

IN THE HEART OF THE WORLD'S GREATEST VEGETABLE SECTION

NEW YORK



SANFORD, FLORIDA, TUESDAY, JANUARY 2, 1923

KEPT DRY

EVEN IN RAIN

NUMBER 239

DISAGREE MINISTERS ABOUT REPARATIONS MATTER DIFFICULT OF SETTLEMENT SOBER AND ANXIOUS SPIR- AMERICAN AMBASSADOR IAL CIRCLES PLAN MEETING ENGLAND'S

That Money for Reparations WHL WATCH DEVELOP-Could Be Available

▶ MENT

bability that, if the conference fails, lied accord on reparations. separate and direct action by France The meeting is a continuation of

last month's premiers' conference in London, which was called to examine whether any practical results could come from a general economic conference in Brussels. The main questions to be decided are, first, whether a moratorium can be granted to Germany, sity of Havana eleven here yester. On German Question forcement agents worked and second, upon what terms.

will follow.

(By The Associated Press)

PARIS, Jan. 2 .- The prime minis-

France and Great Hritain are very experienced at the game and put up sharply divided in policy. The French insist upon seizing the team.

productive sources of Germany on Rollins scored in the first two minthe left banks of the Rhine and in utes of play following a forward pass the Ruhr valley as guarantees that, to Wulf and an end run by Seeds.



State Department

GARY SHOT

ACCIDENTALLY.

DIED TODAY

a collective settlement of the repara- tary of State Hughes informed. It his life, but he could not survive the tions question. There was a sober was said in Amorican circles that the shock and expired early this mornand even anxious spirit in allied cir- indications were some compromise ing. Deceased formerly lived in Waydes last night in the fact of all pro-would be reached preserving the Al- cross and had lived here with his wife great white way who were not caught,

> ROLLINS WINS FROM HAVANA IN this city in their bereavement. HOLLOW VICTORY

(Br. The Associated Press) MIAME Jan. 2 .- Rollins won a hollow victory 80 to 0, over the Univerday afternoon. The Cubans were in

FOR AGREEMENT THAT WOLLD little opposition to the Winter Park BIND NATIONS TO PEACE



in the leg by the accidental discharge of a gun while out hunting and died at the hospital here this morning. It with a downpour of rain and a whist- mob in the Morchouse Parish will ling wind. And there were not a few make a fight against extradition will persons, despite the laws and all, who he entirely with McKoin it was anawakened with aching heads and nounced by Robert R. Carman, counhad tastes in their mouths like green sel for the physician.

persimmons, Others greeted the day with sour

faces and creaky joints caused by jours spent on the none too comfortable bunks of jails. These persons had been too reckless in the display of pocket flasks filled with the liquor in which they had planned to drown the sorrows of 1922.

tien with investigations of hearings Even though there were drinkers in in the Morehouse Parish kidnapping the dazzling establishments along the murder.

prohibition enforcement agents killed for some time. The remains will probably be taken to his old home for all the joy that might have been. It interment. The wife and relatives was only in the tucked away places of have the sympathy of the people of the city that revellers followed their bent without molestation. For in all the better known and even the smaller

places of the Broadway district lynx and prohibition agents and pole emen watched for the tilting of flasks and Announces Proposal watched for the tilting of tiasks and bottles. In some 1,000 resorts the ca-

> There were only 120 prohibition law and 20 by the police. About 200 gal-

department announced today that the ment for New York state, declared trial of the case. Ward was indicted remainder of the contest the Trojans express Co., be required to give seragreement that the result of his staff's work was for the claying of Clarence Peters glained consistently. last May

BOY PULLING GUN FROM THE PROIHBITION OFFICERS KEPT MEANTIME SQUADRON OF CAV ALRY ORDERED FOR MORE-HOUSE DISTRICT

JENNINGS, La., Jan. 2 .- Jen-

ning's cavalry of Louislana National

Guard was ordered to entrain for the

Morchouse Parish today. Shortly af-

ter receiving orders troops under the

command of Major Miller entrained

for Bastrop. Movement is in connec-

IS AWAITED

ON McKOIN

DECISION

PREM. POINCARE (By The Associated Press) BALTIMORE, Jan. 2 .- Decision **ASKS REDUCTION** rs who danced andd rank away the whether Dr. B. M. McKoin, wanted in eld year yesterday paul the divers Louisiana, for alleged complicity in terms dictated by the fiddler. It was the murder of Watt Daniels and Thos. "cold gray dawn" for everypody, what Richards at the hands of a' masked

YEAR'S MORATIUM WITH **GUARANTEES**

CHIEF

JUDGE TAYLOR SELECTED

FOR TWENTY YEARS FOR GERMANS SUCCEEDS BROWNE

HAS BEEN MEMBER OF THE

SUPREME COURT BENCH

FLORIDA

FRENCH PLAN OFFERS TWO Selection of New Chief Justice Was Determined by Ballot as Customary

TALAHASSEE, Jan. 2.-Judge R. (By The Associated Press) PARIS, Jan. 2.-Premier Poincare F. Taylor was selected as chief jusof France, offered at today's confer- tice of the Florida supreme court toence allied leaders proposal for re- day, Judge Taylor had been member duction of German reparations to fif- of the supreme court bench for twenty ty billion gold marks. French plan years, succeeds Judge Jefferson Brown offers two-year moratorium but ex. as chief justice. The selection f the acts productive guarantees to insure new chief justice was determined by resumption of payments later by Ger- lot as is customary,

