

# The Sanford Daily Herald

IN THE HEART OF THE WORLD'S GREATEST VEGETABLE SECTION

VOLUME III

SANFORD, FLORIDA, SATURDAY, JANUARY 27, 1923

NUMBER 261

## COBLENZ AREA IN GERMANY OCCUPIED BY AMERICANS TURNED OVER TO FRENCH

### CUSTOMS LAW SAID TO HAVE GONE INTO EFFECT AT MIDNIGHT IN RUHR

## WILL ENFORCE

Proposed Plan to Collect All Customs Will Be Worked Out by the French

(By The Associated Press) COBLENZ, Jan. 27.—The Coblenz area of occupied Germany held by American troops since the establishment of the Allied Watch on the Rhine was turned over to the French at noon today.

ESSEN, Jan. 27.—The customs barrier with which the French are now threatening to encircle the occupied Ruhr region, became effective at midnight last night.

The occupation authorities decline to reveal their proposed plan or to indicate the methods they will take for enforcement.

"Ask Marshal Foch," was the uniform reply to the newspaper men yesterday when they asked for information.

This is interpreted as indicating that Marshal Foch will have headquarters in Essen and will be in full charge of the customs embargo which it is presumed will permit of exports and imports to and from occupied Germany only with the consent of the French authorities. German industrialists declare it will mean ultimately the definite shutdown of industry in the Ruhr.

The mine situation was reported normal, although Germans say the traffic situation was less favorable than on previous days. The French will attempt to operate the railway lines. Already they control the stretch between Cologne and Aachen, and announce that 3,500 French railway workers are due to arrive in the occupied area today.

The post and telegraph authorities have issued an ultimatum to the French demanding the evacuation of telephone, postal and telegraph quarters, abolition of mail censorship, removal of military patrols from governmental premises and no-interference with the government administration.

No mail has been sent out of Essen for two days.

DUSSELDORF, Jan. 27.—What practically amounts to martial law has been declared in the occupied area. All hotels, cafes, theatres and cabarets were closed at 10 o'clock last night, German time, which is nine o'clock, French time.

More arrests were likely today if the Germans carry out the decision to refuse to obey the French. The decision was reached yesterday at a meeting of all of the burgomasters, the chiefs of police, prominent state officials, and the directors of the Reichsbank in the Rhine province. The meeting was presided over by Dr. Gruptner, president of the province of Rhenish Prussia, who later was arrested, but afterwards released after a conference with General Simon, who informed him that he would be rearrested if he remained recalcitrant.

Quiet prevailed throughout the Ruhr today. There was no recurrence of Thursday's clashes, but the temper of the population was more openly defiant in the prevalent depressing atmosphere of hate. New forces of troops came into Dusseldorf to meet any eventuality that may arise here in any other part of the Ruhr. The streets of Dusseldorf are under military guard, due to the absence of the German police.

The miners throughout the Ruhr continue gradually to throw down their picks and workmen in other industries also are leaving their jobs. Smokeless chimneys are now everywhere in evidence throughout the once prosperous valley of the Ruhr. Locomotives, cold and silent, are stalled in shops or at stations, many pit heads from which formerly thousands of tons of coal daily were handled, show no signs of activity.

The next move in this great battle will come from Paris, probably early in February, after the Germans have failed to meet their January 31 payment of 500,000,000 gold marks. Germany must submit to the ultimatum

## STATE ROAD DEPARTMENT MEETING OVER

### ADOPTED 1923 PROGRAM FOR ROAD CONSTRUCTION AND MAINTENANCE

(By The Associated Press) TALLAHASSEE, Jan. 27.—The state road department concluded its quarterly session this afternoon after adopting the 1923 program of road construction and maintenance and adjourned. The program which was considered in executive session is not yet in form to be given out. It was learned, however, that it includes provision for hard surfacing thirteen miles in Nassau county on the East-Coast highway. This has been the subject of controversy for several months.

## GOVERNMENT REPORT SOON ON BOAT BASIN

### ENGINEERS HERE YESTERDAY TO MEET WITH CITY OFFICIALS

Lt. Col. Gilbert A. Youngberg, of the United States Engineers Office, Jacksonville, Fla., held a public hearing Friday on the application of the city of Sanford for a permit for the construction of a dock and boat basin. A joint brief was submitted by the city of Sanford and the Chamber of Commerce supporting the arguments for the necessity of the government granting this permit. City Engineer Fred T. Williams and City Commissioners S. O. Chase and Dr. C. J. Marshall also advanced arguments in behalf of the project. The only objection raised was by the Clyde Steamship Co. on the grounds that the pier as proposed would interfere with the egress and ingress of river liners. The Clyde Steamship Company was represented by H. H. White, agent of Jacksonville and Capt. Lund, master of the river liner Osceola. Upon the suggestion of Col. Youngberg, tentative changes in plans were agreed upon, which it is believed will be acceptable to both the city officials and the management of the Clyde Steamship Company. There were a number of Sanford citizens present at the hearing. The Atlantic Coast Line was represented by H. G. Laird, engineer of Maintenance and Ways, who requested the privilege of ten days time in order that the matter could be submitted to the officials of his road, in the event they desired to file any objections. "It is expected that the government will make known its decision on this matter within the next thirty days, which will permit actual construction on this project to begin shortly thereafter."

which then will be sent them or further military operations, the nature of which have not yet announced, will begin.

DUSSELDORF, Jan. 27.—Further strengthening of German resistance in general is anticipated by France today as an aftermath of yesterday's meeting of Ruhr police chiefs, burgomasters and state officials, at which it was said measures for parrying occupation were discussed. The French are understood to be ready for any developments and with additional troops on the scene and have this city practically under martial law.

COBLENZ, Jan. 27.—Major General Allen, commander in chief of the American forces in Germany, and General Marty, of the French army were two military officers involved in the transfer. Final ceremony ending the four years of American occupation were of the simplest character. General Marty accompanied by a single French officer came to the American headquarters where the American commander and full staff received them. Promptly at noon, General Allen turned over the occupied territory to the French General.

## PRESIDENT AND MRS. HARDING WILL VISIT FLORIDA SOON TO COME TO SANFORD

### The Following Dispatch to the Herald Will Be Interesting to Sanford People

(By The Associated Press) WASHINGTON, Jan. 27.—Definite announcement that President and Mrs. Harding expect to go to Florida after congress adjourns was made at the White House late yesterday.

It will be remembered that E. E. Wadbrooke, representing the Sanford Country Club, the Chamber of Commerce and other clubs of the city went to Washington some time ago and had a personal interview with the president regarding his coming to Sanford. The president said at the interview with Mr. Wadbrooke that it was uncertain about his visiting Florida but if he did he would certainly come to Sanford and have a try at our excellent golf course and spend a few days here with the people. He was in Sanford many years ago when he was just a newspaper man and he knows all about our city but he will see a greatly rejuvenated city now and one that will give him a warm welcome.

## SPLENDID ISOLATION OF U. S. PLAYING HAVOC WITH BUSINESS SAYS PROMINENT DEMOCRAT

### Former Chairman of Democratic National Committee at St. Augustine

(By The Associated Press) ST. AUGUSTINE, Jan. 26.—"The splendid isolation of the U. S. from the rest of the world is playing havoc with business," George White, of Marietta, Ohio, chairman of the National Democratic committee in 1920, and manager of the campaign for James Cox for presidency told the Associated Press this morning.

## SON OF GENERAL LOVELL URGED TO TAKE PLACE, WAS IN AIR SERVICE

### And is Now a Member of the National Guard of Florida

(By The Associated Press) ST. AUGUSTINE, Jan. 26.—At the suggestion of friends of the late Adj. General Charles P. Lovell, scores of letters and telegrams from St. Augustine and other parts of the state are being sent to Governor Hardee asking that Charles P. Lovell, Jr., veteran of the World War as flying instructor and now a member of the National Guard in Jacksonville, be appointed to succeed his father. Several others are seeking the appointment.

## TURKS RESUME REPARATIONS IN ANATOLIA ON THEIR OWN DESPITE GREEK DECISION

### Not to Admit Any More Refugees to This Country is Report

(By The Associated Press) LAUSANNE, Jan. 27.—Separate conventions between Turkey and Greece will be signed Monday, it was announced Monday, irrespective of the fate of the general peace conference. One provides for the mutual return of prisoners of war hostages and the other provides for the compulsory exchange of minority populations.

LAUSANNE, Jan. 27.—Failure of the Near Eastern conference is certain, according to a statement made to the Associated Press last night by Hiza Nur, one of the members of the Turkish delegation.

Notwithstanding this pessimistic view of Hiza Nur, who is the most radical of the Turkish plenipotentiaries hope is expressed in other responsible conference quarters that things may arrange themselves at the last moment.

Ismet Pasha, chief of the Turkish delegation, called on Richard Washburn Child, the American observer yesterday and went over with Mr. Child at great length the existing delicate situation in all its aspects. Mr. Child later declined to discuss what he termed a private conversation, but in American delegation circles the impression prevailed that the Turks will seek a settlement at Lausanne if one is possible.

The time apparently is not yet ripe for active American mediation but the Americans stand ready to help in securing a permanent peace for the Near East. The Mosul controversy remains the thorniest before the conference. The Turks may be asked to accept on this point the decision of a special arbitration commission, of which an American jurist would be the neutral member.

Ismet followed up his talk with Ambassador Child by inviting Rear Admiral Bronston, also of the American

## Last Contingent American Troops on the Way Home

(By The Associated Press) ANTWERP, Jan. 26.—Moving slowly down the river Scheldt last night on the way home aboard the American transport St. Michel, is the last contingent of the troops who represented the United States in the world war.

The troops arrived yesterday from the Coblenz and embarked on the transport, which started her voyage for Savannah at 5:20 o'clock in the afternoon. With soldiers lining her rails, the transport cast off her lines from the Siberia dock. The doughboys sang farewell songs and shouted greetings of good by, while groups of friends standing in the dim light of the early darkness waved adieu.

