either two, four, six or eight pages of a seven or eight column paper and from the roll of paper the finished paper comes out of the press folded and trimmed and all ready for the newsboy at the rate of 5,000 per hour. Under the old method the Herald was printed four pages at a time on the cylinder press that could not run faster than one thousand an hour and it took about three hours to print and fold in less than an hour and printed six

pages that can now be printed as fast as desired. With this new press and new equipment the Daily Herald can wait for the late wires from all over the world, the advertisers have more time to get in their advertisements and the printers and readers can have more time to devote to other work as the fast press gives them all the time that is needed when the paper goes to press. It is sure and certain to come out on time if all goes well, for no machines, not above needing up at times and when they break a web now and then and give some trouble. The new press gives Sanford an equipment that is as good as any city in the United States can boast of, the only one in the state with all steel cabinets and furniture, iron bar stands, with all the latest advertising type faces from 12 to 18 point and enough of this type to last for the growth of the city and the Daily Herald.

This new edition will be the complete and up-to-date in the state of Florida as only one other office in Florida has such an outfit. It means that the people of Sanford can well be proud of the fact that their city now has and will have for many years to come one of the best newspaper offices in the state and the completion of a similar office here will give the Herald the reputation of being one of the best in the state.

The Herald Printing Co. is located ahead to the time when Sanford will have twenty-five thousand people and the present equipment will handle the newspaper business of a city of that many inhabitants. We believe in the growth of the city and the future of Sanford to an extent and the Herald ever since its inception, has gone into the future and has ever been in the matter of giving the people of this city and county the best newspaper that money and experience could give them.

We want the people to share with

us this feeling and to take a pride in their daily paper and plant. We want them to come to the office and see the big press in operation every afternoon and see for themselves just what the Herald Printing Co. means to the city of Sanford. We want them to feel that this new plant is their plant and is working for them and their interests. It will be the cooperation of the people that will make the Daily Herald one of the greatest papers in the state and with the present rapid growth of Sanford it will not be many years before the Sanford Daily Herald will be among the first in the newspaper field. The location is here and the address of the Daily Herald Printing Co. is 121 North Main St., Sanford, Fla.

The Herald has a printing department and a circulation department and looks after all the carrier boys, keeping the papers coming and seeing to it that every subscriber gets the Daily Herald on time. His assistants are: Joe Mahurin, Andrew Carroway, Chandler Shanon, Cecil Dargay, Allison Speer, Gene Adams and Joe Thomas, who carry Georgetown and Goldsboro. The Herald force represents fifteen miles of the district and at the winter season is over. The daily circulation is about 1,000 and the weekly circulation is about 4,000 and the monthly circulation is about 12,000. The Herald is published every day except on Sunday and public holidays. The price is 15c per week, delivered.

and the advertisements in everything from 6- to 36-pt. type, Tom Collins is the general factotum and helps in every department and keeps the metal coming to the machine, casts the electrotypes and does all the heavy bookbinding; Miss Carrie Dargay is in charge of the mailing department; Lewis Shoop is in charge of the circulation department and looks after all the carrier boys, keeping the papers coming and seeing to it that every subscriber gets the Daily Herald on time. His assistants are: Joe Mahurin, Andrew Carroway, Chandler Shanon, Cecil Dargay, Allison Speer, Gene Adams and Joe Thomas, who carry Georgetown and Goldsboro. The Herald force represents fifteen miles of the district and at the winter season is over. The daily circulation is about 1,000 and the weekly circulation is about 4,000 and the monthly circulation is about 12,000. The Herald is published every day except on Sunday and public holidays. The price is 15c per week, delivered.

**OVIEDO IS GROWING FAST, IN MOST FAVORED SECTION FAMOUS SEMINOLE COUNTY**

**BLACK HAMMOCK LANDS RICH AS DELTA OF THE NILE**

**6 THOUSAND ACRES OF FINE FARMING LANDS WILL HAVE LOOP OF THE SEABOARD R. R. BUILT AT ONCE**

In addition to development work done by local people, there has been over \$250,000.00 of new capital invested and the work has just commenced.

In 1912 this tract was thoroughly drained at a cost of about \$400,000. It lies on the south shore of Lake Jessup, a fresh water lake, fourteen miles long by four to six miles wide. Through this lake, the picturesque and famous St. Johns river runs. In 1910 there was added to this tract the Florida Groves Drainage district, about four thousand acres more, making in all about ten thousand acres in the two drainage districts, drainage alone costing over \$100,000. There are twenty-eight miles of canals and drain ditches. These are the only two drainage districts in Seminole county, organized and operated under the Florida law.

All these lands are furnished with water for irrigation purposes by artesian wells, just as the far famed Sanford celery delta lands are supplied. Nature has been kind to this section of the state.

In 1911 there were no improved highways in this section. Today there are four different directions that you can enter this thriving community by brick or macadam roads.

The county of Seminole, while one of the smallest in the state, is one of the richest in agricultural productions and leads in hard road construction, having spent in the last few years \$940,000 on hard roads outside the city limits of Sanford, the county seat.

Three railroads touch this particular section, the Florida East Coast, Seaboard Air Line and Atlantic Coast Line. The Seaboard Air Line is now at work building a loop from Oviedo through this farming district, and expects to have trains running in time for spring movement of crops.

Due credit for practically all this great development and bringing in all this new capital should be given to Hon. O. P. Swope (now member of the Board of County Commissioners for Seminole county from his district). He came in 1911 and cast his lot with us, and seeing the great possibilities of this rich, undeveloped section, plunged in as only a man of his foresight and determination can, and he has made the wilderness produce and bloom like the rose.

He is always first in any movement for the betterment and uplift of his home town and county, tireless in his efforts to harness nature and turn it to the use of man.

In addition to the many other things above enumerated, Oviedo has a number of prosperous mercantile firms, a beautiful community club house, good churches, and one of the most prosperous banks in this section of the state.