STATE SUPREME COURT

TALLAHASSEE, Jan. 2 .- Five members of the supreme bench mer this morning to select one of their number as chief justice which car-PACIFIC TEAM ries the same salary as the ther offices. It was decided to pen a book at random and the first letter appearing on the hight hand page was to determine the winner. The justice whose AD BEEN HELD UNDER IN- Persylvania State College cleven name started with the letter closest Yesterday, 11 to 3, in the tourna- alphabetically to the letter found in ment of roses East vs. West annual the book was the selection. Judge Taygriditon champion-ship. The Southern for will save full term as chief jus-

first degree murder against Walter first period, when Mike Palm, quar- TALLAHASSEE, Jan. 2.- The state lous of liquor were taken from 41 S. Ward, wealthy banker's son, hold- terback, scored a field goal from the railroad commission has received a peestablishments. E. C. Yellowhey, fed- ing that the prosecution had invaded 19 yard line. The Lions held the Tro- Jition from Apalachicola shippers re-WASHINGTON, Jan. 2.- The state etal director of prohibition enforce- the defendant's rights in delaying the jans in the first period but during the questing that the American Railway Appalachicola and Carrabelle, a dis-



DICTMENT FOR MURDER

(It) The Associated Press) WHITE PLAINS, N. Y. Jan. 2

arrests in all-70 by federal agents dismissed the indictment charging Lions in every department except the

FORD CAR HETS HOUSE

Has Decreased

But Maternity Death aRte Has In

. creased

OCALA MAN SHOT

MORE IRISH REBELS

WHILE RESISTING

EXECUTED TODAY

ARREST DIED TODAY

Supreme Court Justice Seeger today Californians outplayed the Nitaany tice.

mans. PENN STATE. DEFEATED BY

Supreme Court 2-The University f Southern California football team defeated the

Germany will resume her reparations score as the period ended. From then under France, Great Britain, Italy "more than satisfactory." payments. President Millerand in re- on it was a rout. Relying on cud and Germany should "solemnly agree. He said he believed his warning that plying to the New Year good wishes runs and forward passes, every une among themselves to promise the gov- violators would be arrested and jailed of the diplomatic corps yesterday, of which was completed save one, ernment of the United States" not to had prevented much law violating. made it clear that France stands upon Rollins scored at will. Seeds led with resort to war for a period of one gen. His warning to owners of resorts

complete peace can be establish-ed" he declared, "only on the basis of the freaties and through respect on runs from midfield. Havana only of the state. of the treaties and through respect on runs from midfield. Havana only brought out was not acceptable to 9 o'clock last night, he added, for the rights acquired and the obli- once was in Rollins' territory, that France. coming on a run by Campuzano for gations incurred."

stem methods or penalties and de-1 a fumble halted the advance. tires to wor kout a plan under which The Havana team was low in get-

shoulder her dehts. Any settlement lickly to be success- 60 yards. has received with approval the sug- lins runners in the open field. state than an international commit- and Seeds stood a bit above that of however. The unknown car sped on. OTTAWA, Jan 2 - The Dominion tions to be expected."

The conviction held by Premier Jessly. Poincare of Franke, is that a change of heart on the part of Germany is required above all other considerations He believes Germany's plans for bright array along the sidelines. The the future are based upon a policy game was under the auspites of the of resistance to the execution of the Miami American Legion post. Versailles treaty, and any effort to help her he regards as useless until Comptroller Calls the Berlin government decides in carpest to fulfill her reparations.

ALL LEVY COUNTY JOIN SEARCH FOR NEGRO ASSAULTER

BRONSON, Jan. 2 .- Two negroes were in jail as auspects here last night and Sheriff Walker, with bloodhounds and dozens of men were acouring the cember 20th. country for another negro in conneclion with an attack upon the wife of a mill worker at Sumner, early yesterday. The husband had left home for work when the negro appeared and knocked at the door. The woman opened the door and the negro struck. Her screams after a time grought housewives in the neighborhood and the negro escaped, but the victim was choked and beaten into insensibility and remained unconscious until late Yesterday.

The authorities have not yet taken the spapeets to her to identify. The negro believed by many to be the guilty one was making for Gulf Hammock reported.

The entire county is arused, and joined in the search.

holidays.

German proposal for an

The British government disapproves 15 yards to Rollins' 47 yard line, but SANFORD MAN IN AUTO ACCL. DENT

Germany will be allowed a morator ting off its plays and snowed little A schoal automobile accident was introduced in the A schoal automobile accident was introduced to the A schoal automobile accident was interested to the A schoal automobile accident was a schoal auto be employed in so reorganizing her pass to a back field man, who stole night when an automobile driven by hands of a firing squad will be meted than being badly shaken up by the He brought a basket to the Herald more than five hundred young women. resources that she may successfully over to the side of the field, working F. K. Beard of Sauford, turned over, out Jan. 10 to Niewadomski, the as-ne of the office and they were prime berries, over to the side of the field, working to the top being completely demolished, sassin of President Narutowicz, Nie- worst in the city and has been the large and red and firm, Mr. Doyle is

Fullback Campuzano starred for another, running at a rapid rate of sentenced to death, but the mode of the drivers of cars to be careful or berries in this district and has made on some form of international loan Cuba, as he made the only gains atfor Germany, together with his as- tributed to the islanders. He also Beard's car swerved in the sand and today. sociates on the British delegation, he tackled and several times stopped Rol- turned over, pinning another occupant underneath. Neither of the oc- CALLS CANADIAN PARLIAMENT Restion of the American secretary of For Rollins the playing of Wulf cupants of the car were injured,

their teammates, arthough the wanter long enough to ascertain whether or vene here Jan. 31, it was announced four circuits of a kilometer course at not any one had been injured. - Tam- last night by the prime minister.