When the propellers of the St. Michel began to churn the waters, the transport slowly moved on her way toward the flat lands of the Scheldt and soon was lost to view at the Royal sluice, still wending her way toward Flushing, which will be reached about midnight. From Flushing the wide sea opens the way for home and the signal bells will register the call "full speed ahead."

The formal ceremony of departure took place at 4:40 o'clock when a company of the 26th Belgian infantry with its band lined up along side the St. Michel. The band played the Belgian and the American national anthems.

The center of interest to those on board ship was the wives and children of soldiers who had exercised their constitutional right to marry. Gathered on the poop deck of the St. Michel, they formed an attractive group. Many of the women were unusually comely. One couple reached the ship only after some tribulations. Private Ralph Bailey, of Maine, married just before the troop train left Coblenz.

His bride decided that she did not desire to proceed to the United States immediately. Bailey gave her the marriage book, signed by Chaplain Eastertank, but her farewell was brief and the train. Within a half hour there was a hurried call to hold the train, for Bailey's wife had changed her mind and decided to make the voyage.

Now she is one of the party on board the St. Michel. When the lines were cast off there were 76 women and 21 children on board the transport. Three of the women were mothers-in-law. Three or four wives of soldiers were escorted off the ship before she sailed, as their husbands had declined to assume the financial responsibility of taking them to the United States, although the passage would cost them but \$2 a day and their food 65 cents.

## Five Hundred Cars of Vegetables Shipped Sanford This Month

It is estimated that there will be five hundred car loads of perishables shipped from Sanford for the month of January. Of this amount four hundred cars will be celery and the balance lettuce, cauliflower, cabbage, etc. The amount of shipments of celery this year is unprecedented, and is accounted for by the shipping season starting earlier than in any previous year. The January celery shipments will be double those during the corresponding period last year. Early yields are rather light and the sizes have run largely to 4s and 6s. The new strain, which the government has officially called "French Strain" is taller and of more slender growth than the varieties which the Sanford section has heretofore produced. It is believed that as a result there will be a lighter yield per acre in celery of this type. However, it is generally agreed that weather conditions and all things else equal, there will be a larger volume of shipments from this section, and the end of the season should show a total of four thousand cars of celery from the Sanford territory. At this time celery is generally free from disease and shows a good growing condition. Shipments from California are about ended, and while prices for the Sanford celery have been uniformly good it is expected that even better prices will be obtained on later shipments.

## BIG SHIPMENT STUDEBAKERS AND CHEVROLETS FOR SAN JUAN GARAGE CO.

The San Juan Garage Co. are unloading three cars of Chevrolet and one carload of Studebakers today, this making five car loads of automobiles that this company have unloaded this week. It looks good to see this as business is good and people are buying more cars every day. The Chevrolet and the Studebaker are two of the best buys on the market and if you want one get your order in for the next delivery. Mr. Fort, the manager here at Sanford will be glad to give you a demonstration at any time and free of charge.

CHICAGO, Jan. 26.—Two fires here last night, one at the warehouse of the American Linseed Oil company and the other in a five story structure occupied by manufacturing firms, caused damage estimated between \$350,000 and \$500,000.

AUGUSTA, Ga., Jan. 26.—Spencer Hart, state adjutant of the American Legion, has resigned that position to accept the secretaryship of the Augusta board of commerce. He will begin his new duties Monday. Rodney Cohen, state commander, will appoint Maj. E. C. Danforth, of Augusta, to fill the unexpired term of Mr. Hart.

## CHANCELLOR OF EXCHEQUER REPRESENTING GREAT BRITAIN MAKES STATEMENT TODAY

### DEPREDACTIONS ON RAILWAY INVESTIGATED

### DURING RECENT STRIKE ON ST. LOUIS AND SAN FRANCISCO

(By The Associated Press) MEMPHIS, Jan. 27.—Depredations along the line of the St. Louis and San Francisco railroad during the recent rail strike were told in detail today by officials and employees summoned to appear before counsel of government and striking shopcraft union to make depositions preliminary to hearing of motion to make permanent a temporary federal injunction granted in the U. S. Circuit court in Chicago when the strike was at its height several months ago.

## KIWANIS CLUB LADIES' NIGHT FINE AFFAIR

The Kiwanis club held their ladies' night at the Vador hotel with a big banquet and dance. The dinner started at 7:30 p. m. with all of the guests seated about the long table set the length of the dining room. The place was decorated very beautifully and added greatly to the enjoyment of the banquet. The ladies who attended to the decoration are to be commended very highly on a decoration scheme that they planned with everything bright and pleasing to the eye. The dinner course was one of the famous Cattaneo dinners and everyone enjoyed it thoroughly. During the course there were many songs led by the efficient songster, Mr. Sam Hamuel, many fine talks and speeches were made, and put life in the affair. Rev. and Bro. made an exceptionally good talk and brought out many subjects of interest to every Kiwanian present. Mrs. F. Arthur Hazard honored the club with a very beautiful solo entitled "In the Garden of My Heart." There were many encores to this song. Mrs. E. E. Lane played the accompaniment to Mrs. Hazard. Mr. Henry of Pittsburg entertained the club with a number of songs that were exceptionally good and was called on time after time to give an encore. Mr. E. F. Lane, the chief entertainer, had a treat for the ladies with an ice contest which was very interesting and full of sport as the ladies who drew the lucky cards had to hold a piece of ice in their hand and the lady who held the ice the longest was to receive a large box of candy, but all three ladies wanted the candy and it was declared a tie and all three ladies were presented with a big box of sweets, the winners were Mrs. S. M. Lloyd, Mrs. John Gillon and Mrs. Ben Caswell. There was a gentleman's contest in which Mr. Fort and Mrs. G. F. Smith had the lucky cards and they were presented with a large package and asked to open it before the party; after opening up the package they found another and still another and finally it came to the grand prize, which was two beautiful lemons. Everyone had a big laugh on this, and it was truly a good joke. After the dinner was over the banquet continued with a dance, music being furnished by the Jazzy two, Jimmy Robson and Reg Holley and everyone enjoyed the evening and the party finally ended with everyone happy and full of praise for the success of the banquet.

## UPON ARRIVAL OF STEAMER AT SOUTHAMPTON FROM DEBT MISSION

### Greatest Difference Between America and England Was in Debt Situation

(By The Associated Press) SOUTHAMPTON, Jan. 27.—Stanley Baldwin, chancellor of the Exchequer, is returning on the Olympic today from the debt mission to Washington, told newspaper men that the settlement of the debt question in the United States was "in the hands of congress as representatives of the people" and this situation constituted the "Greatest difference between America and this country." He explained that in America "you may have an executive who is willing to do a great deal for you but I cannot because of difficulties" encountered in congress.

WASHINGTON, Jan. 27.—It was revealed today that the American debt funding commission in recent negotiations with the British delegation on the funding agreement for Great Britain's debt to the United States had suggested an interest rate of 3 per cent for the first ten years and one-half per cent thereafter with provisions for extinguishing the entire debt in sixty-two years. The suggestion included provisions for stated annual payments amortization rate of one half per cent in addition to yearly payments on the principal. The whole scheme considered over the entire sixty-two year period would average at the rate of approximately four per cent.

## RHINE AREA TURNED OVER TO FRANCE BY THE AMERICAN COMMANDER

(By The Associated Press) COBLENZ, Jan. 27.—In accordance with cabled instructions from Washington, Major General Allen turned over the American occupational area to General Martin, commanding the French, at noon today.

The American commander, in a personal letter to General Degoutte, Allied commander in chief in the occupied zone, compliments him on the soldierly qualities and loyal friendship of his troops.

## TO STUDY QUESTION OF BONUS IN STATE

(By The Associated Press) TALLAHASSEE, Jan. 27.—Governor Hardee has announced the appointment of a committee of six men to study the question of a bonus for former service men in this state and report to the forthcoming session of the legislature, in accordance with a provision made by the 1921 session. The members of the committee were requested to meet for a conference in Jacksonville on February 12.

Three members of the commission were named by the 1921 legislature as representatives of the American Legion. They are Morris M. Gliven and S. L. Lowry, Jr., of Tampa, and Davis Forrester of New Smyrna. To these the governor added the names of W. E. Kay, Jacksonville, Major W. R. Thomas, Gainesville and Louis M. Levly, Tallahassee.

## CHICAGO CAPITALIST DIED AT ORLANDO EARLY THIS MORNING

(By The Associated Press) ORLANDO, Jan. 26.—J. I. Marshall, capitalist of Highland Park, Chicago, and Orlando, died soon after midnight at his residence here.

## BAND WILL NOT PLAY SUNDAY CONCERT ON ACCOUNT ILLNESS

The Band will not render any concert tomorrow afternoon on account of illness among some of the members.



# See Us for that New TAILOR-MADE SUIT

For Spring. Just received a new line of samples of the Famous Hopkins Popular Priced Tailoring. Prices ranging from \$22.00 to \$44.00 for three-piece Suit. Come in and let us take your measure. Will order the suit to be delivered when you want it.

WE INVITE YOUR INVESTIGATION

J. J. N. CONNER, Manager

## Sanford Shoe & Clothing Co.

First Quality—Low Prices

115 East First Street Phone 104

# ADVANCE TAILORING SALE

Friday  
and  
Saturday

We will have ED. V. PRICE representative taking measures with us Friday and Saturday, January 26th and 27th, 1923, at Hintermister's Music Store.

In the early spring we are going to open a new Clothing Store in Sanford in the Puleston-Brumley building, now under construction, and to take care of our friends, who want early Spring Suits, we have arranged with Messrs. Randall and Hintermister to hold this sale in their store.

Friday  
and  
Saturday

# McKINNON-MARKWOOD CO.

## SOCIETY

MRS. FRED DAIGER, Society Editor  
Phone 217-W

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

### SOCIAL CALENDAR

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

### IRVINE-PEEPLER

The home of Mr. and Mrs. W. A. Irvine on West Central avenue was the scene of a pretty wedding last evening at 8 o'clock, when their daughter, Roxanna, became the bride of Mr. Ray Nelson Peeples, of Sanford.