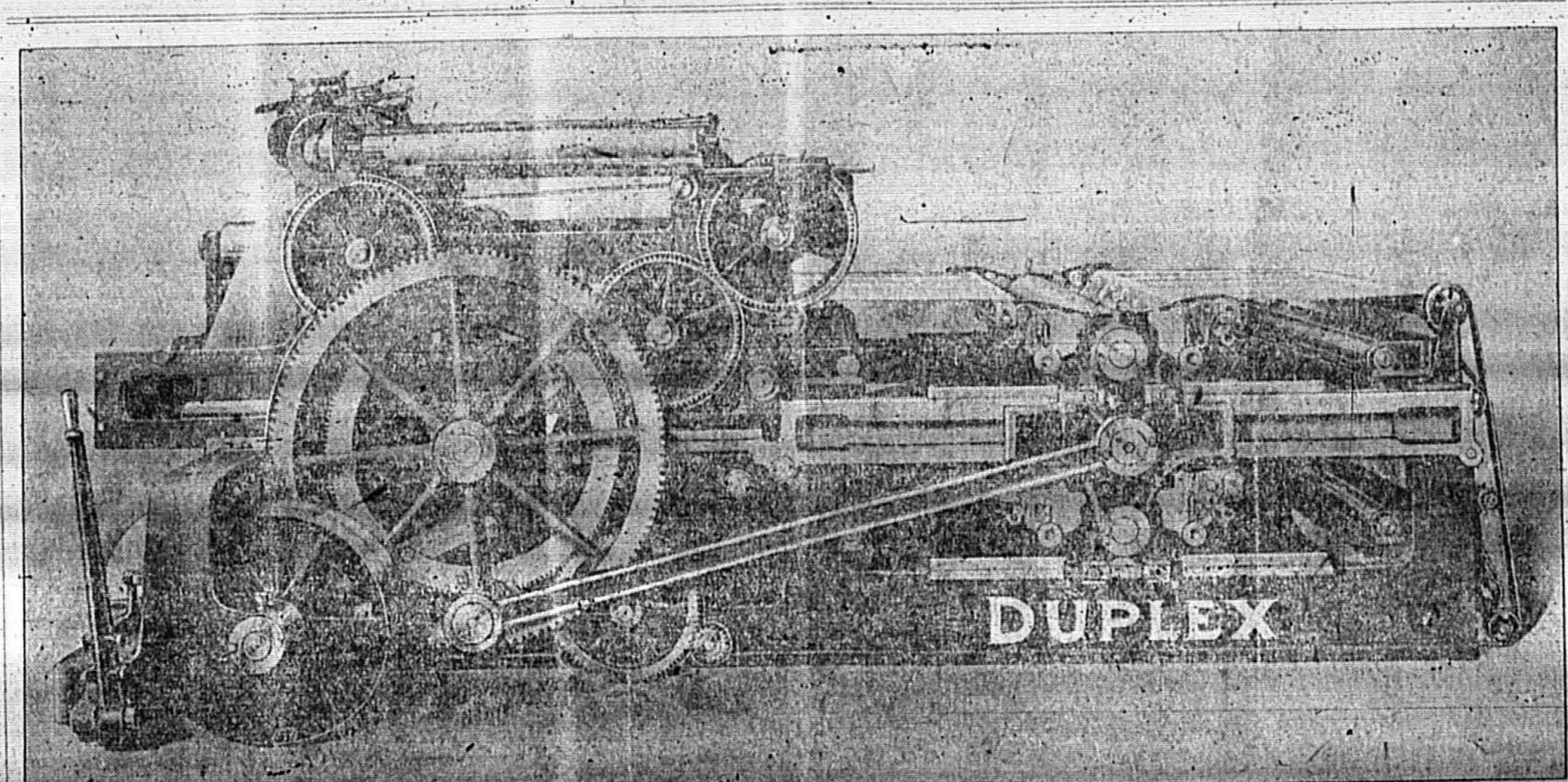
Seminole county is proud of this, one of its most prosperous towns and farming sections, proud of its citizenship, and proud of Hon. O. P. Swope who contributed so much, not only of his money but of his time and energy to its substantial growth and development.

the writer lived in Oviedo from June, 1911, to July, 1918. In 1911 there were twelve pupils in the white school and about the same in the colored school. Returning there in 1922 we find a beautiful \$50,000.00 brick school building for whites with four teachers and about one hundred pupils enrolled. The colored school has been improved and enlarged and the attendance three or four times as large as it was in 1911.

What is known as Black Hammock lands lying contiguous to the town of Oviedo, has an area of about six thousand acres, the soil of which is a black sandy loam. It is unsurpassed for anything in the state for its fertility and adaptability to the growing of all kinds of Florida winter vegetables, such as celery, lettuce, pepper, tomatoes, peas, beans and many others too numerous to mention. It is equally good for staples such as wheat, rice, corn, etc.

In 1911, there was not to exceed ten acres in the Oviedo district cultivated as truck farms. Today there are over seven hundred acres grown in winter vegetables and over four hundred and fifty acres tilled for sub-irrigation.

These lands, before they were tilled and drained were assessed for taxes at from \$1.50 to \$3.00 per acre. They are on the tax roll now at from \$10



THE BIG DUPLEX WEB PERFECTING PRESS THAT PRINTS THE DAILY AND WEEKLY HERALD



# The Supremely Confident Poise

## That Characterizes the Successful Man



His careful grooming, his well-fitting, dignified clothes immediately stamps him a man of affairs.

A large part of his success can be attributed to good appearance. He's well-dressed and he knows it and all the world knows it.

He's the type of man for whom we take keen pleasure in creating Fall clothes just now. He appreciates good style, good fabrics, thorough workmanship. He gets all these at—

# Sanford Shoe & Clothing Co.

J. J. N. CONNOR, Manager

The Store of Quality With Low Prices

## SOCIETY

Mrs. Fred Daiger, Society Editor  
Phone 312-W

At the Parish House on Sunday last the Rev. Father Peck held the annual banquet to the Brotherhood of Saint Andrew men and boys. There were about 50 to sit down to the splendid four course dinner at four o'clock in the afternoon. The tables were most artistically arranged, and decorated with quantities of coral plant, poinsettia heads and asparagus fern, this, together with three beautiful baskets of poinsettias, one on each table, gave the Parish House a truly festive appearance. The boys were particularly fortunate in that it was possible for Rev. Father Yarnell, of Tallahassee, to be present.

