##  <br> IN THE heart of the world's greatest vegetable section

## voLUME III.



Sanford Rotary Club Had Interesting Meet At The Valdez Hotel

## The Dollar Has Shrunk in Purchasing Power, So They Say <br> But at the Sanford Shoe \& Clothing Co.'s store it goes al- most as far as it ever did. You can prove thisifor yourself mogt as far as it ever by coming here to make your purchases for Men's and Boys' Suits and Furnishings. <br> New Merchandise coming in each day to make your selections from <br> Sarford Shoe \& Clothing Co. <br> 115 East First Street <br> Phone 104

SOCIETY

SOCIAL CALENDAR
 Women's Club at $8: 30$ p. m.
home of Mlas Moll Whitner. Wodnesday Kamak's Hawaiians nt
the enariah House, under the auspic-
es of the Men's Club. es of the Men's Club.
Thurdat -Mr. . . . Fits will en-
tertain the members of the Norrie tertain the members of the Morrie
Matrons Brrdge Clut nt her home
on Union Avenue at 3:00 p. m. Thuraday-Mra, A. M. DeForrest will
enternin the members of the Every
Week Week Bridge Club at her home at husbands arv most corridally invited.
3 oclecock.
 Herndgn on Magnolia avenue nt
$7: 30 \mathrm{p} . \mathrm{m}$.
 followed by "At Home" at the home
of Mra. . E. Tolari on Mannolia E. Graham $\overline{\text { and }}$ Gracey, from Detroit, E. Graham Gracey, from Detroit,
Mich, has arrived in the city.
G. Kanh, of Clarence, Iowa,
among the arrivals here and is stop. Gus Kah, of Clarence
among the arrivila here
ping at the Montezumn.

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 W, T. Fields.

## arrived in apending, , Monitezumn.

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 Howard P. Smith.Mra
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## Hupmobile

SALES AND SERVICE

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

Sanford, Fla., Corner Second Street and Sanford A
Large and Up-to-Date

THE

| tions; Mts. V. W. Estes and M/ |  |
| :---: | :---: |
| M. Davis, decorations; Miss Clai |  |
| Robinson, pages Mrs. L. H. Law |  |
| ss May Rand a |  |
| mot |  |
| ma Rand, Mra. Diame | Mo |
| tion; Mri. Cora Nye, hostesses; | 13 and Thuradny light |
| rer |  |
|  | a |
| (Yesterday afternoon, Mrs. Harry B. |  |
| Lewis was the gracious hostess, when she entertained at bridge at her home |  |
|  | where he went to attend the stock- |
| on Magnolia avenuc. There were two tobles of players and the guests in claded the members of the Fort. nightly Bridge Club. |  |
|  | gine Co. While in the big eity |
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| Exquliste roses and other cut flows |  |
| ers were used in the rooms where the |  |
| card tables were arranged. <br> The hours passed quickly in the |  |
|  | - DISCUSS USE |
| spirited game of bridge and when the seores were counted, it was found that |  |
| Mrs. D. L. Thrasher held high score and was awarded silk lingerie. |  |
|  |  |
| tess sefved chicken salad, nut bread, |  |
| sandwiches, olives, stuffed dates and coffee. <br> The members of the club include, |  |
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| Mrs, George Knight, Mrs. Frank Mil- |  |
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The Princess -TONIGHT RICHARDS DIX

## Fools First

Two-Part Conedy

Have the Herald do your next job cost, for any length of time.-LOSs.
J. H. HINTERMISTER PIAVO CO.
HoNographs players plano tuning-phonograph reparis

START THE NEW YEAR RIGHT
friday at sanford grocerrteria
ROUTH BAKERY Nex to virfeses minatre

VEGEX The Wonderful Vitamin Food At Bower's R. C. $\mathbb{B} O \mathbf{O} \mathbf{N}$