Rev. J. Dean Adeock, of the First Baptist church, performed the ceremony in the presence of relatives and close friends.

The rooms of the lower floor of the residence, which open ensuite, were tastefully decorated with palms, ferns and a profusion of cut flowers, being used together with myriads of lighted tapers. A background of potted plants was most effective, and asparagus fern lined the balustrade. In the living room greenery and pink roses were used while in the library where the wedding took place, a green and white color motif was adhered to. Before the mantel was an improvised altar, over which was arranged an arch which was trimmed with asparagus fern and white roses, on each side were tall floor baskets of roses tied with white tulle. Tapers were used across the mantel and also roses and fern.

While the guests were assembling an appropriate program of wedding music was rendered. Mrs. C. P. Dickinson played "Heart's Desire." Following this Miss Alta Wright and Mrs. Harold Searle sang, "I Would That My Love Could Tell," and Miss Okie Curry rendered "At Dawning" and "I Love You Truly."

At the appointed hour, Mr. Will Branch rendered the Bridal Chorus from Lohengrin, as the bridal party descended the stairs. Little Miss Jane Sharon, of Sanford, wearing a pale pink frock and carrying a basket of real orange blossoms, announced the coming of the bridal party. Next came the matron of honor, Mrs. A. W. Parker. Her gown was grey georgette, beaded in rose and blue. She carried sweet peas. Following her was the maid of honor, Miss Hazel Overstreet, whose frock was rose georgette. Her flowers were also sweet peas. The little flower girls, Anna Hyett Gilbert and Ann Mariani Searle, dressed in pink and blue organdy frocks and carrying baskets of

sweet peas, which they scattered in the pathway of the bride, who descended the stairway on the arm of her father, who gave her in marriage. At the altar they were met by the officiating clergyman and the bridegroom and his best man, Mr. Irvine, brother of the bride, and Mr. George Parker Groomsman.

The bride was lovely in her gown of white georgette over satin, trimmed with a shadow filet lace Bertha. Her bridal veil of tulle was held in place with a wreath of orange blossoms and she carried a shower bouquet of bride's roses and valley lilies.

Following the ceremony the bride and groom were showered with congratulations, during the brief wedding reception. During the reception hour refreshments were served.

The dining table was laid with a lace cloth and had as its central decoration, the bride's cake, pink roses and asparagus fern being arranged around it. Cream moulded in wedding bells in pink and white, and dainty cakes iced in white and decorated with pink roses were served. The mints were done in similar design and salted nuts were also served.

Later in the evening Mr. and Mrs. Peeples left for a wedding trip, and upon their return will reside in Sanford.—Orlando Sentinel.

### NELLIE TURNER CIRCLE

The Nellie Turner Circle met Wednesday afternoon at 3:30 at the home of Miss Ruth Griggs, 1001 Elm Ave. The meeting opened with scripture reading by the chairman, Mrs. Freeman. There were several plans discussed on raising funds for the new year.

Exceptionally interesting was the discussion on our mission study.

Following the business meeting the hostesses served hot chocolate and two kinds of home-made cake.

Among the members present were: Mrs. Bragg, Mrs. Rols, Mrs. Estridge, Mrs. Freeman, Mrs. Griggs, Mrs. Wolf, Mrs. Wigam, Mrs. Browning, Mrs. Fields and Mrs. Methvin.

"No one has done his duty till he has done his best."

Every member is urged to be present next Wednesday at the home of Mrs. Methvin on Maple avenue at 3:30 p. m.

### DUPLICATE BRIDGE CLUB

The members of the Duplicate Bridge club were most pleasantly entertained yesterday at luncheon followed by bridge by Mrs. F. E. Roumillat, at her home on Palmetto avenue. There were two tables of players.

The color motif of pink and green was artistically carried out with baskets and vases of snap dragons and sweet peas. At one o'clock a four course luncheon was served.

In the interesting game of bridge which followed the lunch, prizes, pieces of statuary, were won by Mrs. Frank Miller and Mrs. A. P. Connelly.

Those enjoying the cordial hospi-

ality of Mrs. Roumillat were Mrs. Frank Miller, Mrs. A. P. Connolly, Mrs. W. M. Scott, Mrs. D. D. Caldwell, Mrs. B. W. Herndon, Mrs. Claud Howard and Mrs. R. A. Newman.

Little Miss Trixie Franklin entertained a number of her friends on Thursday afternoon in honor of her fourteenth birthday. The honoree was the recipient of many pretty gifts. After playing numerous games refreshments were served. Those enjoying this were Alice Elder, Pearl Robson, Nezzie Stone, Phyllis Smith, Margaret and Henrietta Edwards, Katherine Powell, Sarah Sewell, Alice Chorpene, Beatrice Howard, Margaret Thompson, Helen Jenkins, Archie Franklin and the honoree. The young hostess was assisted by her mother Mrs. A. Franklin, Mrs. W. H. Phillips and Miss Marguerite Franklin.

A distinguished visitor to Sanford in the near future will be Mrs. W. S. Jennings of Jacksonville, who is at present the first vice president of the General Federation of Women's clubs. Mrs. Jennings was at one time the president of the Florida federation and her administration will be remembered as one of brilliant success. At present Mrs. Jennings is chairman of the Legislative council of the Florida Federation and her coming to Sanford is an event of much interest, not only to the club women of Sanford but to all who are familiar with her good works. Mrs. Jennings will be in Sanford February 2, and will speak before the Chamber of Commerce.

### SOCIAL DEPT. CALL MEETING

There will be a called meeting of the Social department of the Woman's Club Saturday afternoon at four o'clock, at which time it will be decided whether or not there will be the annual bridge luncheon.

All members who are interested are requested to attend this meeting.

Prof. Cooper, Mrs. R. E. Tolar, Misses Sara and Geraldine Muriel and Ida Gray and Mrs. John Leon were a congenial party motoring to Daytona Wednesday to attend the concert by Heifetz.

Mrs. Robert W. Simms of Jacksonville and Mrs. Trippie of Atlanta arrived here yesterday by motor and are the guests of the former's sister Mrs. J. B. Starling.

Robert E. LaMotte, of Tampa, arrived in the city yesterday and is making his headquarters at the Montezuma, while in the city on business.

H. H. Hill, of Columbia, S. C., a former resident of Sanford, is spending some time here attending to business and calling on old friends.

J. W. Chamberlain, of Valdosta, and Mrs. W. A. Clancey, of Jacksonville, were among the business visitors here yesterday.

Mr. and Mrs. Charles Mothe, of Little Falls, N. J., arrived in the city yesterday for a brief stay and are registered at the Montezuma.

Mr. and Mrs. V. M. Henry, of New Philadelphia, Ohio, were among the arrivals here yesterday and are stopping at the Montezuma.

Howard E. Smith of Jacksonville spent the day here yesterday transacting business.

F. C. Miller, of Cincinnati, is among the recent arrivals and is stopping at the Montezuma.

A. B. Stinson, of Orlando, spent the day here yesterday transacting business.

C. L. Makelin, of Chicago, Ill., is among the out-of-state business visitors here today.

L. M. Orr, of Orlando, is spending a few days here visiting friends.

Professor J. S. Gibson, celebrated phrenologist and character reader, of Macon, Ga., is in the city and will be found at the Seminole Hotel. His charges are reasonable and the public is hereby respectfully invited to take advantage of this opportunity to find out what is the best course to pursue in the training, education and occupation of children. 250-2tp

### NOTICE

The entertainment given by Prof. J. C. King in the High School Auditorium last evening was enjoyed very much by those present. Prof. King is a famous hypnotist and mind reader, as was proven by his work last evening, when he answered about fifty questions asked by people in the Auditorium and hypnotized several of the boys.

Dr. King will give another entertainment in the High School Auditorium this evening at 8:30 and one-third of the proceeds received will be added to the H. S. Orchestra fund.

Come out and enjoy an evening's entertainment and at the same time help your H. S. to organize a H. S. orchestra.

Be sure to see the "Man of Mystery" at the H. S. tonight. Admission: Adults, 25c; children, 15c. 250-1tc

## THE WEATHER

For Florida: Partly cloudy tonight and Saturday warmer.

### SANFORD KINDERGARTEN

Kindergarten to be opened at the Brotherhood House of Holy Cross church January 29th. Transportation for children has been arranged with Mr. Hogan.

Building will be open for registration Saturday from ten to twelve. 259-2tc Mrs. C. Keppler

Snapper Steaks, Fresh Salt Water Mullet, Sea Trout—Stone's Market, 327 Sanford Avenue. 257-4tc

COLLECTIONS—OLD ACCOUNTS, overdue notes, bad checks. Write for our proposition. Our representative will call on you.—Southern Adjustment Agency, Drew Building, Orlando, Florida.

EYES  
EXAMINED  
BY  
MODERN  
METHODS  
AND  
GLASSES  
ACCURATELY  
FITTED

## Tom Moore

OPTOMETRIST-OPTICIAN  
Phone 410—Opposite P. O.

## The Princess —TONIGHT—

NORMA  
TALMADGE

IN  
"SMILIN'  
THRU"

The shadow of a tragedy came near to wrecking the happiness of beautiful Kathleen. Why did the spirit of John Carteret's dead bride fail to return as promised, and what did he do to reconcile the dead? Don't fail to come and find out the truth about "Smilin' Thru."

Snapper Steaks, Fresh Salt Water Mullet, Sea Trout—Stone's Market, 327 Sanford Avenue. 257-4tc

10 Stores in Georgia

1 Store in Florida

# THE CHURCHWELL COMPANY

Sanford's New Store

Phone 127



# WANTED 1,000 MEN!!

TO VISIT OUR STORE SATURDAY

To see the Spring line of Tailoring we have on display.

Have your Suit Tailor-made to your own notion.