### SOCIAL CALENDAR

Wednesday—Daughters of Wesley will meet immediately after prayer meeting at the home of Mrs. John C. Deen on Park avenue.

Thursday—Dance and bridge at the Country Club.

Friday—Plant Sale by the Welfare Department.

J. W. Boring, of Orlando, was in the city yesterday combining business with pleasure.

Mrs. Edith Dresser, of Jacksonville, will spend Thanksgiving with her sister, Mrs. J. C. Gibbs.

Leasburg was represented here yesterday by W. A. Ames, who made his headquarters at the Montezuma.

Miss Mary Deak, of Hebron, Ind., is spending the winter with Mr. and Mrs. Lehman on Palmetto avenue.

E. Y. Harvey, of Green Cove Springs, arrived in the city yesterday and will spend a few days here on a business mission.

Marshall Burroughs and J. A. Ford, of Jacksonville, are among the business arrivals here yesterday and are registered at the Montezuma.

Dr. and Mrs. J. C. Gibbs, of Crown Point, Ind., have recently arrived in Sanford. They are occupying their attractive home on Magnolia avenue, formerly the Watson home.

The Westminster Club met with Mrs. J. B. Lawson at her home on Park avenue, Monday afternoon. The time was pleasantly spent with work for the Presbyterian bazaar which is to be held the first and second of December. After a short business meeting the hostess served delicious refreshments.

Mrs. Irene Hopkins and attractive little daughter Patricia, of Delevon, New York, arrived in the city yesterday and are the guests of her uncle and aunt, Mr. and Mrs. J. A. Wilson. They will spend this week here going on later to their winter home near Rockledge.

### R. OF S. A. BANQUET

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After all had eaten and thoroughly enjoyed the last drop of ice cream, Father Peck, in his able and clever way, called on each one present to say something. Father Yarnell spoke first and gave the boys a very interesting address and calling on all to uphold the hands of Father Peck and assist him faithfully in his work. Mr. Elston Wadbrook next spoke and told the great news just received from his son, a Brotherhood man, too, that he has just received first honors in conduct in the naval academy where he is and impressing on all that in order to get happiness you have to give happiness. After a number of the men and boys had spoken Father Peck then spoke a few words which all enjoyed thoroughly showing that the Brotherhood develops in the young man Loyalty, Truthfulness, Manly Virtue and Fidelity. The boys now sang the Brotherhood hymn and other hymns, with J. R. Stewart at the piano.

Just before the close the boys gave three cheers for Father Peck, for the Brotherhood, and for Mrs. Eigman, who had entire charge of the cooking and staging of the dinner.

After the banquet all the men and boys attended the evening church service where they renewed their obligations to the Brotherhood for the coming year.

### ST. AGNES GUILD

Yesterday afternoon the members of the St. Agnes Guild were most delightfully entertained by Mrs. Archie Betts at her home on Palmetto avenue.

The members reviewed articles for the bazaar while several matters of business were discussed. All articles for the Thanksgiving offering were turned in. The next meeting will be Monday afternoon at 3 sharp, at the home of Mrs. Julia Takach on Eleventh street. At this meeting all articles are requested to be turned in.

After the conclusion of business, Mrs. Betts served tea and sandwiches. Among the members attending the

meeting yesterday were Mrs. Raymond Key, Mrs. J. B. Coleman, Mrs. M. Minarik, Mrs. J. N. Robson, Mrs. Chris Matthews, Mrs. Hawkins Connelly, Mrs. Raymond Phillips, Mrs. Fred Daiger, Mrs. Leake, Mrs. Derby, Mrs. Julia Takach, Mrs. Clifford Peabody, Mrs. Paul Biggers, Mrs. W. M. Belding, and Mrs. R. W. Pearson.

### THANKSGIVING BALL

One of the most brilliant social events of the season will be the Thanksgiving ball and bridge party given at the Country Club, Thursday evening, Mrs. B. W. Herndon and efficient committee will have charge of this event.

The club house will be decorated with appropriate decorations carrying out the suggestions of this season. The music for the dancing will be furnished by Newberry's Orchestra of Daytona. There will be cards for those who do not dance.

All the social affairs which are given at the Country Club are always looked forward to with great expectation and this affair will be the crowning event of the season.

### PIPE ORGAN CLUB

Mrs. J. G. Sharon was hostess to the Pipe Organ Club Monday afternoon at her home on West 10th street.

During the business session the resignation of Mrs. Schelle Maines as president of the club was tendered and accepted and Mrs. Craig Harris was elected to fill the vacancy.

After disposing of the business matters the meeting adjourned to the work and social hour, which was spent in a most pleasant and profitable manner.

At the conclusion of the afternoon the hostess served a most tempting salad course with coffee. Seventeen club members enjoyed Mrs. Sharon's hospitality.

The meeting next Monday will be with Mrs. C. D. Forrester, jr., on West First street.

### DAUGHTERS OF WESLEY

The Daughters of Wesley Class of the Methodist church will meet Wednesday evening, immediately after prayer meeting at the home of Mrs. J. C. Deen on Park avenue. It is important that every member be present as matters of importance are to be attended to.

### COUNCIL OF MUSIC

The meeting called for this Saturday for the Council of Music at the Studio of Mrs. Fannie S. Munson, has been deferred until the first Saturday in January.

Stanley Barr, of Crown Point, Ind., is the guest of Rodman Lehman.

### COUNTRY CLUB DANCE THURSDAY NIGHT WILL BE FINE EVENT

The bridge party and dance at the Country Club Thursday night promises to be one of the most popular society events of the fall season. The Country Club has been the scene of several fine social affairs this season but the Thanksgiving party will eclipse them all and the ladies in charge have secured the services of Newberry's famous orchestra of Daytona Beach for the dance. The bridge party will also be popular, and refreshments will be served to the guests in true country club style and the party Thursday night will be a gathering of Sanford people and their guests.

### MERCHANTS-CHASE GAME CHANGED TO FRIDAY

The regular game between the Merchants and Chase and Co. that is scheduled for Thursday night, has been changed to Friday night. This was brought about on account of Thanksgiving, there being too many stuffed with turkey to play, so all the bowlers on these two clubs will please take note and be on hand Friday night at the regular time.