The contest played on the Polo pa Tribune. Fields, was the signal for a large outpouring of society, which formed a Newspaper Man Ends

For Report Condition

for the condition of all National Banks brought to a local undertaking estab- new board to form its organization bott, chief of the Children's Bureau at the close of business Friday, De-

SECRETARY FALL WILL RESIGN **MARCH FOURTH**

SECRETARY OF INTERIOR HAS PRIVATE INTERESTS TO TAKE HIS ATTENTION

(By The Associated Press) WASHINGTON, Jan. 2.—Secretary Pail, of the Interior department, will FROM AS resign his office March 4th it was announced at the White House today. rida, when a posse on his trail last it prosture of private husiness inter- and Mrs. D' 1. Strong, did have been did her by

virtually every able bodied man had greater degree of personal attention that was possible while he had been a bath room. The parents left the little organized and Mesars. Brumley and

Mrs. W. D. Sprague and son Ted Harding was said to regret that Fall two hours later found her body lying of Chicago are visiting her sister Mrs. found it necessary to retire and to H. Darrow, 410 French Ave., for the have tendered him a place on the supreme court bench.

eration without authority of the ple- that they would be closed by injuncrights under the treaty of Versailles. In the final period, on three suc- besite, had been transmitted to the tion proceedings should they be caught which she was fortunate to emerge cialty of strawberries and other fruit cipal speaker at exercises in dedica-"Complete peace can be establish- cessive kickoffs, Rollins scored on the French government formally by Sec- dispensing liquor, resulted in closing alive, While trying to avoid hitting and vegetables brought some fine tion of the monument in commemora-

ASSASSIN OF POLISH PRESI-DENT WILL PAY WITH

BREAKS SPEED RECORD MARSEHLLES, Jan. 2. A. Saidi ter determine the amount of repara- their teammates, although the whole its way, the driver failing to stop parliament will be summoned to compleximite, the aviator, Shuday made an average speed of about 216 miles an hour.



The body of W. E. Atkinson, 52, an Illinois newspaper man, who was Board Adjourned Until Next Regular spending the winter at Clermont, in -Meeting Lake county, was found in Lake Mine-

of National Banks ola, at Clermont yesterday afternoon. The old board of county commis-Mr. Atkinson committed suicide last sloners met this morning in the court Thursday evening by drinking the house to transact any business loft mortality has decreased but maternity Smith, of New York City, was inau- try by Congressman T. W. Harrison

(Br The Associated Press) WASHINGTON, Jan. 2-The comp-contents of a bottle of iodine and over and with the main idea of the contents of a bottle of iodine and over and with the main idea of the contents of a bottle of iodine and over and with the main idea of the contents of a bottle of iodine and over and with the main idea of the contents of a bottle of iodine and over and with the main idea of the contents of a bottle of iodine and over and with the main idea of the contents of a bottle of iodine and over and with the main idea of the contents of a bottle of iodine and over and with the main idea of the contents of a bottle of iodine and over and with the main idea of the contents of a bottle of iodine and over and with the main idea of the contents of a bottle of iodine and over and with the main idea of the contents of a bottle of iodine and over and with the main idea of the contents of a bottle of iodine and over and with the main idea of the contents of a bottle of iodine and over and with the main idea of the contents of a bottle of iodine and over and with the main idea of the contents of a bottle of iodine and over and with the main idea of the contents of a bottle of iodine and over and with the main idea of the contents of a bottle of iodine and over and with the main idea of the contents of a bottle of iodine and over and with the main idea of the contents of a bottle of iodine and over and with the main idea of the contents of a bottle of iodine and over and with the main idea of the contents of a bottle of iodine and over and with the main idea of the contents of a bottle of iodine and over and with the main idea of the contents of a bottle of iodine and over and with the main idea of the contents of a bottle of iodine and over and with the main idea of the contents of a bottle of iodine and over and with the main idea of the contents of a bottle of iodine and over and with the main idea of the contents of a bottle of iodine and over and with the main idea of the contents of a bottle of iodine WASHINGTON, Jan. 2- The comp- contents of a borter of holdy was retiring members retiring and the the annual report of Miss Grace Ab- York today.

lishment and will be shipped to Gil- for the next two years. A

man, Illinois, for hurial. The body was found by W. G. Ham- gan and L. A. Brumley of the Sanford deaths, she said, were more numerous the body was round by w. G. Hann districts and O. P. Swope of the per unit population in the United in progress since Thursday evening, Oviedo district. They were succeed- States birth registration area in 1920 relatives having given a general cd by John Melsch and G. L. Bledsoe, than in any foreign country for which alarm when Mr. Atkinson did not re- of the Sanford districts and B. F. figures are available andd espite the turn to his home, At a bathhouse on Wheeler, of the Oviedo district. decline in infant mortality five other

the shores of a lake his hat was dis- John Meisch was elected chairman countries reported lower rates. covered lying beside the phint which of the board and the new board is now composed of the following memhad contained the poison.

Worry over his health and over the bers: management of his newspaper during, John Melsch, G. L. Bledste, B. F. his absence was given as the reason Wheeler, Ender Curlett and C. W. Entzminger. All of the members of for the suicide .-- Orlando Sentinel.

the board are well known citizens of Seminole county and they can be de-FROM ASPHYXIATION pended upon to transact the affairs of this morning. the county to the satisfaction of the

ST. PETERSBURG, Jan. 2 .- Alice people.

over the edge of the tub.

The retiring members have been to pressure of private business inter- and Mrs. R. L. Strong, died here last members for several years, Mr. Hagan ests which he felt should be given aight as the result of breathing the having been on the board of county fumes from a gas heater in aclosed commissioners since the county was

member of the cabinet. President girl in the bath room and returning Swope having been members for two the Dublin correspondent of the Evconsecutive terms and all of them ening Standard says that four robels Georgia towns. With the exception Mr. and Mrs. Tunnicliffe spent New having served the county faithfully recently arrested in the Tralee dist- of engine and tender the entire train Year's day at St. Cloud where they and well and giving their time freely rict were executed by the Free State left the track. Cause of the wreck had a fine time visiting their many old

Have you lost or found anything? to the business of the county. today. SOME WONDERFUL STRAWBER. tance of forty miles across the bay. RIES

Mrs. Clark, the county nurse, had an accident Sunday afternoon from near Lake Monroe and makes a spe-1 January 14 where he will be the prin-

walk and ran into the porch of the N. what they were. The berries are a II. Garner hims at the corner of new variety of his own that he will LIPE NEXT WEEK Seventh and Park. The tires were all new variety of his own that he will call the Florida Queen and they are flattened and the femlers bent and the the largest that have been brought in

Mr. Beard was coming to Tampa when wadomski was tried Saturday and scene of many accidents. It behooves among the pioneer growers of straw-

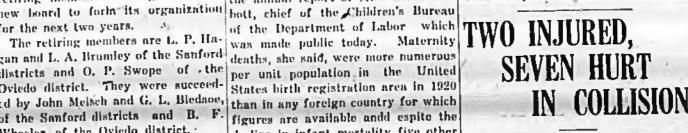
PLUNGES 1,800 FEET UNHURT

WILMINGTON, N. C. Jan 2-Plunging 1,800 feet to earth at Chadhourne, fifty miles from here, when a control wire broke on the Dellaviland plane which he was piloting, J. pose and quiet is greatly hamper-E. Walters, of Lumberton, N. C., escaped uninjured. Tis companion, Howard, Bryan, suffered minor injuries. The plane was a total wreck.