The Schaefer-Weedon Man is here to take your measure

# The Churchwell Company

First Street

SELLS it for LESS

Welaka Block

Open Day and Night

Ladies' Rest Room

## Hupmobile

SALES AND SERVICE

A Complete Stock of Parts.

Buy a Hupp and You'll Save Money

## B. & O. MOTOR CO

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

Large and Up-to-Date  
Filling Station

Complete Line Accessories  
and Tires

## ...SANFORD MAID BREAD...

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Sanford Daily Herald

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BEAUTIFICATION OF HIGHWAYS

The subject of beautification of highways was started in the Rotary Club several months ago and with all the clubs of the city taken up with the Chamber of Commerce and yesterday a live committee was appointed to form a Seminole County Highway Association. Last night Carl Lehman, secretary of the Orange County Chamber of Commerce addressed the Lake Monroe Improvement Society on this great subject and the Seminole County Highway Beautification Association will be the result. This is one of the most important subjects on the calendar for all the clubs and associations of the county to foster. We are building better roads all the time. We are spending good money every year to have good roads. The people living along the highways are building new and better homes and the whole county is improving but there is no need of any improvement unless the beautification of the highways is started. The Herald has been talking for many years to the people of the Sanford section to beautify their places on the public roads and instead of unsightly ditches along the roads that were not only dangerous to traffic but were mosquito breeders as well as unsightly, to fill in the open ditches and plant flowers and trees and grasses and make this part of the state a veritable "land of flowers." Those people who have planted the front of their farms to trees and flowers have showed the rest of the residents what a beautiful farm can be and it means much to the whole community. Now that the association will be formed to systematically take up this matter and make the planting of trees along the lines of horticultural beauty the people should get behind the movement and push it to completion. Florida will never be the state it should be unless the people themselves get busy on the highways and byways and hedges and make the whole land blossom like the rose.

Is it peace or war for Europe?

The French will collect customs and endeavor to get their money.

Germany has been declared in default of payments to France by the Reparations Committee. The French already knew it.

We are glad the Americans have been pulled from the Rhine. America can now sit back and watch events with no thought of any entangling alliances.

And in the dispatches from England today the English Chancellor of the Exchequer says nothing can be accomplished in the United States on account of difficulties encountered in Congress.

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And the United States will have a chance to see whether Woodrow Wilson and his "fourteen points" was right or wrong. Most of the squabbling has been the result of no fixed purposes in the minds of the American diplomats.

Now that the "open meeting" on the masked band has been finished in Louisiana we suppose a "closed meeting" will bring out something that has not been touched upon. But somebody, somewhere, in Louisiana committed murder and torture and should be punished.

The interest in the new sky scrapers going up in Sanford shows that our people have been waiting for this great day to come. And our first tall buildings will bring others and our little city will soon be a big city. Can the Herald say again, "we told you so."

This paper is asked the question every day, "what about our new tourist hotel" and we can only say that when the proper time comes this paper will be the first to announce the glad tidings that the new tourist hotel is ready to go. There are many details to work out in a million dollar hotel and the people should await their souls in patience. Rome was not built in a day and Sanford will not be built in a day. We have been waiting at the switch for fifteen years and only shunted box cars into the siding. We will soon be handling Pullmans, yes.

FEWER NEWSPAPERS

According to the census reports of the Federal Department of Commerce there has been in the last few years an increase in the number of newspaper readers in this country, but a decrease in the number of newspapers. These reports which cover the decade ending in 1919 show that during that period the total daily circulation of daily newspapers in the United States increased from 24,211,977 to 33,925,490, while the number of newspapers decreased from 2,600 to 2,111. The decrease in number, was general, being in almost the same proportion in new States like Oklahoma, as in older States like Indiana, where the decrease was from 735 to 550 including weekly, semi-weekly and daily newspapers.

The effect of the war upon the paper supply, and the high prices which during the war period forced some newspapers to suspend publication may have hastened this tendency. But the statistics for 1911, as compared with 1920 and 1921, show that the number was steadily decreasing at the time the war broke out. The increase in the number of readers was also pronounced before the war. The report confirms the view that newspaper readers in smaller communities are tending to depend more upon larger newspapers for their news. State capital and county seat newspapers have invaded a field once covered almost entirely by town newspapers.

The American preference for evening newspapers is shown by the report to be something like this: In 1920 there were 1,731 daily evening newspapers in the country and 720 daily morning newspapers. The total daily evening circulation was 20,445,789 and the total daily morning circulation was 12,582,811. During the ten year period the evening circulation gain was 10 per cent and the morning gain was 31 per cent. The significant fact, however, is that the number of persons who feel obliged to keep in daily contact with the world through a newspaper is increasing materially, a circumstance which speaks well for the intellectual alertness of the country.—Indianapolis News.

DALLYING CONTRACTORS

Now that the contracts have been let for roads included in a bond issue voted two years ago, let us hope that there will be less delay in construction. Contractors should be held to their contracts. It may be necessary for the county Chamber of Commerce to take a hand in this if the county commissioners can not hold the contractors to a better performance than that which attended the building of the Winter Park and the Winter Garden Oakland roads.

The company that got the contract for what is known as the Winter Park road was not the lowest bidder. But it was given the preference because it promised to have the road completed within 100 days which would have been July 1st, last. It is not yet completed. The reason that was given for this delay was on account of the railroad strike. The reason is not impressive. Had the company lived up to its contract the road would have been completed before the calling of the railroad strike. Besides, it is a known fact that the strike did not affect the Florida shipments that in any way impaired building.

The Winter Garden-Oakland road was to have been completed by February 1, this year. It is not yet half completed. Slowly it is dragging its way toward Winter Garden from the north. At the rate it has been go-

ing it will be next winter this time before it reaches Orlando. And if the same contractors, or the managing end of them are interested in the building of this East Coast road it is likely to be several years yet before we have the use of that.

There seems little sense of putting a time limit in a contract and then letting the contractor take his own sweet time in building the road. People want the roads. That is what they voted the bonds for. The tax is being collected. The engineering expense to the tune of \$700 to \$800 a month is going on, road or no road. It is not strange that taxpayers are murmuring and finding fault with those responsible for these delays. If the commissioners cannot get action, it might be well for the Chamber of Commerce to apply the remedy.—Reporter Star.

WHO PUT THE JOKER IN THE GAS TAX

The Joker in the gasoline tax law as usual has worked out for the benefit of the oil trust. Whether it was placed there purposely or with malice aforethought remains for the general public to make their own deductions. There is no dispute about the Joker being in the law so that the Standard Oil Company could slip out and beat the state out of \$22,000 worth of taxes. If we could see the vote on that bill and the ones who helped get it through the Florida legislature, we would be able in short order to diagnose the situation and explain why the law didn't hold water before the supreme court.

It is enough now, without going into the details, to say that the Standard Oil Company is putting over a gigantic scheme in Florida and the people of every community thought they were getting something by way of an investment in dollars and cents.—If you have noted, this corporation has erected costly garages at advantageous points in the state where their product is sold and through which they are able to beat the state of Florida out of the one cent per gallon gasoline tax. Two months before Standard Oil stations knew that the price was going to be a lower mark, ranging from 2 1/2 per gallon to 20 per gallon. With the Standard, also dropped the gasoline prices of all the other companies and it was all done through a very clever scheme which the attorneys for the company found out could be accomplished through the laws of Florida. It is a simple method and is as follows:

The law says where a wholesaler sells to a consumer, (through through stations), that said wholesaler shall be exempt from the one cent tax. The supreme court held that this was the law in the test case and ordered all taxes that had been collected, rebated and the total amount was something over \$22,000. During all that time gas stations were springing up all over the state and the company was able to prove through these stations that there were selling direct to the consumer. Pretty soft all right to sell to themselves and that is the way they beat the state law and are still beating it and keeping thousands of dollars from the roads in Florida to which the people are entitled. There ought to be a way to even yet invoke the law upon a fellow who always lays a trap to evade it through some trick or technicality but you don't have law makers these days in a very great number that have the nerve to make laws that are not full of jokers.—Labelard Star Telegram.

FLORIDA'S INCREASING AUTOS.

The increase in the use of automobiles in Florida is perhaps the most surprising of all the increases this state is showing. From less than 48,000 in 1918 to over 150,000 in 1923, more than three hundred per cent in four years, indicates that the automobile is a necessity which is being availed of Florida far more rapidly than in many other, supposedly more progressive, states.

The Tallahassee Daily Democrat says: "The number of automobiles registered in the state for the past five years probably indicate more definitely the growth more than any other comparative tables. The number registered in 1922 is nearly three times as many as in '18. The growth has been a steady one.

"The records in the reports of Ernest Amos, State Comptroller, during the past years show that in 1918 there were 47,966 license tags issued; in 1919 there were issued 57,264 tags; in 1920 there were issued 75,908 tags; in 1921 there were issued 100,000 even; and in 1922 there were issued 118,243. These figures show an increase in 1919 over that of 1918 of approximately 10,000; 1920 over that of 1919 of 18,264; 1921 over that of 1920 about 24,000; 1922 over 1921 of 18,243.

"Indications are that the number registered in 1923 will show a greater increase than in any previous year. At the close of business in the com-

THE HERALD'S PLATFORM FOR 1923

- 1.—A new Library Building in the center of the city.
2.—Extension of the present bulkhead on the lake shore.
3.—The new pier and boat basin finished before January, 1924.
4.—A big Auditorium that will seat at least 5,000 people.
5.—New home for the Campbell-Lossing Post, American Legion.
6.—A Community Chest out of which all funds will be drawn.
7.—Two mill tax for publicity purposes.
8.—Municipal ownership, starting with water works and soft water.
9.—Systematic mosquito campaign and cleaner city.
10.—Ten thousand people here one year from today.