Two years ago the Florida Development Board suggested that Florida citrus fruits, pecans, marmalades, etc., be utilized for Christmas presents to friends in other states in an effort to introduce and popularize our produce elsewhere. The suggestion solved the Christmas shopping problem for many Floridians and visitors, who sent their Christmas greetings with some fruit or other product typically of Florida.

In renewing the suggestion this year, the Florida Development Board urges also the use of subscriptions to Florida newspapers as Christmas presents, especially to those persons who have been in the state at some time in the past and who will be particularly interested in the daily or weekly news from the city or community visited.

Red Snapper fish steak—Stone's Market, 327 Sanford Ave. 209-2tc

The Presbyterian Bazaar will be held Friday and Saturday, Dec. 1st and 2nd in H. C. Dulles's office on North Park Ave. 208-5tp

## LOCALS

Circus Day and special edition of the Herald.

All good things usually come on the same day and Spark's Circus is always good, always clean and they are favorites in Sanford.

There are several thousand people in the city today, attracted here from all the surrounding counties by the big circus, the parade and the afternoon and night shows. It is a big day in Sanford.

Colte Hill, Hendrick Guernsey and Sam Way, of Orlando, were among the prominent visitors to the city today and attended the meeting of the Sanford Rotary Club, where they were most welcome.

Mr. and Mrs. Oliver Murrel were in the city yesterday the guests of Capt. and Mrs. K. R. Murrel. Oliver is now residing in Umatilla where he is practicing law and engaged in raising fruits and vegetables and says that Lake county is booming.

This is orange weather and vegetable weather and the cold should bring better prices for fruits and vegetables in Florida. It is almost certain that all the tender vegetables north of Florida are frozen up now and Sanford lettuce should come in for good prices from this time forward.

The Daily Herald has been late for the past two nights due to the fact that we are operating a three-phase motor on our big press and the Southern Utilities Co. have not yet changed over to the three-phase system and we are operating on a makeshift plan until the plant can get everything adjusted. We can always look forward to more or less trouble in getting big things started but Manager Rosebro is doing everything in his power to keep our plant running until next week when the Southern Utilities will be ready to give us the kind of power we must have. Until then the public will have to look for a late paper now and then, but it will come out if it is physically possible. We all have our troubles but it will make the result all the more certain and we shall give you a real paper when we get adjusted.

The week of December 8th to 15th has been designated by the Florida Federation of Women's Clubs as tree planting week, especially for the purpose of beautifying highways and home grounds. This action was taken on November 24th at the convention in Green Cove Springs, after Mrs. A. B. Whitman, of Orlando, Chairman of Conservation for the Federation, had told what has been done by some of the clubs and other agencies, and had urged the importance of making our public highways more attractive.

The fertilizer industry in the Lakeland section has been given impetus with the getting under way of the recently organized non-acid plant, financed by Polk county citizens. Production during the first week of the plant's operation was at an average of 30 tons a day. The plant employs 60 men and runs the full 24 hours of the day. The weekly payroll amounts to \$2,000. The fertilizer is turned out under the recently patented formula whereby no sulfuric acid is used.

### TRAIN SCHEDULE

CORRECTED NOV. 14TH, 1922

South Bound		
No.	Arrive	Departs
No. 83	2:36 a.m.	2:46 a.m.
No. 27	8:40 a.m.	8:40 a.m.
No. 91	1:18 p.m.	1:38 p.m.
No. 89	2:55 p.m.	3:20 p.m.
No. 85	4:55 p.m.	7:10 p.m.

Northbound		
No.	Arrive	Departs
No. 82	1:48 a.m.	2:03 a.m.
No. 84	11:45 a.m.	12:05 p.m.
No. 80	2:35 p.m.	2:55 p.m.
No. 82	4:00 p.m.	4:05 p.m.
No. 28	10:0 p.m.	

Lily Branch		
xNo.	Arrive	Departs
xNo. 100		7:00 a.m.
xNo. 24		3:25 p.m.
xNo. 25	1:30 p.m.	
xNo. 101	5:50 p.m.	

Leesburg Branch		
xNo.	Arrive	Departs
xNo. 157	3:55 p.m.	
No. 21	2:50 p.m.	
xNo. 158		7:00 a.m.
No. 22		7:10 p.m.

Orlando Branch		
xNo.	Arrive	Departs
xNo. 122		7:40 p.m.
xNo. 127		7:40 p.m.

x—Daily, except Sunday.

## ROTARY CLUB FINE MEETING AT VALDEZ

PROMINENT VISITORS FROM ORLANDO ENLIVENED THE PROCEEDINGS TODAY

The Sanford Rotary Club had a fine meeting today at the Hotel Valdez and Mine Host Cattaneo was there with the big mit as usual when it came to the eats and spread one of the finest luncheons of his career to which the Orlando delegation present gave three cheers. It seems that they cannot get such feeds in Orlando and they enjoy the luncheons of Cattaneo very much and they come every week to enjoy our meetings and our hotel.

Those present today from Orlando were Kendrick Guernsey, Sam Way and Colte Hill. Kendrick led the singing and he led the Sanford Rotarians through all sorts of singing stunts and the crowd was kept in a lively humor all during the meal. Many matters of public interest were taken up and among the big treats was a fine talk on Rotary by Dr. Shide Walker otherwise known in Rotary circles as just plain "Shade" Walker and so it will be. Dr. Walker said that since Rotary was founded way back in the early days when the bible was written the two were closely associated as yet and the only thing was that all people did not practice the theory of "Service." It is exemplified all thru the bible and is practiced by many who are not Rotarians but the Rotary Club brings it forcibly to all the members and they are bound to get a great amount of good out of the club and he proposed to become a real good Rotary member.

It was finally decided that the Blues were victorious in the membership drive and the Reds will pay for a luncheon.

"Few people outside know what a large shipping point Groveland is," remarks the Groveland Graphic. "Those of us here have accepted it as a matter of fact and have not placed its importance before the public. When a place has eighty-five loaded cars of necessities roll out in one week, it is getting to be some shipping point, and that is the record for Groveland recently." Groveland ships a great amount of lumber among other things, and is a hustling, growing town.