Annual Report

Alfred Smith Takes Office as Governor

(By The Associated Press) NEW YORK; Jan. 1.-Alfred E. WASHINGTON, 'Jan. 2 .- Infant



DIXIE FLYER DERAILED SIX MILES WEST OF MACON THIS MORNING

was not ascertained.

(By The Associated Press) OCALA, Jan. 2.-Grady Reynolds were seriously injured and seven oth- went to Republican National comers were hurt whep the Dixle flyer mittee, the letters showed. northbound from Jacksonville to Chi- "I have your letters in regard to the who was shot while resisting arrest Sunday night- died in a local hospital cago, was detailed six miles west of collection of money for postoffices," Macon near Rivoli this morning be- Representative Slemp wrote to one of fore seven o'clock. Several injured his collectors. "One must be careful were brought to the local hospital, about this," be cautioned. "It will BY FREE STATE Two day coaches and one sleeper and bring the party into disrepute, which dining car were ; disconnected - and would be had for everyone. We must plunged down a fifteen foot embank- preserve our standing with the people (By The Associated Press) plung LONDON, Jan. 2.—A dispatch from ment. and the administration." The injured are all residents of

friends in that fine little city.

TALLAHASSEE, Jan. 2 .- Gover-

Michael Doyle, the grower who lives nor Hardee will g to Port St. Joe on

TALLAHASSEE, Jan. 2 .- The student body of the Florida State College for, Wonten, that part of which went home for the holiday season, began, returning in force today. A specul train from the East Coast brought

SARAH BERNHARDT SUFFERS A RELAPSE

thy The Assuclated Press) PARIS, Jan. 2 - The condition of Surah Bernhardt, whose convalescence from her recent breakdown was halted this morning by a series of fainting spells, was said last night to continue unchanged, the actress remaining very weak.

Bernhardt's reluctance to obey her doctors' instructions for absolute reing her recovery, according to her intimate friends.

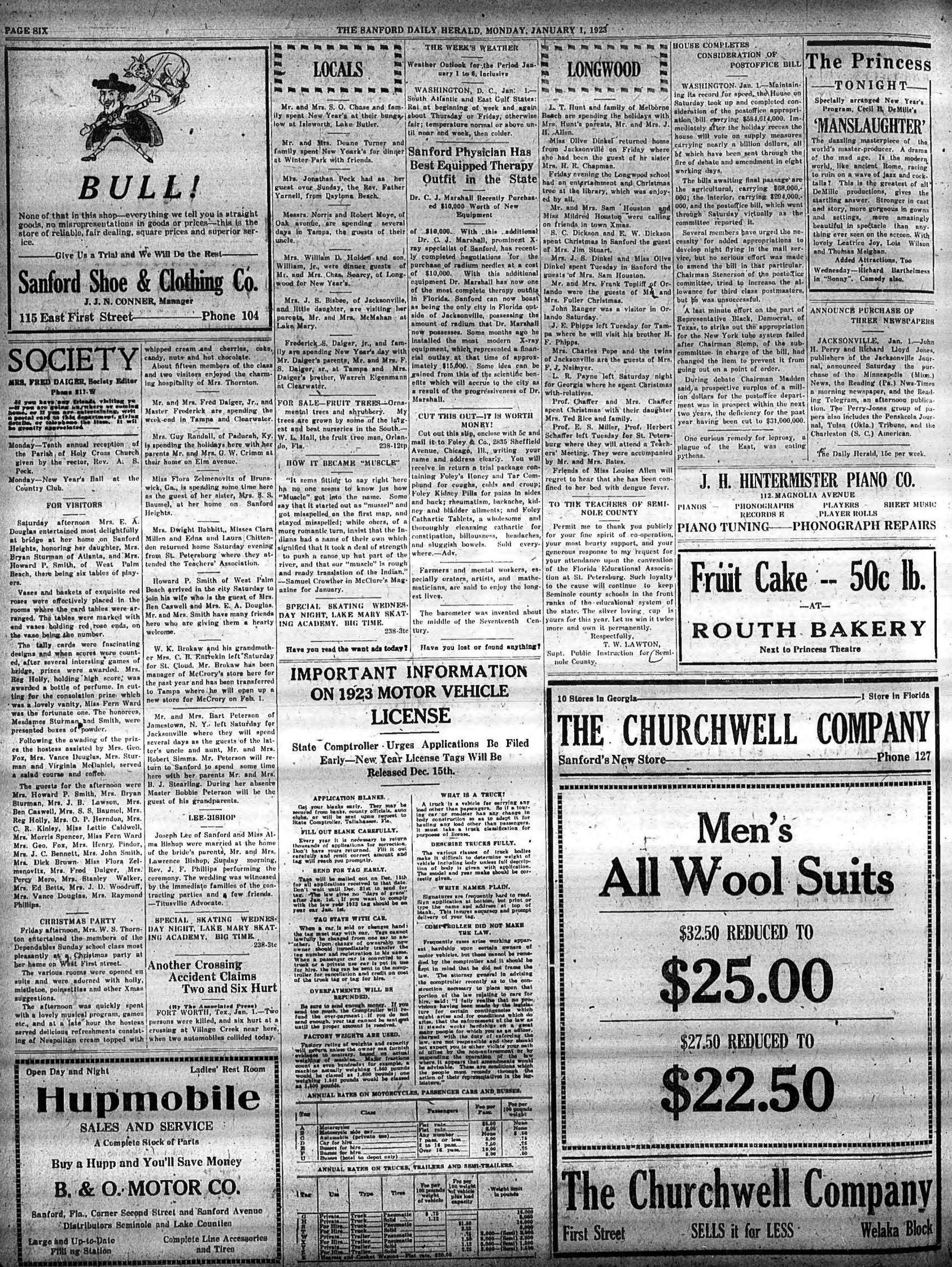
REPUBLICAN TRAFFIC IN FED-ERAL JOINS CONTINUES MERRILY

WASHINGTON, Jan. 1 .- Additional evidence of the Republican practice of peddling Federal patronage in Southern states was given to the coun-

inal letters written by and to Representative Slemp (Republican) of that state, and his secretary, L. B. Howard, on the subject of this traffic.