THE TROUBLE WITH FRANCE

TRYING TO SUSPEND ECONOMIC LAW SAYS BABSON—THE STATISTICIAN SHOWS WHY EUROPEAN BONDS ARE UNSOUND

WELLESLEY HILLS, Mass., Jan. 27.—Since the arrival of the British Debt Commission to the United States Roger W. Babson has been making a study of the situation from a statistical point of view. His detailed conclusions are dry and uninteresting. The summary which he makes, however, is most enlightening.

"First, let us realize," says Mr. Babson, "that the coming to this country of Stanley Baldwin, British Chancellor of the Exchequer, Montague C. Norman, governor of the Bank of England, and their associates from the greatest empire in the world, with hats in hand and begging for mercy, is one of the greatest events in our financial history. For centuries Great Britain has been the world's greatest creditor and all nations, including our own, have owed the British Empire billions of dollars.

"The war turned the financial world upside down. Certain great nations like Germany emerged bankrupt; France, the world's greatest investment nation emerged a debtor; while England, to whom everyone came for advice, now comes to Washington for help. Truly this is the most dramatic economic and financial event in the history of our nation. It also emphasizes the fact that we have a great financial responsibility as well as a great opportunity. Therefore, it is with this thought in mind that we must make our decisions.

"This whole question of reparation, continued Mr. Babson, "is bound up with sympathies, politics, and national feeling. Owing to the latter, without doubt, a great many people in our country sympathize with Germany, and many others, through their love for Ireland, hate England. Frank study of the situation, however, should convince any disinterested party that Germany is in the position of a burglar who attempted a colossal steal but was caught and debated in his plans. Irrespective of the question of punishment this burglar, and moral about that, he should make reparation for the goods which he partly lost away and destroyed. France, therefore, should not be criticized for insisting that Germany reparation, as far as possible, the property which was destroyed and damaged in her attempt to burglarize. Every disinterested party must admit that this is reasonable. France is asking of Germany only what any one of us would ask of a burglar who attempted to do the same thing in our community.

"The reason that France has recently lost sympathy in her negotiations with Germany is due to the fact that she is going at her problem in the wrong way. France's difficulty is that she is inconsistent. She wants a certain economic law applied to her but wants to suspend it in the case of Germany. Perhaps this is more or less true of all the allies, especially when they say that they cannot afford to pay their indebtedness to the United States. Yet when one looks at the statistics he finds that England, France, Italy, and all

troubled office the 17th, there had been issued 75,900 tags."

"With 150,000 automobiles for the state in 1923, and with its population set at a million, there are three automobiles for every twenty persons in the state, or one for every six and two-thirds people. When it is remembered that the census authorities and experts allow five persons to a family, in their computations, it will be seen there is almost one automobile for every family in Florida.

It is doubted if another state in the Union can show that per capita, or family, use of automobiles.

And the end is not yet. The road building program of Florida makes it certain that as the state develops, and becomes better known in other sections of the country than those now utilizing its road and living advantages, there will be a still larger settlement and a still greater increase in the per capita possession of motor cars.—Tampa Tribune.

the allies combined owe the United States only about ten billion dollars, while they, are demanding of Germany alone reparations of over thirty billion dollars! Of course, if Germany can pay any such amounts as France demands, there is absolutely no doubt but that England, France and the rest of them can very easily pay a smaller amount to the United States. President Harding and his cabinet, and all others who have looked into the matter evidently appreciate this situation.

"Up to the present time, England is the only one of the allies who has made an honest attempt to return any money to us. England is paying interest on its indebtedness while the other countries have sent us practically nothing. It is true that England has a commission here today pleading mercy; but we should be fair with England and recognize that she has made her payments thus far in accordance with her agreements. As to what we will eventually do with these foreign debts cannot be forecast at the present time. Certainly it would be useless to conceal these facts and have those European nations go on another great spree or spend our money playing military poker. It is, however, these nations would repent of their sins, dishonor their armies, and live honestly and decently, I believe the United States would be glad to cancel the indebtedness or do any thing else which would truly help. On the surface, the difficulty with Europe is financial, but a statistical study shows very clearly that the real trouble with Europe is political. Before we, or any other country, can help Europe, the European nations must change their purposes, motives, and attitude toward God and one another.

"Until this time comes I cannot advise anyone to buy or even hold European securities. After paying for the bare necessities of life Europe has a surplus which it is using to buy securities, and it is using this surplus to do both. Europe is a good deal like the steamboat on the Mississippi which Abraham Lincoln used to tell about. The boiler capacity was enough to blow the whistle or to run the boat, but not enough to do both. When the whistle blew the boat had to stop. At the present time Europe seems to desire to whistle rather than run. Until Europe changes its attitude and puts its entire surplus instead of whistling was investors will not hold European securities. On the other hand, I believe that when Europe quits squabbling and settles down to an honest effort to produce, these European securities will be perfectly good. This is true not only as to the money owed by Europe to the independent investors of this country, but it also applies to the ten billion dollars which are owed to the United States because these debts all combined are less than France claims Germany alone is able to pay to her.

"This is why foreign exchanges are so little disturbed and business continues to be good. Even the marching of French troops into Germany seems to affect our markets very little. The Babson chart now above the X-Y line indicates that general business stands at 2 per cent above normal which is very good for this time of year. From the head lines in the papers, one would think Europe is going to smash, and England into bankruptcy. Do not fear—when Europe sees the error of its way and becomes sensible, it will "come back" very rapidly. In the meantime," concluded Mr. Babson, "we are showing wisdom by ailing tight."

To signal trump sounding the doom of the fee system for county officers and for "costs" in courts, was sounded in Florida last week.

Oscar H. Nolan, county assessor for Duval county turned over to Duval county the profits of his office, above his salary of \$7,500, and the attend-

ant expenses of operating for the year, the sum of \$19,452.97.

Assessor Nolan is quoted as saying: "I am heartily in favor of the principle of this law," he said. "There is no good reason why the assessor should be allowed to make \$25,000 or \$30,000 a year at the expense of the taxpayers. When the county was small, the fee plan was reasonable, no doubt. But Duval county is too large for it now. I am not saying that a salary of \$7,500 is adequate for the amount and character of work we do. The point I make is that an adequate salary should be allowed, but the profits of the office belong to the county, and with reasonable, economical administration, the office should produce profits."

The other trumpet blast came from His Honor, Judge H. D. Clayton of the Federal court, sitting in Ocala. After pronouncing fees against convicted or self confessed defendants, the Gainesville Star says:

Judge Clayton gave the defendants a talk and struck a very popular chord when he said that there would be no costs attached to his court as that was a factor for graft and he regretted to say that there were a number of officers who were actuated more in obtaining costs than they were for the prevention of violation of the law.

Oscar Nolan has shown the people of Florida what they have been losing through fees for an office which is more difficult to operate, of importance, than the office of governor or congressman. Judge Clayton has told many a man has thought many a time—that the reward system for officials of the law—for that in reality is what fees for conviction in court are—is the only way in the legal fence that will graft, and so secure the best of the law.

Peoples Bank of Sanford. A Sanford Institution under the direct management of the following: BOARD OF DIRECTORS: J. R. Anthony, W. H. Tunncliffe, Dr. S. Pul-eston, E. H. Hawkins, W. E. Scoggin, C. F. Williams. ALL DEPOSITS INSURED. PEOPLES BANK OF SANFORD. Sanford, Florida.

Putnam County Credit Association has in its most recent bulletin called attention to two frauds passing through the state and slipping the gaff into as many merchants as gullibility will permit. The association advises that each business man, when approached by any stranger submitting a scheme for publicity, should inform the solicitor that he would not consider the plan until it had received the endorsement of the Chamber of Commerce.

The Arcadia News tells of the fraudulent work done in that town by two men, one of them giving the name of "Mr. Ferrell." Briefly told these men secured the written acceptance of the management of the hospital of that place to accept free of all charges a sufficient quantity of letterheads to list the establishment for about two years. This strategy was to be given the permission without any savings except that on the reverse of the stationery would be placed several advertisements.

The men, armed with the written agreement to accept and use the stationery, recruited from eight men a tiny advertisement to be placed on the back of the letter heads, along with twelve and one-half dollars from each. The ninth man kicked up paying in advance for the work, and demanded that a "proof" of the nature be first shown him. Then the scheme made arrangements with a local printer for the printing of some letterheads. Then the clever artist skipped the place, leaving the printer to hold the sack, provided he had done the work, and leaving, also, eight merchants who were out just an even one hundred dollars. The printing was not done, allowing ten dollars for stationery and the merchants could do the most during their half day spent in Arcadia it can be easily seen why grafters consider Florida a splendid spot in which to pick up an easy living.

For years there has not been found a town or city in the state free from the rickety and thievary of the modern grafter in the advertising line. There are adepts at other lines, also, but they are not so numerous as in the line of publicity. Whether this is an indication that the merchant can be the easier "worked" is not stated, but the fact remains that he is played upon the more frequently and lets go of his money the easier. Unless a man is an adept in the advertising game he should turn down every proposition of that sort until it is fully guaranteed by those who know. Even when there is what may be termed "a good thing" the merchant should know that the home office can get out the same thing for about one fourth the price charged by the visiting "expert." In Kissimmee last year a specious grafter "worked" ten business houses for eighty dollars for publicity on twenty-five cards to be tacked on the Chamber doors of the leading hotel, paid the printer twelve dollars, and carried away sixty-eight dollars for four hours' work. That was a mere trifle of seventeen dollars an hour—but the merchants were spell-bound by the oratory of the two fakirs. The Palatka News utters the same warning.—Palatka News.

SEARCH FOR TEEGERSTROM. ROCHESTER, N. Y., Jan. 25.—Counties in southern New York and those bordering on Pennsylvania are being searched it has been learned, for a man believed to be Harold Teegerstrom, desired as a witness in the Mer Rouge, La., investigation of the hooded bands. Teegerstrom mysteriously disappeared from Morchouse Parish December 29.

Man is funny. Hard necessity drives him to work, and after he gets accustomed to it he despises those who loaf.