Red Snapper fish steak—Stone's Market, 327 Sanford Ave. 209-2tc

## SANFORD'S TEMPERATURE

Well, what do you know about that? Down to 57 last night and rain with it but that old breeze from the northwest today blows cold and it would be seemly if that lettuce crop north of us were cut down by the icy fingers of old Jack Frost. This is great Thanksgiving weather, we claim, yes. And the circus is in town. Have you a little balloon in your home?

5:40 A. M., NOV. 23, 1922

Maximum ..... 70

Minimum ..... 56

Range ..... 57

Barometer ..... 29.86

Rain ..... 10

Northwest and clear.

## THE WEATHER

For Florida: Fair Tuesday, colder in north portion. Fair Wednesday.

## The Princess TONIGHT GEORGE ARLISS

### "THE RULING PASSION"

There's something strange about everybody, yourself, your wife, your neighbor, every person has some ruling force. Also a—

### SNUB POLLARD COMEDY

Tomorrow—Anita Stewart in "Sowing the Wind"; also "Step This Way" a two-part Comedy.

## 666

is a Prescription for Colds, Fever and LaGrippe. It's the most speedy remedy we know, preventing Pneumonia.

POTTERY DEMONSTRATION WEDNESDAY AT YOWELL CO'S. 209-2tc

"Say it With Flowers"

## STEWART, THE FLORIST

MRS. J. R. STEWART

Cut Flowers, Floral Designs and Plants

SANFORD, FLORIDA

PANSIES  
CARNATIONS  
SALVIA  
HYBISCUS  
COLENS  
MALVAVISCUS

PETUNIAS  
ASTERS  
SHASTA DAISIES  
BOUGAINVILLEA  
CROTONS  
HYDRANGEA

PERNS AND MANY OTHER PLANTS—CALL AND SEE US

814 Myrtle Avenue Phone 260-W

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### J. H. HINTERMISTER PIANO CO.

112 MAGNOLIA AVENUE

10 Stores in Georgia 1 Store in Florida

# THE CHURCHWELL COMPANY

Sanford's New Store Phone 127

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MEN'S WORK SHIRTS  
79c AND \$1.00

---

MEN'S KHAKI PANTS  
\$1.50 AND \$2.50

---

MASTER MECHANIC AND DUCK HEAD  
OVERALLS  
\$2.00

---

MEN'S ARMY STYLE SHOES  
\$4.00

---

MEN'S WORK SHOES  
\$2.00 \$2.50 \$3.00

# The Churchwell Company

First Street SELLS it for LESS Welaka Block



# MEISCH REALTY CO.

The Meisch Realty Company offers for sale lots located in various portions of the residence section of the City on very easy terms, and very low monthly payments.

Our prices will compare favorably with any in town.

You are going to want a City lot for a home, and you can buy it from us practically on your own terms.

And, if you don't build, real estate values are increasing and it will pay you to buy.

## Meisch Realty Co

108 Magnolia Ave.

SANFORD, FLORIDA

JOHN MEISCH, President

A. P. CONNELLY, Sec-Treas.

# The Sanford Building and Loan Association.

Organized in 1908

A co-operative home building and loan association, which has contributed as much or more than any other factor in building up Sanford, having been connected with the building and financing of more than 250 of its nice homes.

Why put it off? You expect to own your home some day, and this is the easiest method—cheaper than rent—for instance, a loan of \$3,000.00 will cost you only \$35.00 per month. The profits are distributed semi-annually, and dividends are compounded, making it so that actual interest paid by you does not exceed six per cent.

A good place to invest in paid-up stock. For several years have paid 4 per cent. cash dividend, and never during its history has paid less than 3 1-2 per cent. semi-annual dividend.

Think it over. Talk it over. Come and see us.

Information gladly given at any time.

## Sanford Building and Loan Ass'n

108 Magnolia Ave.

SANFORD, FLORIDA

T. J. MILLER, President A. P. CONNELLY, Sec'y-Treas.

## A. P. Connelly & Sons

# Real Estate and Insurance

We can suit you in any class property in Sanford. Vacant lots, residences or business property.

Our insurance department is complete; also sell all classes of bonds.

Have several real bargains in irrigated farms.

## A. P. CONNELLY & SONS

104-108 MAGNOLIA AVE.

SANFORD, FLORIDA



THANKSGIVING DAY

The first Thanksgiving day in America was celebrated by the little band of Plymouth colonists in 1621, though they had little to be thankful for except that they were alive. One of the reasons why they were alive was that amongst the food resources of the new found colony "besides water fowl there was a great store of wild turkeys," and it shows how well

known the bird must already have been in Europe, that Bradford should have thus identified it offhand and assumed that it needed no explanation. And we know that the festivities of the earliest Thanksgiving centered largely in the consumption of "fowl." "Our harvest having been gotten in, our Governor sent four men on fowl-water fowl there was a great store of wild turkeys, and it shows how well

gathered the fruits of our labors. The four in one day killed as much fowl as with a little help besides lasted the company almost a week.

This earliest festival of the colonists was a mere holiday after the toll of the harvest, a "frolic" such as may yet be seen in many parts of England, with little or no religious observations or associations. It was a time of dancing and feasting, sports and trials of strength and skill, of rest and relaxation after the toils of the year. Merry making at the end of the harvest was prevalent in England we know as early as the sixteenth century, and the pilgrims did but reproduce in this, as in most other things, the institutions with which they had been familiar at home. As the plantations in North America prospered, the custom persisted and spread, and under Puritan influences it came to assume throughout New England a more religious aspect.

Still as a season for rejoicing it had for its central episode the gathering at the place of worship, to listen to a Thanksgiving sermon, more secular than other sermons of the year, in which the politics and material topics of the day could be discussed from the pulpit more freely than on a Sunday.

In this form it spread from New England all over the country, first through the Middle States and into the West, thence slowly through the South, until Thanksgiving came to be the most popular and universally observed of all national holidays, hard-ly excepting the more ebullient and demonstrative Fourth of July.