Canceled checks drawn in Representative .Slemp's favor and indorsed by him were also included among the exhibits of this Republican barter and sale of public office.

Checks produced by Representative Harrison showed that more than \$900 had been collected by Howard and turned over to Representative Slemp. Some of the money garnered from (By The Associated Press) Some of the money garnered from MACON, Ga., Jan. 2.—Two persons successful applicants for Federal jobs





	Busset	for birs. (hotel to depot only)	
1.00	And in case of the local division of	TATES ON TRUCKS, TRAILERS AN	

`.) Ter	U	Тура	Tires	Fee per 100 pounds weight of vehicle	Fre ser loa weight of vohicle plus load capacity	•Weight limit in pounds
18 IB	Private	Truck	Pneumatie Bolid	\$.75 1.12	81.50	16.000 8,000 16.000
DHale AN	For Hire Private For Hire	Truck	Solid Pneumatic		\$1.50 2.95 1.50	8,000-(Semi) 3,000 8,000-(Semi) 3,000
	For Hira_ Private	Trailer Trailer	Pneumatic Solid		1.10	3.000-(Semi) L. 3.000-(Semi) J.

PAGE TWO

THE SANFORD DAILY HERAPD, TUESDAY, JANUARY 2, 1923

Merchants-Chase

Published every afternoon except Sunday at the Herald Hallding, 107 Magnolia Ave., Banford, Ein.

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MEMBER THE ASSOCIATED PRESS The Associated Press is exclusively entitled to the use for republication of all news dispatches credited to if or not otherwise credited in this paper and also the local news published

All rights of re-publication of special dispatches herein are also reserved. Officer HERALD BUILDING, Phone 148



thats' all.

The Sanford Country Club is not only a place to enjoy golf, but it is a place to enjoy yourself. Everyone likes the Country club house.

The sun is breaking out today and steady employment generally." the clouds and the rain have passed and it looks like a Happy New Year for you and all of us. Let's go.

Bergdoll, the draft dodger contin- one bringing: ues to dodge the American authorities and it is more than likely that if into this country. Money will do anything-even buy a patriot-of a certain kind.

people in the northern markets cannot pay the price and keep it up. We have noted that an intelligent way of [MI marketing is to get a reasonable 🛌 The Herald Printing Co. figure all the way through for the celery crop and not kill the price by asking too much for the early stuff. Celery will start moving from this section next week in car loads and there will be plenty of celery here be this year and it will be of good quality. There is no need to crowd the

market at any stage of the game and if common sense is used all the way

through the Sanford section will ex- greatest forces for public good in perience a wonderful season. It is American life. And great as is the time now to consider the best ways educational quality of the news coland means to keep the celery moving umns and of the learned editorial as slowly as possible, divide the crop comment, it is not in these, I venture up over the entire reason as much as to believe lies the greatest value of possible. And last but not least put the newspaper to the people at large. up nothing but prime stuff and see No, the true mirror of the times; the that it is prime all the way through. true reflection of our national pros-We can make money here this season perity; the true hope for the future or we can lose it. The growers should is to be found in the vivid, electric, profit by their experiences in the past stimulating advertising columns, withand play safe. out which the making of the modern

newspaper would not be possible.

To the regular reader of a metro-

politan newspaper comes almost un-

consciously on his part a fall and ade-

quate Enowledge of the great mer-

chants and the great merchandise

tegrity, honesty and the fair deal-

establish trade-marked goods so def-

avoiding experiment.

4 A 1923 FORECAST

The 1923 issue of an astronomical almanae which has had wide circu-And this is the day after-New lation for a good many years is out Those who compile it assure their readers, that a careful study of the stars reveals a pleasant year ahead for the nation. Here are some of the promises:

> "A great amount of good accontplished in the way of legislation. P and great spiritual development. "A steady and active business pe riod in the affairs of men, with much activity in real estate transactions. and the products of the earth. "A great deal of building and a busy period for bankers and capital-

ists, with the common people to share in the business successes through a Rather cool weather is foretold and some dissensions between labor

and capital, but in spite of these drawbacks, the year is to be a good

"Thrift, steady plodding, fair deal ings and greater achievements along he really sailed for the United States industrial, commercial and constructhat his money will gain him entrance live lines, with wag is commensurate with the kind of work performed. Nu great rushes, sudden changes or ble failures, big losses or big fortunes. but tactful, cautlous methods, a set-

Berlins' Intest plan on the war tled-down condition with less auxiquestion is for the public to vote for ety and trying to get ahead."



By William II. Rankin, President Wm. II. Rankin Company

Broadcasted by Radio

The daily newspaper is one of the names equally high placed have be- tonight is the only night the alleys come known as the heads of houses will be available this week. The of utter reliability solely because of Men's Club and Congregationals play advertising which they have lived up tomorrow night and the Farmers and to always. And every other city has Rotes Thursday night. its list of high grade merchants whose success is primarily due to newspaper Orlando Players advertising.

> And if advertising, which so largely helped us to win the war, has licen a great instrument in bringing us to prosperity in times of peace, so it is to be a great and even greater factor

We notice that the Orlando Sentinel has been feeling out the boys that in the prosperity that I see coming will play the 1923 senson in order to to us in 1923.