DAYTONA, Jan. 27.—Two notables will address Daytona theatre folk on Monday. Count Ilya Tolstoy, son of Leo Tolstoy, noted Russian author, will deliver a lecture on conditions in Russia. He will be introduced by William Jennings Bryan, the "great commoner," who will make a short plea for the subscription of the state-wide campaign for \$250,000 for the erection of a Y. M. C. A. building in connection with the university of Florida, at Gainesville. Mr. Bryan is the state chairman of the campaign.

ADVERTISING FAKIRS ABROAD IN THE LAND

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BASE BALL  
FOOT BALL  
BASKET BALL  
RAP SHOOTING

# REALM OF SPORTS

CHAS. L. BRITT, Editor

GOLF  
BOWLING  
TENNIS  
BOXING

## SANFORD BASKET BALLERS OFF AND LET ORLANDO EVEN UP

### They Good Run for Their Money First Half But Go to Dreamland in Second Half

The Celery City boys, invaded the "Beautiful" last night and upset the advance dope by letting the Orlando team get away to a victory which should have been ours. Aside from the all around excellent work played by Smith, Sanford's snappy little guard, the team was off after the first half they were not to. The Orlando Sentinel man says game as follows:

Orlando high school Tigers, crept their notch upward last night by beating the Sanford High school basketball team, 20 to 18, on the local court. It was a game full of ups and downs and showed a great improvement in Coach Boone's five, within the few days. As a preliminary the Orlando reserves defeated the Winter Park quintet 17 to 10.

Each Boone's men were unable to keep off the persistent guarding of their opponents in the first half and score at the end of that period eleven all. Opening the second half with a rush, however, the Tigers counted fourteen points in the few moments of play. Their ring game was a beautiful exhibition of team work coupled with accurate shooting by the forwards. Time or time a Tiger forward, crouched underneath his goal, received the ball and sent it through the basket over the heavier Sanford guards who prevented an open shot.

Decisive as the victory was it failed to satisfy Boone and his battling Ben since it was necessary for them to win by a margin of eighteen points they were to be entitled to play at Leesville. Eighteen points was the margin by which the Tigers were defeated at Sanford earlier in the season and the rules of the state association require a victory of equal decisiveness on the home court to wipe out a defeat on the foreign floor.

Notwithstanding this disappointment, the Tigers expect to continue their season without further setbacks, although they have a hard struggle tonight at Leesville. One thing is certain—the foundation is being laid this season for a basketball team that will cop the state championship next year and perhaps the tri-state. Boone does not lose a player and not a single member of the squad will be graduated this spring. That a victorious team will prove great drawing card was proved by a crowd which packed the gymnasium last night, supporting the Tigers royally. At least fifty persons accompanied the Sanford five here.

## SAVE MONEY ON TIRES AND TUBES

Get My Prices Before Buying  
**Pennsylvania**  
Vacuum Cup  
**Goodrich**  
Silvertown

**F. P. RINES**  
5 Palmto Ave. Phone 181-J

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

**L. P. McCuller**

# Marshall Neilan presents "Penrod" with Freckles Barry



AT THE PRINCESS THEATRE, MONDAY, JANUARY 29TH

## WINTER PARK GIRLS DOWN AT THE HANDS OF SANFORD QUINTET

### Game Very Slow and Pep Lacking But Does Not Keep Sanford From Adding Another

When the Sanford girls arrived in Winter Park it was discovered that Echols, one of the best of the team, had missed connections, and was not there for this start, but Coach Tillis started the game anyway, using Newman at center. Throughout the entire first three-quarters of play, the game was listless, there was but a corporal's guard present to witness the fray and it was not what one would call an exhibition of the game. The score at the first half was 3 to 0 in favor of Sanford.

It was during the latter part of the game that Miss Echols showed up and was rushed into her regular position. After that some of the old time pep was displayed and although Sanford had allowed Winter Park to forge ahead of them, they came from behind and won the game, 12 to 10. Emma Spencer was the outstanding star of the game, getting over half the points scored by Sanford and playing an all-around good game.

The line-up and summary was as follows:

Sanford (12)	Winter Park (10)
Holly (2)	F. Bishop (4)
Spencer (3)	F. Hunter
Stiles	C. Saffield
Newman	C. Taylor
Echols	C. Cole
Caraway	G. Ginn
Cameron	G. Gilstrap
	G. Noel

Free goals: Bishop 1, Hunter 1, Spencer 2.

## Recreation Building Needed at University For Physical Equip.

Dr. Farr Says Like House With Bedroom and Dining Room But No Living Room

GAINESVILLE, Jan. 26.—(Special to the Herald).—The State University has been likened to a house consisting of bedroom and a dining room, but without a living room, according to a statement just issued by Dr. Jas. M. Phelan, of the University of Florida.

"Any survey of the physical equipment of the University of Florida," says Dr. Farr, "would reveal the fact that, for all phases of campus life, except one, somewhat adequate provision has been, or soon will be made. That one lacking phase is, however, of vital importance to the development of the student. While there is provision for the work of the institution in classrooms, libraries, laboratories and shops; while there are gymnasiums and athletic fields, there is absolutely no place on the campus where students may spend their moments of relaxation or congregate for social, extra-curriculum, or religious activities."

"You would bitterly condemn the judgment of a parent who built a home in which to rear a large family of children if he provided a bed room and dining room, but omitted in the house any place where the family could congregate. If the children grew up spending their time of leisure on the street corners and in pool rooms or worse places, you would feel that the father was to blame. An almost analogous condition prevails at the University."

Dr. Farr believes that a building devoted to these needs would be an investment on the part of the good people of the state that would repay them a thousand fold, as he says: "There are now 1,252 students, and in the course of a few years there will be over 2,000 of the ablest young men of Florida on the campus.

"They will be the leaders in every line of activity in the state, their views and their ideals will be the moulding force that will determine the conduct of the coming generation. For their sake and for the sake of society, these young men should get the best in social and spiritual training along with their mental and bodily development. This can not be done unless a suitable place is provided on the campus. The need is extreme and all right—to thinking and forward-looking citizens of the state will support a movement looking to the erection of this building for which the faculty and students of the University are praying."

The Church Service League of the Holy Cross Parish will entertain at Pivot Bridge, in the Parish House Wednesday, Jan. 31st at 3 p. m. Phone Mrs. M. Martin, 544-J for reservations. 260-2tc

## FLORIDA LEAGUE THINKS APPEAL BE GRANTED

The Florida State League will be called together soon by President Walter W. Rose, it was announced yesterday; to discuss plans for next season. The announcement is taken as an indication that Judge Landis is about ready to announce his decision in the appeal taken for the Jacksonville club on a judgment against it in favor of Dominick Mullaney, former Indian manager.

Mr. Rose said officials of the league believe Judge Landis will reverse the decision of the national board of arbitration, which awarded Mullaney \$2,400. The former pilot had a contract with the club to serve two years as manager at \$2,400 a year. The club was reorganized and he is alleged to have agreed, orally, to waive the provision of his contract for 1922. He did not serve as manager last season but brought suit and was successful in getting a judgment.

It is not known whether Mr. Rose has learned anything definite about Judge Landis' view of the case, though it is assumed that he has been in touch with the high commissioner's office several times since the league met here a few weeks ago and decided to await the result of the appeal before formulating plans for the 1923 season.

If Judge Landis announces his decision in the case within a week, as he is expected to do, the league meeting will probably be held here early in February.—Orlando Sentinel.

## Speaker Best Pinch Hitter in '22 Season

### 55 of the 101 Pinch Hitters Get Bingles, Other Notable Events

Compiled by Irwin M. Howe

American League managers called on 101 players during the season to act as substitute batter, either to start a needed rally or to deliver a hit in a pinch. Only 55 made hits at any time, but most of the 46 who failed were called upon only once or twice and of those, six were each responsible for one run, but without changing the result of any game in which they acted as pinch hitter.

Of the fifty-five who hit safely, Manager Spinker of Cleveland was the most successful, the Indians' leader having worked the opposing pitcher for four bases on balls and ten hits in 21 appearances as substitute batter.

Larry Woodall, Detroit, was at bat twelve times in eleven games and made five hits, while Hauser, Philadelphia; Menosky, Burns, Foster, Leibold, Boston; McClellan, Mostil and Strunk, Chicago; Ude and Gardner, Cleveland; Gagner and Munton, Detroit; O'Doul and Schang, New York; Welch, Young, Hauser and McGowan, Philadelphia; Robertson, Vangilder and Dirst, St. Louis, all hit .300 or better. Walter, Boston; Uhle, Cleveland, were up twice and delivered a 1,000 per cent while Blue, Detroit; Judge, Washington, and Witt, New York, each drove out a single in their one effort.

Pinch hitters often created interesting situations and occasionally won outright. Some of the more notable, that had an influence on the final standing of the teams follow:

On July 7th Joe Harris tied the score with the Browns in the seventh inning with a double, in the ninth Burns tied it again with another double, and in the thirteenth Boston won. This was the worst blow the Browns suffered during the season from pinch hitters. It will be recalled that St. Louis lacked only one game of tying New York for the championship.

July 17th, Amos Strunk scored Falk with a two-base hit, and won from New York in the eleventh round. Harvey McClellan went to the plate five times as pinch hitter and made good on four occasions. Three times he started ninth inning rallies, but not in a single instance was the result of the game changed.

MURDOCK, "THE FAMOUS MAN WHO KNOWS" IS COMING TO THE PARISH HOUSE

"Ask Murdock," that is to be a phrase most frequently heard in Sanford judging from the advance interest manifested in the appearance of

the nation's foremost mystic at the Theatre starting Monday.

Murdock comes direct from sensational engagements in the east and it is said that he is one of the best known and recognized authorities of thought transference and occult interpretation; a character that stands out with prominence in the field he so ably graces, and with the effects that made the act recognized as a genuine feature in the biggest theatres of the largest cities.

Murdock promises to present his psychic skill subject to the most critical investigation and search, and offers astounding demonstrations of psychic phenomena. Questions of any nature may be asked at both matinees and evening performances.