Its association with the carrying of the harvest came with the growth of industrial prosperity and the emergencies of large cities, to be partially obscured. Above all it grew to be recognized as a family festival, a day of reunion in the old homestead, and for the renewing of old affections, a season of charity and mutual helpfulness.

In 1789, in response to requests from both houses of congress, George Washington issued the first Thanksgiving proclamation, appointing Thursday, November 26, as a day to be set aside for "acknowledging with grateful hearts the many and signal favors of Almighty God, especially by affording them (the people) an opportunity peaceably to establish a form of government for their safety and happiness," and in particular for "the favorable interposition of His providence in the course and conclusion of the late war." Six years later February 19, 1795, was similarly appointed a day of thanksgiving for the "divine beneficence" as shown especially in the suppression of the recent insurrection (the Whiskey Rebellion)

and for the continued stability of "those constitutions of government which unite and by their union establish liberty and order."

In 1798 the relations of the new Republic were again strained with Great Britain almost to the breaking point, and President Adams proclaimed Wednesday, May 9th, as a day of humiliation and fasting, in as much as the United States was placed "in a hazardous and afflictive situation, by the unfriendly disposition, conduct and demands of a foreign power," but with the prayers and supplications were to be mingled thanks for the many blessings, including "a wonderful increase in population." In the following year, the situation being still acute, Thursday, April 25 was similarly dedicated to "Humiliation, fasting and prayer" in that "the most precious interests of the people of the United States are still held in jeopardy by the hostile design and insidious acts of a foreign nation." Once more thanks were also to be rendered for many blessings, especial reference being made to the "labour of husbandman so that there may be food in abundance for man and beast."

Thanksgiving day is celebrated much today as it was in the early days of the founding of these colonies. It is still a day of rejoicing, of feasting, of reunions, and of feats of strength and skill, for what would a Thanksgiving day in these times be without to ever recurrent football games and other athletic sports.

In cockingdom Thanksgiving day is the opening day of winter season. It is the day when we feel that we can no longer hold ourselves in check, but must let them fly and test their strength and skill. It is a day of rejoicing if we win and a day of feasting if we lose or win, and, above all, it is a day of reunion, for once again the boys get together to show us in days of old, the result of their poultry husbandry.

Many games and tournaments will be fought on this auspicious day, and to all the boys the Feathered Warrior of a day of unalloyed pleasure - Feathered Warrior.

NOTRE DAME WINS

(By The Associated Press) PITTSBURGH, Nov. 27.—Three spectacular marbles across the Carnegie Tech goal line gave the Notre Dame eleven a brilliant 19 to 0 victory on a frozen, snow-covered grid-iron, here today. The light and speedy eleven coached by Walter Stetten fought valiantly but could not withstand the terrific battering of Coach Rocke's powerful machine.

GUERNSEY LISTENS TO SERMONS AT HOME

(By The Associated Press) "GUERNSEY ISLAND," Eng., Nov. 28.—The small island of Guernsey, in the English channel, has been enjoying a unique telephone service for the past 24 years. Every Sunday morning telephone subscribers, at least some of them, sit at home and listen to the sermon from the church over the wires, and in summer they are entertained in the same way with the music of the local band. They simply ask central for the necessary connection, and a transmitter affixed to the pulpit or in front of the bandstand, does the rest.

Guernsey developed this system as far back as 1898, when broadcasting was undreamed of and telephones were relatively few and far apart. For 24 years the natives of these unfrequented islands have been enjoying the benefits of a "broadcasting" system

which today is becoming widespread through radio.

There are eight telephones to every 100 inhabitants of Guernsey, and the service is said to be the cheapest in the world. There is no installation charge, and for a business connection the cost is \$15.00 a year; residence telephones are even cheaper. There were no increases made in the charges during the war, and the system has always been a paying proposition.

GRASPING DOWRY HUNT-

ER LOSES BRIDE

(By The Associated Press) LODZ, Poland, Nov. 28.—Dowry bidding for a bride figured in a recent wedding at the border town of Dzialytek, according to news brought here by guests returning from the nuptials.

At the hour fixed for the ceremony the bridegroom failed to put in an appearance. The young bride, her attendants and the guests while away

a long period of waiting with dances and conversation. Finally at 11 p. m. a message arrived from the missing principal, saying he would conclude the marriage only on condition that the dowry were increased 50 per cent. For a time it looked as if there would be no wedding, and the guests prepared to depart. But the day was saved when one of the young men present rose to the occasion by announcing he would marry the young lady without the "bonus" demanded. His offer was accepted and the wedding took place.

The original bridegroom, having undergone a change of heart, appeared just as the benediction was being pronounced, but was, of course, obliged to return home a bachelor (lucky dog).

After man came woman and she has been after him ever since.

It is hard to believe, however, that a "hateful" capitalist press would publish only the scandals of the rich.



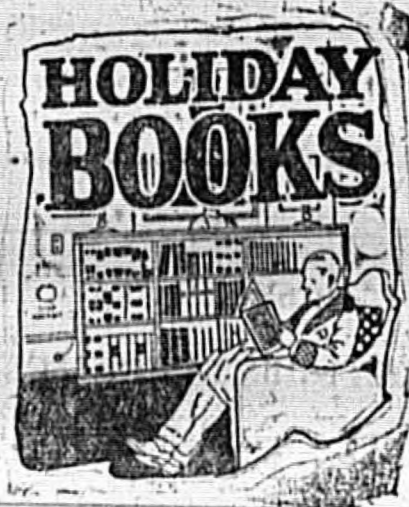
Lots of Time for the Children

ELECTRICITY DOES HER WORK

This intelligent mother always finds plenty of leisure for the children, yet her home is beautifully kept. Electric servants perform most of her household duties; and, thereby, she avoids drudgery, dirt and hard labor.

An Electric Washer, Iron, Vacuum Cleaner, Toaster, Percolator, Sewing Machine, and other appliances mean economy, ease and cleanliness in any home.