 THE CHURCHWELL COMPANY
Sanford's New Store

## Remnants

 CREPE-DE-CHINE--CANTON CREPE SATINTAFFETA
SERGE

## Remnants

- OF

GINGHAM, PERCALE, MADRAS, DEVONSHIRE, ORGANDDY, YOILES, SCRIMS, MUSLIN FLANNEL

## The Churchwell Company

The Ball Hardware Company

## SPECIAL!

HATCHETS AND HAMMERS This Week Only

75 c

Tires

Sanford Daily Herald

## The Iferald Printing Co.


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## Maxwell \& Britt

REAL ESTATE
Fire, Camally, Aulo Inaurance
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| PIIRELY |  |  |  |
|  |  |  | LET'S MAKE OUR POINT CLEAR! |
|  |  |  | The truest test of any service is determined by the opinion of those it serves. |
|  |  |  | Ask any of our customers to tell you the quality of service rendered by this bank; or, betterstill,come in and let us convince you personally. |
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|  |  |  |  |
|  |  |  | Elder Springs Water Company |
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# FOUNDING UTOPIA ${ }^{\text {in }}$ North Carolina 

The Story of an Industrial Community Where Putting Human Values Ahead of Production Has Created a Wonder Village


cal country of happiness. More likely ho would have shared the Average Northerners misconcep- ton of the South, picturing it as ton of the South, picturing it as i land given over entirely to colo- nil estates with Dial estates with a background or seton fells and negro pickers caroling Dixie melodies. So the shade of Sir Thomas More-assuming for him as close Mas.   Utopia.<br>Work- Baste of Happiness The basis of happiness is work, human experience has pretty conhuman experience has pretty con- elusively shown, and the happiness of the community embracing the two little edifies of Rosemary and Roanoke Rapids, North Carolina, bears this, out. It it in not cast in a conventional Holly conventional Hollywood "happi- ness" setting of rove courses and marble pools inlaid with bathing beauties. Odd as it may beauties. Odd as it may seem, co sidering the normal ion to the  mills, workaday, humming, rum. make cotton damakis. user for for table linen, and happen to eve he largest of their kind in the world. The Roanoke Mills make flannels All are opera Samuel Samuel F. Patterson, minn who believes so strongly that this world was intended<br>phage to we in own neighborhood thant way In Rosemary nad nation b si P. Patterson wanted them intel likens.<br>Bar, Patterson is not a college

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Daughters of Employee and Executive vote, the mills to pay all but $\$ 50$, 1 for 1 fife, and the lives or or mast pea
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$3^{2}$ (5)
Samuel $F$. Patterson
the"Master Builder

But people will get slick. To
cope with this a $\$ 75,00 \mathrm{los}$ hospital
was built by the mills in 1918, cope with this a $\$ 75,000$ hospital
was built by the mills in 1918,
with Dr. Long at the head, and five
doctors doctors, two graduate nurses, nad
16 student nurses to assist him.
There are fifty beds in the hospital. Eight hundred patients
were admitted hast year, with a
death rate of only three and a halt
per cent. Mrs. Patterson furnish. to the finest operating equipment
obtainable, and there has recently
been installed complete X-Ray at-
$\qquad$


$\qquad$ For the service of that hospital for
themselves and their families, each
till employed pays ten cents a
week. The hospital is adminis. tired by the country commissioners,
the mayor of Roanoke Rapids,
general managers of the pulls and the doctors employed by fie mills.
There is a deficit every year
which the nulls make up.

The high school has a, fifty-
piece orchestra, and there are mill
bands both at Rosemary and Bopiece orchestra, and there are mill
band, both at Rosemary and Po-
moke Rapid. The community
hat public swimming pools, parks,
ant playgrounds. There are Boy aid playgrounds. There are Boy
and Girl scout Troops. unformed
by the mills. Each of the seven
churches which tad room for a churches which bad room for a
pipe organ was provided with one
by Mr. Patterson. A complete
cannery is maintained, with the cannery is maintained, with the
fines \& equipment, to which house-
hiders may bring their produce
and preserve it merely for the cost of the cans. The houses of
the mill employees. owned ty the
company, are not the conventional
mill town type company, are not the conventional
mill -town type. Most are of in.
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## Growing of Grapes

Frowning of Grapes
Pure Industry in
the State of Florida
Adapted lunch Grapes,
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IS YOUR CUff 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 $15.19 \%$, will be
subject to prosecution subject to prosecution
without furilier notice. J. A. KLLLEBREW,
Chief of Police cur tuts nit- Nits witt



## NOTICE

The 1923 license must be on all automobiles operating in Seminole county, not later than Feb. 1st, 1923. This law will be strictly enforced. Take notice and lo gov erned accorditigly.
C. M. HAND
C. M. HAND, note County/