Let me give one coverete instance accertain their wishes in regards to of the sort of service advertising their 1923 name. Hauselet has placed gives to the consumer: When in 1870 the name of Orange Pickers onto the price of grapes was \$7 a ton, the them and the majority of the players price of grape juice to the consumer seem to think they would rather pick was \$24 a case. In 1890 with grapes something or somebody else rather that do honor to the solidity, the in- selling at \$10 a ten, the output of than pick oranges. The Orlando Sen- ha grape juice had been so increased by tinel has the following to say about

ing of this great country of ours. And advertising that it was possible to it; I am anxious that you should realize sell it at \$1.75 a case. Then grape Edward George Hauselt, Duke of Ra 15 I, who have been conducting an prices steadily advanced until in 1021 Exposition Park and president of the Pa. advertislegt agency for many years, the grape juice manufacturers paid Orlando baseball club, has two big ba realize through experience that ad- sins a ton, an advance of 1,350 per jobs. One is selling season baseball vertising is not a selfish enterprise, cent; but at the same time the cost tickets. That's big. 'The other is wa saining Foley's Honey and Tar Comwill be a year of human relationship 1 do not mean that advertisers are of grape juice only advanced 65 per convincing his players that it's all

Game Postponed, to

The regular match scheduled be-

tween the Merchants and Chase &

Co., that was to be played last night

was postponed on account of too many

of the Orange Packers being out-of-

town for the holidays. The game will

he pluyed tonight according to the

early morning dope this morning, as

Don't Like Name of

Orange Pickers

LEFTY HICKS.

Play it Off Tonight

philanthropists, but I mean that by cent. It was the increased demand right to call them the Orange Pickers. advertising they establish names on caused by national advertising that That's HIGGER.

establish good-will, because they have production and made the product by the sports department of the Sen- lot of trouble later on. taught the public to trust them; they cheaper to all consumers. tinel in an effort to find out the san-We are fortunite in having a gov- timent of the players concerning the initely good, so worthily manufactured ernment that believes in advertising, new name, the following polite teleand so invariable and fine in quality President Harding himself is not only grams have been received: that the customer has learned how im- a good newspaper publisher, but a Bradentown, Fla., Jan. 1, 1923. Princess tonight for the last time. It's

plicitly he can rely on these and so mighty good advertising man. And Isane Finkelstein, save waste in buying and economy by he has surrounded himself with help. Care Sentinel, Orlando, Fla. -

ful advertising men. Prominent among Don't let Lrexy call us Orange Ostorne had a packed house last can store your goods at a monitual The standards in buying which the the executives of the government who Pickers. Bulldogs is bad enough night to see "Manshauchter" and all cost, for any length of time 1088. general public relies upon have been know advertising are. Secretary of Happy New Year. established only by high class adver- Labor, James J. Davis; Secretary of GENE LLIOTT. tising, First the quality of the pro- Agriculture Heaty Wallace; U. S.

duct is established; then the name is Senators Arthur Capper and Walter I. Finkelstein, established, and thereafter as the M. Edge and Albert D. Lasker, chair-'Care Sentinel, Orlando, Fla.

quality is steadily maintained or-im- man of the Shipping Board. And now | Cast my vote for Crackers, Parrots, mess will star in "Sonny" which is proved, the name which becomes by Secretary of Commerce Hoover is Dill Pickles or Bulldogs, but please more than an ordinary picture with constant and persistent advertising a ready to put in an advertising de- eliminate Orange Pickers, househeld word, becomes increasingly | partment to help the business men of valuable and standard. You have only this and foreign countries to promote Atlanta, Ga., Jan. 1, 1923.

Read advertising and realize how were suggested.

to think a moment of the advertised sales and increase business, Finkelstein, Isaac, Thursday night for the big laugh (ticles that you regard as standard) Standing on the threshold of 1923 Care Sentinel, Orlando, Fla. of their class to understand how val- I can see that the Dallar is going to , I favor Horseshoe, Star, Pipter, "My Lady Friends," also "Kickville uable advertising has been to the work again in egenast, and when old Heidslick or Granger Twist. Nix on Remeo" makes this an entire comedy great consumer. It is indvertising Man Dollar goes to work, Lady Pros- the Orange Picking stuff. Yes, ty., bill, Don't go if you can't laugh, alone that has convinced automobile perity begins to smile. B. MULE SMITH. users that Goodrich Tires are "Best! Prospects were never better than in the Long Run;" advertising that they are right now when we of the 1 will pick pockets, turkeys, ducks moving picture that the mind of man has taught millions of households United States hold a commanding pa- and other birds, butd raw the line on ever conceived-"Foolish Wives" and cense, and not having how safe and economical it is to use sition in the trade of the world. I picking oranges. Cold here, Wilcon's "Certified" meats. You know | want you all to believe in advertising. BENJAMIN WAITE. through advertising, that the "Sun- for it is the most powerful conomic The foregoing expressions, indicat- mist it. There will be Novelties also, or before. January - Sth, sweet" prune of California has grad- factor that has arisen in the world. It ing humble subservience to executive uated from a boarding house joke to means economic marketing; it means authority, show clearly how the play. The O borne rounds out one big not safest, in outering the New Year. one of your breakfast table delical cooperative buying. It estable besiew ers stand on the question of renams week for the movie fans, and if this a reputation far beyond any quastion esty and square dealing; creater con- received from all of the players on the year 1923 we have one year of he had from Hon. Inc. of price. It was advertising that lidence and by increasing consumers the team, but the words of Waite, pleasure to look forword to. brought back to smokers a pre-war makes products cheaper to each one. Smith, Hicks and Elliott were selectprice in the five cent Wm: Penn ci- - I can offer you no better or more ed for publication, as the others were NOTICE OF SPECIAL MEETING OF gar; advertising which convinces you helpful message for the New Year, in a lighter yein and not so serious as to your own good that Columbia Bat- than to urge you to buy advertised those appearing in this article. 'Grit. terles "Inst langer" and that Everea- goods. Remember that advertising to Eaters, Flag Grabbers, Rat Runners, Rah Rah Boys and other appellations dy Flashlights are as necessary as a real and vital educational force.