Peninsular Electric Company



THE ALWAYS WELCOME GIFT

For young men and old men, women that are in love with life and those who are in love with them, boys and girls of all degrees—for every friend and his friend, there are appropriate books at—



HUYLER'S CHOCOLATES AND BONBONS  
HUYLER'S CHOCOLATE COVERED NUTS, AND HUYLER'S NEW-BOX, THE "TIDBIT PACKAGE" WITH WHITMAN'S FAMOUS SAMPLER BOX, AND SUPER-EXTRA CHOCOLATES RECEIVED BY EXPRESS EVERY FEW DAYS.



SanTex The Public Service Line

MOBLEY'S DRUG STORE

BETTER HOMES

Building Materials



- LUMBER—LATH
- SHINGLES
- ROLL ROOFING
- STRIP SHINGLES
- CEMENT
- PLASTER
- PLASTER PARIS
- KEENE'S CEMENT
- WHITE CEMENT

See us before placing your order for Lumber and Building Materials. We carry a complete stock.

Better Homes MEAN Happier Lives

- FINISHING LIME
- KEYSTONE STOCK LIME
- COMMON BRICK
- DIXIE BRICK
- TAPESTRY BRICK
- FIRE CLAY NAILS
- CORNER BOARD
- CEDAR LINING

Hill Lumber Company

HOUSE OF COURTESY—SERVICE—PRICE



# "EVERYTHING FOR THE AUTOMOBILE"

## Wight Brothers Company Department Store Garage

Tires, Tubes, Gas, Oil and Accessories  
"There's a Man at the Curb to Serve You"

### P. A. MERO

General Repairs — We repair all makes  
Trucks, Automobiles and Tractors

We have only skilled mechanics in our shop

### D. C. GRIFFIN

BATTERY SERVICE

Certified Battery and Ignition Experts

We repair any electrical troubles on  
Automobiles, Trucks and Tractors

### E. S. ROCKEY

VULCANIZING

Our shop is fully equipped with the best  
machinery  
Tires Retreaded — Tubes Vulcanized

Our Road Service is the fastest in town

### Jackson's Auto Paint Shop

Skilled workmanship, the best and highest  
quality materials used

Have your old car painted by us and you will  
have a new car

## Corner Second Street and Magnolia Avenue, Sanford

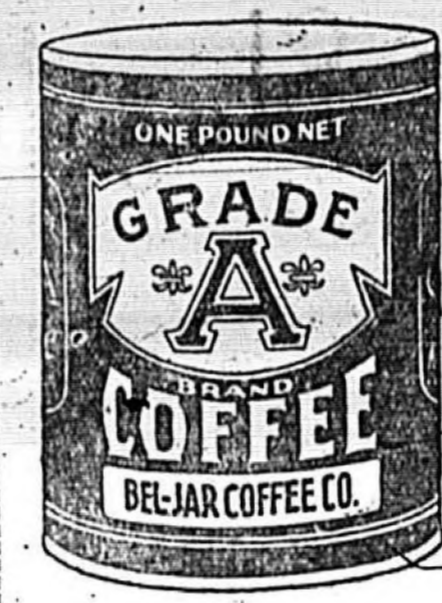
**RAILROAD MAKES SEB...**  
**DEPT. OF RECORD RUN...**  
The Associated Press  
LONDON, Nov. 28.—A record rail-  
way train run in England is describ-  
ed in a document kept secret for  
nearly 20 years, but now published in  
the Great Western Railway magazine.  
On May 9, 1904, one of the Great  
Western's special trains from Plymouth  
to London attained an overall speed,  
exclusive of stops, of over 60 miles  
an hour, and at times during the jour-  
ney exceeded 102 miles an hour.  
The speed was officially recorded,  
but the company, for some reason not  
given, decided not to announce the ac-  
complishment.

**OREGON ALWAYS...**  
**READY FOR A JAUNT...**  
(By The Associated Press)  
MEMPHIS, Nov. 28.—Presi-  
dent Johnson is not a stay-at-home  
contrary to the custom of his prede-  
cessor, President Carranza, who  
rarely ever left the capital, the pre-  
sident executive travels extensively ag-  
ing his administration he has  
during his administration he has  
"gone visiting" on an average of once  
a month. He never journeys more  
than a day's ride from Mexico City.

but there is never a day of his life in  
any of the towns within that radius  
that is not attended by the president.  
His private car is stocked for travel  
at all times and, according to his  
aides, they are always prepared to go  
on a jaunt.  
The president will take a swing  
through northern Mexico in Decem-  
ber, going first to Tampico and then  
through Nuevo Leon, Coahuila and  
Chihuahua to his native state, Sonora,  
where he will spend the Christmas  
holidays.

**HEARING THE OTHER SIDE...**  
"You have decided to stay on the  
farm?"  
"Yes," said Mr. Cobble. "I get  
discouraged durin' th' week, but I  
cheer up considerably on Sundays."  
"How is that?"  
"I hate to people who come out  
here from town in their automobiles.  
After I hear them tell of their trou-  
bles I forget that I have any of my  
own." Exchange.

**P. C. C.**  
**Hard**  
**Water**  
**Blend**  
**COFFEE**



ROASTED, GROUND AND PACKED DAILY IN SANFORD  
By Peabody Coffee Co., Successor to Bel-Jar Coffee Company

IF  
If you can keep your head, when all  
about you  
Are losing theirs and blaming it on  
you,  
If you can trust yourself when all  
doubt you,  
But make allowance for their doubt-  
ing, too;  
If you can wait—and not be tired of  
waiting;  
Or being lied about, don't deal in  
lies,  
Or, being hated, don't give way to  
hating,  
And yet don't look too good or talk  
too wise,  
If you can dream, and not make  
dreams your master;  
If you can think, and not make  
thoughts your aim;  
If you can meet with triumph and  
disaster,  
And treat those two impostors just  
the same;  
If you can hear the truth and  
twisted by knives to make a trap  
for fools,  
Or watch the things you gave your  
life to, broken,  
And stoop to build them up with  
worn-out tools,  
If you can make one heap of all your  
winnings,  
And risk it on one turn of pitch or  
toss,  
And lose—and start again at your  
beginning,  
And never breathe a word about  
your loss;  
If you can force your heart, your  
brain, and your hands,  
To serve your turn long after they  
are gone,  
And so hold on when there is nothing  
in you,  
Except the will that says to them,  
"hold on,"  
If you can talk with crowds and keep  
your virtue,  
Or walk with Kings, nor lose your  
common touch;  
If neither foes nor loving friends can  
hurt you,  
If all men count with you, but none  
too much;  
If you can fill the unforlorning mi-  
nute,  
With sixty seconds' worth of dis-  
tant run,  
If you can only see the world as it  
is,  
And what is honest, you'll be a man.