Murdock is as far removed from the ranks of the ordinary charlatans as day is from night. Those who have seen him in other cities have nothing but praise for him in that he answers all questions in a scientific manner after a thorough consideration of each.

His methods of working is different from that employed by the majority of so called "mind-readers". In that the stage is brilliantly lighted at all times and he employs no outside means. His experiments are baffling in the extreme and even college professors, versed in the higher sciences, have confessed themselves baffled at the mysterious power which enables this man to answer questions after they have written them and kept them in their own possession. There is not a single objectionable feature about his act in its entirety.

There will also be a special matinee for "ladies only" at which time girls under the age of sixteen will not be admitted to the theatre and questions of a more private or personal nature may be asked and in return will be answered in a direct and comprehensive manner.

NOTICE—All those wishing shade trees planted, see John Hanabugh, on Willow Avenue and 9th street, east of Sanford Ave. 261-1tp

## CELERY SEED

Sanford lost to Orlando. 'Tis tuff But the girls took care of the fair ones at Winter Park.

All of Orlando is tujink about that fast little guard from Sanford. We'll say Smith is there with the goods.

The Orlando referee didn't like McLuca's speed and pulled him about a little during the game. He apologized to McLuca before the game was over, however.

Duval plays in Sanford next week. It will then be seen whether or not Sanford is eligible to play at Gainesville.

Emma Spencer was the whole game at Winter Park last night. She was wizard on the floor and made herself hard to catch.

Jacksonville has been named in the new Class B circuit, but no one in Jacksonville knows where the authority came from. Ask Mullaney.

President Harding will be in Florida soon. If he comes to Florida and does not play on the Sanford course he needs a good one. Let's don't let him miss it, bring him to Sanford.

The first half of the bowling league season is finished and the records are being compiled now and will more likely be ready for the Herald Monday. We will publish the whole works.

## FOR THE MOVIE FAN

Watch this column Monday. Someone's name will be published here and he and his family go to the movies that night free of charge.

And the same thing will happen every day thereafter. Keep your eye on this column; can't tell what day your name will appear, and it is good for that night only.

See "Smilin' Through" at the Princess tonight. It pleased a large crowd last night.

It is one of the best pictures shown in Sanford in a long time. It is full of thrills and thrills and thrills and some more thrills.

Get the programme for next week. The longer they come the better they get and Sanford is getting some good pictures these days.

# Turkey Dinner SUNDAY

At The **Lu-Beth Cafeteria**  
...Sanford's Newest and Best Place to Eat...

# Turkey Dinner SUNDAY, JANUARY 28th, 1923

**SANFORD MARBLE & GRANITE WORKS**  
JOHN GOVE, Proprietor  
CEMETERY WORK A SPECIALTY  
1018 West First Street 1018 West First Street

# STUDEBAKER and Chevrolet

Models at our beautiful Show Rooms and Filling Station—High Grade Mechanic in charge of our Repair Department.

Prompt Service and Courteous Treatment—Pay Us a Visit

LADIES' AND GENTLEMEN'S REST ROOMS

# San Juan Garage Co.



## A Foot Comfort Demonstrator from Chicago Coming to our Store FRIDAY AND SATURDAY

This man is specially trained by The Scholl Mfg. Co. in the method of extending foot comfort originated by the eminent authority Dr. Wm. M. Scholl, and will make a special demonstration of

## Dr. Scholl's Foot Comfort Appliances

We invite you to make a special effort to call during his visit and learn from him how thousands of people who have suffered from corns, callouses, bunions, tired aching feet, fallen arches or cramped toes have been benefited by these remarkable inventions, for remember, there is a Dr. Scholl Foot Comfort Appliance or Remedy for every foot trouble.

Have a Podo-graph Print made of your foot  
With this new device, perfected by Dr. Wm. M. Scholl, a good clear print of the stockinged foot is instantly obtainable. It registers your foot measurements and is a great help in selecting the proper type shoe for your foot. By its use correct shoe fitting is simplified.

Podo-graph Foot Prints Free Come in Anytime

# Woodruff & Watson



H. S. NOTES

This has been a very busy and interesting week for the S. H. S. All diligently studying for exams...

Monday night the boys' basketball team gained another victory when it won the scalp of the Stetson "Y" team...

We are glad to see that Lillie Ruth is out again, and hope she will soon be back in school. We also hope to see Doris Moore back in school again soon.

Tuesday morning the high school was given a treat when Dr. King of the chapel exercises, and Mr. Woolslagel entertained with his jokes, singing, and sleight of hand tricks.

Wednesday night the play "Miss Lillian" was given before a big audience. Several other interesting plays were also given. The proceeds of the play will go toward defraying the service for a musical director for our High School orchestra.

Friday, Dr. King and Mr. Woolslagel came again to the school and King led devotionals, and he and Woolslagel entertained with a musical duet. Mr. Woolslagel also gave some interesting songs and invited all the school to special services at the Baptist church.

The Senior class has just elected its alumni staff for 1923, and is now making toward a great annual. Rodman Lehman is business manager. The entire list of staff members will be published in the Herald in the near future.

Thursday night J. C. King entertained at the high school a small group of people with his mind reading, ventriloquism and rifle shot. He repeated the performance Friday night.

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Voviano Novel Name of Musician's Home in Mountains

No doubt the secret of the optimistic, cheerful spirit ever manifested by that genial friend of man and angel singer who is now the guest of the First Baptist church of Sanford was allowed to be known by him in an interview this morning when Mr. L. Woolslagel made the attainment of his home in the mountains and most of his wife and two children that Lord had ever given to a man.

Located among the wooded hills of the new Biltmore Forest Park adjacent to Asheville, N. C., with a sweeping view of the majestic mountain ranges in the distance may be seen a comfortable new home of this happy Christian family, who, by their sacrifices of having to be separated from their chosen work calls the head of the house to all parts of the country) are cheerfully contributing much to the cause of Christ on the earth.

The following item from a recent edition of the Asheville Citizen tells how Mr. Woolslagel selected a rather unassuming and yet most unique name for their home into which they have recently moved.

Mr. and Mrs. E. L. Woolslagel entertained about 30 friends last evening in the third of a series of holiday housewarming in their attractive new home "Voviano" in Biltmore Forest Park. The affair last evening partook of the nature of a musicale, delightful selections of vocal numbers, piano and violin solos being enjoyed by the merry party. The home was tastefully decorated with prevailing Christmas colors, holly, hellebore and poinsettias being used in the artistic arrangement.

The Woolslagels have named the lovely home "Voviano" creating the name from the words "Voice, Violin and Piano," of which the members of

the entire family are masters. The children both sing and play the piano, and the lad of nine years also attracts city-wide attention by his ability with the violin. Mrs. Woolslagel being a renowned artist on the piano and violin, and her husband having a wonderful voice, being recognized wherever he sings. In truth, the lives of the family are wrapped in music, and they give great pleasure to their many friends on numerous occasions.

EMBASSY LIQUOR CAUSED TROUBLE BUT IS STOPPED

POLICE SAY THEIR INFORMATION WILL TEAR UP WASHINGTON

(By The Associated Press) WASHINGTON, Jan. 25.—The supply of "embassy" liquors which police declare have found their way into the bootleg trade of Washington was declared by enforcement officers last night to have been curtailed as a result of alleged disclosures by John J. Lynch, who was arrested in a recent raid on his apartment when a quantity of Scotch and rye whiskeys and imported champagnes were said to have been seized.

Lynch, in an affidavit, according to police, named one legation as a source of his supplies and they added that they had been promised further information that "would rock the city" and might result in some step to request the state and treasury departments to curtail the supplies of intoxicants received through diplomatic permits.

Published reports, attributed to anonymous police sources, however, that some of the liquor seized in the recent raid had come from the Cuban legation resulted in a visit to the state department of the legation charge, Dr. Arturo Padroy Alameda and a public statement by him that he was in entire ignorance of any "alleged selling of liquor" at the legation.

High federal prohibition officials remained silent yesterday, refusing to discuss the same at this time, but it was said that Edgar N. Reid, divisional chief of prohibition enforcement officers here had taken under consideration the affidavit signed by Lynch, with a view to recommending its report to the state department, "if the facts warranted." Employees of embassies and legations as well as their officers, it was pointed out, are immune from arrest, but the state department, it was explained, can make suitable recommendations to any embassy or legation in the matter.

The alleged disclosures made by Lynch brought out prominently the campaign by capital police and revenue agents against suspected dealings here in foreign liquors through some embassies and legations. Raids during the last six months have disclosed some liquor of an apparent high grade and to all appearances of foreign manufacture. Through statements made by Lynch in his affidavit, the police believe they have located one of the principal sources of such intoxicants.

Further disclosures, however, are expected by prohibition agents to show that not all of the liquors sold in recent months in Washington as "embassy stock," have been of such quality but rather of a poor grade and of "home made" variety.

Revenue Agent Ruby, who conducted the arrest of Lynch, said from books found in the latter's possession, it was evident liquor traffic through his office alone had amounted to hundreds of thousands of dollars in the last six months.

Several Counties Arresting Autoists for No License Tags

This May Be Within the Law, But It Leaves a Bad Taste in the Mouth

The Herald learns of several cases in the past week where Sanford folks and tourists were arrested for not having their new Florida license tags. Seminole county has always been lenient with the folks obtaining tags. This year it has been difficult for the comptroller to get the tags to everyone on time and there are many people here now who have not been able to get their tags, but who have applied for them. There are few people who want to cheat the state out of anything in the way of license tags and every owner of a car will get a license tag as soon as possible. Many of them are intending to buy a new car and want to get the license for the new car instead of going to all the trouble of changing the license tag in a week's time. There are good excuses for 98 per cent of the people not having license tags and Sheriff Hand while announcing that he wants everyone to have the tags and will expect all of them to have them by

the first of February, will not make anyone here and especially the tourists going through sore about the tag question. It can be handled in a way that complies with the law and yet not be a nuisance. There are many states whose license runs on different dates and wherever this occurs our officials should be governed accordingly. For instance the Georgia license does not go into effect for a month yet and we understand that a Georgia car with the license for the year 1922 would be all right until his state license is due. There is a certain time allowed all people coming into Florida to get their own state license or get a Florida license and they should be investigated before any arrests are made.