12 MEN INDICTED

'A CLEAN SLATE

In starting the New Year, one resolution you should not forget is to pay up and wipe out your debts.

By so doing you will not only add to your prestige and standing in the community, but you will become financially independent.

Start a savings account with us, and let us help you to enjoy the blessing of-being free of financial worry."

PEOPLES BANK OF SANFORD

Sanford, Florida



You speeders go to the Princess Foley Kidney Pills for pains in sides tonight and see "Manshaughter"-it's and back; rheumatism, backache, kidwhich you know you can rely; they enabled the economies of big scale In response to inquiries sent out a great lesson and might save you a ney and bladder ailments; and Foley

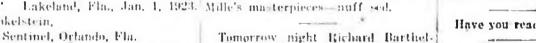
posite him in "Manslaughter" at the where .- Adv.

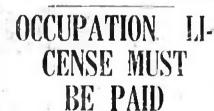
hard to beat Tom and Leatrice.

thing different, one of Cecil B. De- FER. Phone 498, 239-Mn-Tn-Waltfe

tears, thrills and smiles. There will

be a comedy also.





Avenue, Chicago, Ill., writing your name and address clearly. You will ma receive in return a trial package canpound for coughs, colds and croup;

Cathartic Tablets, a wholesome and

thoroughly cleansing cathartic for Thomas Meighan has the leading constipation, biliousness, headaches, role and Miss Leatrice Joy plays op- and sluggish bowels. Sold every-

CUT THIS OUT-IT IS WORTH

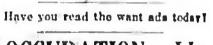
MONEY!

Cut opt this slip, enclose with 5c and

mail it to Foley & Co., 2835 Sheffield-

In connection with our TRANSFER

were highly pleased as it who somes ING'S QUICK SERVICE TRANS-



Notice is hereby giv-

en that all persons re-

quired to have State and

County Occupation Li-

procurred the same on

1923, will be subject to

prosecution without fur-

be had from Hon. Jno.

we have STORAGE room, where you

war if they want war. This is hardly the solution of our troubles. The publie of Germany probably voted for flast it is superstition savoring very war during the late unpleasantness with that country and the public as far as Germany is poncerned is the German public.

The Tampa Times says the year of 1922 was the hottest in local annals. We quite agree with the learned professor who makes up the weather reports and wish to commend him upon his perspicacity (whatever that is) and that we think he knows what he is talking about. It was the hottest that we have ever known in Florida although there were many people that did not think it was hot.

NO ARGUMENT ABOUT TRADE AT HOME

The Herald has been waging a campaign for many years about trading at home and lately trying to arrive at some conclusion about the matter and find out just why some people never buy anything in Sanford. Arthur Yowell, chairman of the Retail Merchants Committee of the Chamber of Commerce says that the from home is that the home merchants do not have what they want. Since the remedy has been found the Herald will quit talking about trade, at home and take up something else. We always wanted to know about this trade at home business for it means much to the community.

START THE CELERY AT REAS-ONABLE PRICES

Don't kill the goose that lays the golden egg. And don't kill the buyer that wants to pay you cash for your celery but must make some money forhimself in order to pay you cash. Every year we start the celery too high railways will be great beneficiaries-



Of course there will be those why sport and say "superstition." But a strongly of commun sense and optimism. Mrs. Malaprop explained 4 "The Rivals" that since both preference and aversion tend to grow less after marriage, "it is safest in matrimony to begin with a little aversion." Likewise, as both pessimism and optimism tend to become dulled by the passage of time, it is pleasantest if

FROM OTHER SANCTUMS WHAT WILL RAILROADS DO TO.

HELP FLORIDA?

to begin with a little optimi-m

Numerous railways in the United States keep up a continuous propaganda advancing the interests of the states they serve; illustrating by real reason for people trading away products displayed in cars especially contrived for the purpose, the possibilities of the could k whence they derive the greater share of business. In western Canada some years ago, and it may be the practice is still continued, not only were very low rates established for those who wished to inspect lands anywhere along the route, but the railway carried

the household and farm equipments from the old home to the new for a mere song-practically free. .

The railways of Florida could, upon their own initiative and at a small by many thousands. When, the population of Florida is doubled the and it falls by the wayside before and that one prospect alone should stimulate the roads to make the ef-

fort. At the same time a doubled the soap. population would decrease taxes-the taxes of the railways in common with

the rest of the assessed propertyand that should be another incentive reputation of doing some real ser- la Montágue. for the roads to get busy.

tf is well known that each railway in the United States extends "cour-

for the state. The transportation it at a cost so small as to be negligi- he said, had been obtained through through northern and middle west- ble the query might be made:

would be no demurrage for the days Florida in receiving annually the large it occupies a sidetrack in towns and sums from the Florida people take up cities. Practically all that the rail. this matter of saying some good

roads would be "out" would be the things and showing some attractive

mation to all visitors who might call

your weed chains. New York City is a city of mer-sturdy and established is the repu-. The matter was also taken up with

chant princes whose names and high fation back of the advertisements you Finie Burke, manager of the club, positions were won through advertis- read. Patronize stores that advertise who said that he did not approve of ing. John Wanamaker, Franklin Si and use goods that are advertised and the new name. Burke said it would mon, Altmans, James McCreery, Mark avoid substitutes and the economies 1- all right to switch to Orange Pick-Cross, Saks, Rogers Peet & Co., Lord you will be able to make are sure to ers if the club dropped into the cel-& Taylor, Stern's, Tiffany and Best aid i nmaking the coming year a hap- lar, het expressed the hope that the & Co. These and dozens of other py and prosperous one for all of you. boys would not beh urdered with the