**Santa Claus Has a Great Big Welcome**  
**For Every Little Boy and Girl**  
WHO COMES TO  
**Yowell & Co.**

Tayland is so indescribably wonderful that every youngster who sees it is  
entranced. In this Fairyland of Toys, Santa Claus has brought some amaz-  
ing things this year—Castles and Christmas Games and Nursery Rhymes and  
Trick Elephants!

Here are a few offerings by Santa Claus that will surely delight the  
children:

Dolls, Doll Furniture, Stoves, Trunks, Games, Books,  
Drums, Guns, Blocks and Electric and Toy Trains

**YOWELL COMPANY**

**HAD FEAST OF SPANISH STEW**  
Brave Burgers of Dutch Town  
of Leyden Held Thanksgiving  
ing in 1574.

Governor Bradford Has Testified That  
the Pilgrims Followed "the Laud-  
able Custom of Holland"—Prep-  
aration to Receive the

"After the laudable custom of Hol-  
land," is Bradford's own description  
of one of the many functions and even  
institutions introduced into America  
and set to work at Plymouth. This  
was nothing exclusive or oddish about  
these beginners of the American  
Thanksgiving day of 1621. They made  
no profession of originality or the in-  
vention of anything new. They were  
generous in their acknowledgment  
of what the Indians furnished for their  
feast, as they were in their former  
hosts for their "continuous entreaty"  
received while in the Dutch republic.

The red men taught the white boys  
to cultivate maize, to make sugar bread,  
to plant, to visualize the claim by  
trading them up and out of the sea  
beach and, not least for economic suc-  
cess, to raise tobacco. "Dear Lady  
Morton" enabled the Pilgrims to  
send as a present to their Dutch  
friends on Manhattan a fine sample of  
the red man's pipe. In fact, tobacco  
is true that Washington Irving  
and common tradition here distort  
chronology and history for the sake  
of it. Bradford's record that in the  
North the Pilgrims were the first rais-  
ers of tobacco. In all probability, he  
sides the American Thanksgiving, he  
sides the Pilgrims who introduced the after-  
dinner luxury of the cigar.

It is highly probable also that fol-  
lowing the turkey and possibly cran-  
berries, and certainly without regard  
to either red or white, the feast end-  
ed in a smoker, followed by compe-  
titive target practice between mem-  
bers of the bow and the blunderbuss.

These pious folks followed another  
and very laudable gastronomic Dutch  
custom which during their ten years'  
stay in Leyden they had seen and en-  
joyed. The besieging Spaniards in  
1574 were considerate enough to fur-  
nish Leyden with an occasion for  
Thanksgiving day. This was fixed at  
the very sensible date of October 4.  
Instead of a Thursday in late Novem-  
ber. After William the Silent had cut  
the dikes at both-haven and sent mes-  
sages of cheer by the carrier pigeons  
to the beleagued, the Zealand Water  
Beggars drove their cannon boats up to  
the city walls, over which they tossed  
loaves and dried herring. These brave  
rescuers wore on their caps a silver

**Call the Corn**

Blow, O Horn of Plenty, blow!  
Call the corn from out the  
"banisher of misery!"  
Till the corn to journey far,  
Find where hungry children are;  
Find where eyes of sorrow stare  
In the factories cold and bare.

Blow, O Horn of Plenty, blow!  
Make our thankful heart to know  
Just how sweet it is to laugh  
In this land of all-gods-will.  
Land where, if one field don't  
We need only turn our eyes  
To another, there to find  
How has been just doubly kind.

Blow, O Horn of Plenty, blow!  
These advancing men must know  
That, though they have been denied,  
We will soon be satisfied.  
From a thousand fertile farms,  
Borne by sturdy yeoman arms,  
Will so efflu in such great abun-  
dance cannot linger there.

Blow, O Horn of Plenty, blow!  
Call the corn from out the  
"banisher of misery!"  
Till the corn to journey far,  
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# THANKSGIVING

It is good to stop and think of our blessings, at least  
once a year.

But Thanksgiving also bids us forget our worries  
and have a good time at home and elsewhere.

That means bring our "best suit" forward—in keep-  
ing with the inner spirit.

Because you live in a town that has such a remark-  
ably good store as Woodruff & Watson's, you don't need  
to worry about where to buy—you just come to Woodruff  
& Watson's.

Because you know Woodruff & Watson's stock and  
prices, you don't worry about the quality or the style.

When you are ready to "dollar up" for Thanksgiving,  
we're ready to help you do it right. Of course, you are  
always welcome, holidays or any time.

Complete line of Men's Furnishings, Hats and  
Shoes.

Suits  
Overcoats  
Evening Clothes

## Woodruff & Watson

**YOUR THANKSGIVING DINNER AWAITS YOU HERE**

**COME!**—I expect you and a lot of other company at the  
Feast I'm preparing. I'll tell you why—hundreds have  
found this Dining room the nearest equivalent to home  
that can be found.

Clean, quiet, restful surroundings—deliciously cooked food, simply flavored  
and perfectly served. The finest meats, the freshest vegetables, the rich-  
est butter, cream and milk that the market affords.

My portions are most generous, but I'll bet  
you'll "clean up" as in the old days at home.

## The Bell Cafe

**QUALITY SERVICE CONVENIENCE**

**ECONOMY COURTESY RELIABILITY**

**Everything for the Thanksgiving Dinner**

CANDIES CAKES FRUITS  
NUTS CRANBERRIES PRESERVES VEGETABLES

We Carry a Complete Line of FANCY GROCERIES  
CANNED FOOD PRODUCTS of the Most Popular Brands

Your Patronage Is Solicited

## Deane Turner

**GROCERY**  
QUICK DELIVERY

Phone 497 First Street, Wetaka Bldg.