It is well to follow the law in these cases, but it is also well to use some judgment in making arrests for the license tags and we believe that Seminole county will use good judgment in the matter. Other counties would do well to warn the Seminole county folks about their license tags but we believe that Seminole county officials are the ones to collect the money and not some other county fine our people.

McKenzie Has Bills For the Legislature That Are Important

Cattle Dipping, No Fence Law and Better Schools Will Be Among His Bills

(By The Associated Press) LEESBURG, Jan. 27.—Although he has not formulated any specific bills for the forthcoming legislature, Dr. W. A. McKenzie, member of the house from Lake county, will favor legislation looking to cattle dipping, a no fence stock law that is "air tight" tax revision and better schools, he declared in a statement today to the Associated Press. "I do not expect a new member such as I am to revolutionize legislation or to be immediately a Daniel come to judgment," the statement said. "However, I have definite views upon certain things and am not loathe to express them. I will vote and continue voting for what I believe is conscientiously right and progressive even though I am the only one voting. I hope that I will never be open to conviction, never to coercion."

Dr. MacKenzie stated that he would favor anything and everything that is wise and which means a better, bigger and more progressive Florida, adding that he did not believe in sectionalism.

"I am for a revision of our tax laws and the adoption of a tax system that is fair, adequate, just, progressive, scientific and which must be administered efficiently," the statement continued. "I think we need a new constitution about as much as we need anything and that the proper method be taken to give us one which will fit the needs of a state that has so rapidly outgrown its aged garments."

"I am for better schools, better education in the lower and higher institutions of learning with the furnishing to those schools of the limit of funds for their adequate and modern growth and functioning. I am for complete, modern and sufficient teachers training schools. Our thousands of untrained teachers mean mental starvation for this and coming generations. I believe that women should have equal status with men in property ownership, making of wills, and in all civic affairs. I believe that we should co-operate with other states in adopting a universal divorce law."

"I am for the protection of our game, better roads, help for our farmer population, and for an automobile law which will make theft of autos an extremely hazardous proposition. As oil seems to be probably in Florida, we should anticipate its development, drilling, etc."

"I think that various natural resources of wealth of the state such as minerals, lumber, turpentine, etc., should be fairly and justly taxed before we wake up and find such natural wealth gone forever with no return to the state."

"Returning to schools, I think no county superintendent of schools should be qualified to hold said office unless he was educationally qualified to hold a principalship of superintendent's position in a first class high school. I think that the state should have a real, qualified Board of Education and that some means should be adopted by which the state designated schools should be located rather than leave the location of the latter to haphazard selection."

"Dr. MacKenzie said he realized his was a 'man's sized' program and that alone, one legislator could do little, but he can sow the seed which later, if not immediately, may blossom forth into that progress to which this great state of ours is richly entitled."

Lots of people think Heaven's a place where they will get all the things they haven't the energy or ability to earn down here.

LIFE IMPRISONMENT

(By The Associated Press) BRUNSWICK, Ga., Jan. 26.—Master Harris, negro, was convicted here last night of wife murder and sentenced to life imprisonment. The negro was found in a swamp on November 8 with her throat cut. Harris fled but was captured at Waycross.

Noah stepped out of the Ark and looked about. "Well, thank goodness," said he, "the war debts are wiped out."

RECOVERS FROM LA GRIPPE COUGH

"Was very bad with La Grippe and had a severe cough. Tried Foley's Honey and Tar and it stopped my cough and I got better," writes Mrs. Mary Kisby, Spokane, Washington. Coughs resulting from La Grippe, Influenza, Bronchitis, Whooping Cough, Asthma and Spasmodic Croup are quickly relieved with Foley's Honey and Tar. Contains no opiates—ingredients printed on the wrapper. Largest selling cough medicine in the world. Refuse substitutes. Insist on Foley's Honey and Tar. Sold everywhere.—Adv.

IN THE CIRCUIT COURT OF THE SEVENTH JUDICIAL CIRCUIT OF FLORIDA, IN AND FOR SEMINOLE COUNTY, IN CHANCERY

NOTICE OF MASTER'S SALE John C. Kristenstein, Complainant, vs. Perry Gilestone, Frieda Gilestone, Frank P. Haseco and Mary L. Haseco, Defendants.

Notice is hereby given that under and by virtue of a decree of foreclosure and sale entered in the above-entitled cause, on the 6th day of January, A. D. 1923, in the Circuit Court in Chancery, on Monday, the 5th day of February, A. D. 1923, in front of the Court House door in Sanford, Seminole County, Florida, will offer for sale and sell to the highest and best bidder for cash during the legal hours of sale, the following described land, situate, lying and being in the County of Seminole, State of Florida, more particularly described as follows, to-wit: The Northeast Quarter of the Northeast Quarter, and the Southeast Quarter of the Northeast Quarter, except the South 150 yards of the said Northeast Quarter of the Northeast Quarter of Township 20 South of Range 21 East and also the West Half of the Northeast Quarter and the Southeast Quarter of the Northeast Quarter of Township 20 South of Range 21 East of Seminole County (formerly of Orange County) Florida. Terms Cash. Pre-lease to last for 30 days.

NOTICE TO TAX PAYERS

Sanford, Florida, Jan. 27, 1923. As required by Section 12, Chapter 5796, Laws of Florida, I will be in the following places, on the date and between the hours set after each, for the purpose of receiving Tax Returns for the year 1923: Geneva—February 7th, 10:00 a. m. to 3:00 p. m. Ocala—February 8th, 10:00 a. m. to 3:00 p. m. Chuluota—February 9th, 10:00 a. m. to 12:00 m. Gabriella—February 9th, 1:00 p. m. to 3:00 p. m. Oviedo—February 12th, 10:00 a. m. to 3:00 p. m. Altamonte—February 13th, 10:00 a. m. to 12:00 m. Longwood—February 13th, 1:00 p. m. to 3:00 p. m. Lake Mary—February 14th, 10:00 a. m. to 3:00 p. m. Paola—February 14th, 10:00 a. m. to 12:00 m. Monroe—February 15th, 1:00 p. m. to 3:00 p. m. A. VAUGHAN, Tax Assessor. 261-5td; Itw

SEALED PROPOSALS

Proposals will be received by the City Commission of the City of Sanford, Florida, up to 2:30 p. m. on January 29th, 1923, at the City Hall, Sanford, Florida, for the purchase of approximately \$300,000.00, 6 per cent City of Sanford, Florida, Improvement Bonds, collateralized secured by certificates of indebtedness for local improvements, said improvement bonds to mature serially, in from one to ten years. All bids must be accompanied with a certified check for \$6,000.00, all proposals to be addressed to the City Commission, Sanford, Florida. By order of the City Commission of Sanford, Florida. Dated this 18th day of January, A. D. 1923. (SEAL) L. R. PHILIPS, Clerk of Sanford, Florida.

NOTICE

Dog license taxes are past due. All dogs at large without dog tag will be killed if tag is not on dog by the end of the week.

J. A. KILLEBREW, Chief of Police.

Lack of Warm Clothing Makes New Year a Holiday of Fear to Russians in Grip of Bitter Cold



New Year's Day, usually a festive date, will be a holiday of fear for at least a million Russian children and their elders. In ringing out the old, they are ringing out the famine of 1922. But in ringing in the new, they are ushering in a continuation of the terrible clothing shortage that today has Russia in its grip.

American Relief Administration workers in every part of Russia declare that children and adults alike have no protection against the bitter weather of January except single garments of unbelievably tattered rags, or of thin flour sacking through which their bare skins show, or even, of newspapers stitched together as a substitute for cloth. Children in orphanages huddle together, too cold to play, and in their own homes refuse to venture out-of-doors, even to go to A. R. A. kitchens for their one meal a day. Adults are equally wretched in unheated houses. The price of fuel, like the price of clothing,

is utterly prohibitive. An overcoat costs a year's pay, but coal cannot be secured at any price, and wood to cook a meal costs more than the meal itself.

Herbert Hoover estimates, basing his figures upon reports of A. R. A. workers in Russia, that at least a million children and adults will die during the first few weeks of 1923 unless clothing is sent to them. To make it possible for friends, relatives and sympathizers in the United States to come to the aid of these stricken Russians the American Relief Administration has inaugurated a new clothing remittance package, functioning exactly like the food remittance package of last year. It costs \$20, at the New York headquarters of the A. R. A., 42 Broadway, to have one of these clothing packages delivered into the hands of any designated individual in Russia, or distributed to some undesignated needy case, just as specified by the donor. A receipt will come back to the sender of each pack-

age from the Russian who gets the clothing.

Each package contains enough material to save at least two persons from dying of the cold. The items are as follows: 4 1/2 yards of 56-inch 20-ounce dark blue wool cloth, sufficient for a suit of clothes for an adult, or outer garments for two children; 4 yards of black cotton lining; 16 yards of muslin, sufficient for four suits of underwear; 8 yards of flannel, sufficient for two men's shirts or two women's shirtwaists; buttons and thread to make up this material.

Mr. Hoover's work among the nations of Europe, says the January issue of "Our World" magazine, has made him the "Envoy of Understanding" in carrying America's support in a way that prevented Europe's collapse. And now with millions of persons in Russia "too cold to eat," the magazine puts it, he has undertaken the plan outlined above to furnish clothing to replace "tatters" that were garments eight years ago.

Mrs. A. I. Spencer, Spirella Corsetre, Sanford, early part of each month. Mail, DeLand, Fla. 261-6tc

TRY A HERALD WANT AD FOR RESULTS!

TAILOR-MADE ADVERTISING

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

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

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

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

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

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

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