Various counties would gladly ar-

range for displays of certain features specialized in or possible in that sec-

tion, and would furnish literature of grand jury hearing complaints Burke said he would take the mata kind that would be convincing to against the Fashionable Racquet and ter up with President Hauselt imme- Company, Osceola, Seminole County, the skeptical. Every county could Tennis club in Park avenue, yester- diately and indicated that if he fuiled Florida, on Thursday, January 18th,

arrange to be represented in a way day indicted on two counts, 12 men to get satisfaction he would appeal to 1923, at 10:00 a. m. in at least one of the "traveling en- charged with illegally selling more the utilities commission or the brick cyclopedias," and there would be no than 30 gallons of liquor.

dissenting voice to that end., Thus Among those indicted were Rene could Florida be advertised as it has In Montague, Morgan E. In Montague never before been advertised-and at and William A la Montague, owners

a trivial cost to each county and an of the Geen River Distilling company cost, swell the population of the state outlay for each railway that would and the Eminence Distillery of Kennever be missed. The increased traf- tucky. Reno la Montague is noted as ence S. Rose, of Jacksonville, yester-

fic bound to follow such propaganda a polo player. would immediately repay the roads.

One hand would wash the otherand the added patronage in passenger and freight tolls would furnish

something to the railways to have the

vice for the state. The roads would

stand better with the people for hav-

small sum to arrange -a display car any other authority, and can conduct assorted liquors. Much of the liquor ment are:

Why do not the railways serving ern states would cost nothing. There

expense of two good men to accom- products throughout other states .--pany each car and give desired infor- Palatka News.

at the display cars while sidetracked. Join the throngs of readers.

road committee. CLARENCE ROSE IS

> FLORIDA'S TENNIS CHAMPION AGAIN

day regained his title as tennis cham-The others indicted werd Samuel pion of Florida in the concluding

Montague Sons, a New York import- tennis championship tournament that ing firm; John George, Patrick Me- has been in progress here intermit-

Gee, Herbert Morgan, Eddie Harlow, tently during the last three weeks. Besides these points it is worth Edwin Schutenburg, James R. Bur- Rose defeated Martin Hirschberg of rows, Rex M. Sheldon and Montaigu Jacksonville, in the finals, 6-3, 2,6, 6-2, 6-4. Hirschberg in the semi-finals,

United States District Attorney Sunday eliminated W. McL. Chris-Haywood in a statement, said the in- tie, of Jacksonville, the title holder, ing done their best to serve the peo- dictments involved the bootlegging by who won th championship last year tesies" to all other roads. It would ple. As the railways can take up the la Montagues of more than 27,000 from Rose. The other new state cost each of the Florida roads but a this matter at a cost far less than gallons of whiskey, gins, wines and champions as a result of the tourna-

WORKING FOR PEACE

Men's doubles: Rose and George Yenawine; Jacksonville. forgery of withdrawal permits.

Men's junior singles: Yenawine. Women's singles: Miss Amy Walott, Daytona.

Girls' singles: Miss Walcott. CHICAGO, Jan. 2 .-- Three hundred Miss Walcott, who has not yet atcoal operators and miners' officials tained her fourteenth birthday won from the bituminous fields will meet here Wednesday to renew negotiations the women's championship from Miss looking toward peace in the coal min- Rita Chambers, of Tallahassee, who had held the title four years. ing industry.

Michigan City, Ind., Jan. 1, 1923 Friday and Saturday-The greatest we all know there are many of them, but this is a great picture so don't

> THE ROYAL FERN CORPORATION

A special meeting of the stockhold its of the Royal Fern Corporation

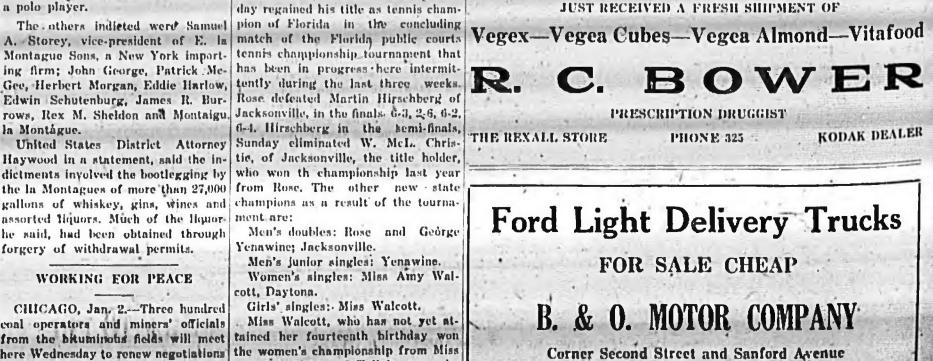
will be held at the office of the Corboration, Altamonte Springs, Florida, at 2 p. m., on Monday, January 22,

1923, for the election of a Board of Directors and for the transaction of such other business as may properly he brought before the stockholders. S. LEE PHILLIPS;

NOTICE The annual meeting of the stock-

Secretary.

There are other transfers, but none give SERVICE and the people all with SERVICE for their middle name, know it .- Lossing's QUICK SERVICE. Lossing's QUICK SERVICE TRANS- TRANSFER. Phone 498. FER. Phone 498, 239-Mn-Tu-Wd tfe



D. Jinkins, Tax Collector, at the Court House. SCHELLE MAINES, **Prosecuting Attorney**.

NOTICE!

The annual meeting of the stockholders of the Petrous Manufactur-Chuluota, Fla., will be held at the office of M. F. IILLIPS; Robinson, 116 North Park avenue, Secretary, Sanford, Florida, at 8 p. m., Monday,

> B. F. WHEELER, President C. V. MAHONEY, 237-Ste Secretary,

holders of the Osceola Cypress Com-

239-Mon-Tue-Wed-tfc

January 8th, 1923, for the purpose of electing a board of directors and to transact any other business that may

pany will be held at the office of the properly come before the meeting.

Why are we always busy, when oth-

ers are idle? Answer: Because we

P. J. FRITNER, 1.2.9.2tc

239 Hte -

NEW YORK, Jan. 1 .- A federal a flying start in the pennant dash

new name at the beginning of the season when their morale should be high ro that they could get away to

