

The Sanford Daily Herald

IN THE HEART OF THE WORLD'S GREATEST VEGETABLE SECTION

VOLUME III.

SANFORD, FLORIDA, SATURDAY, JANUARY 6, 1923

NUMBER 243

GERMANY WILL NOT BE INVADED BY FRANCE

STATE AGRICULTURAL AGENTS HELD TWO MEETINGS HERE; SOME TWENTY WERE PRESENT

MANY PROMINENT OFFICIALS OF THE AGRICULTURAL DEPT. HERE AND ENJOYED IT

And One of the Visitors Tells About it in the Following Story

By Ralph Stoutmire

Twenty or more county agricultural agents and other federal and state extension workers came into Sanford Friday. They left today. Many of them came knowing very little about Sanford, nothing more than what they had picked up from conversation, newspapers, booklets and the city's and county's natural reputation for celery and substantiality. But they went away from Sanford with considerable first hand information under their hats and with a very wholesome respect for Sanford, and Sanford's surrounding territory.

At least, they all said they did. Of course, all the agents had to say that "their" respective counties could not be beat in one way or another, but they all agreed that Sanford was an all-around city and can't be beat. And as agriculturalists, they all went away with the full realization that this is one of the communities whose agriculture can be called marvelous. It was interesting to note and read the expressions that came to and passed over the men's faces. As they gazed upon the broad fields of lettuce or celery, whose rows—straight as the arrow floss—stretched like silken green ribbons in a solid lawn-like sheet, one could read, although the words were unspoken, these words:

"It's true that I've heard all about this Sanford wonderfulness, but I did not know it was anything like this. Why this just beats anything of its kind that I've ever seen. Gee! but I'd like to get into this truck game myself. Wonder what some of the folks back home would say if they could get a look at this."

A prominent member of the party remarked that the trucking industry as he saw it here is just about the most intensive and most highly systematized and thoroughly business like of all agricultural sections he had ever visited. The production of corn to the great middle west, the growing of potatoes in New England, the raising of apples in New York, have nothing on this big business of making celery and lettuce right here in Sanford, according to the opinion expressed by this widely read and experienced expert.

TWO CHIEFS ON POLICE FORCE OF ORLANDO

CLASH BETWEEN MAYOR AND COMMISSIONER IS FUNNY

(By The Associated Press)

ORLANDO, Jan. 6.—Orlando had two police chiefs today. Two new city commissioners recently elected refused to confirm Mayor Duckworth's reappointment of Chief Vestal and together they appointed E. P. Egerton former policeman.

FORMER HEAD HOME ECONOMICS STATE COLLEGE HAS BEEN APPOINTED REGIONAL AGENT FEDERAL VOCATION BOARD

(By The Associated Press)

WASHINGTON, Jan. 6.—Miss Edith Thomas, formerly head of the Department of Home Economics Education at the State College for Women at Tallahassee, has been appointed regional agent of the federal board of vocational education for Southern and central states it was announced. She has been state supervisor of home economics for North Carolina and Florida.

Hoboes De Luxe Arrive in Jax From Brooklyn

Two Girls and One Boy Ride All the Way Free

(By The Associated Press)

JACKSONVILLE, Jan. 6.—Two girls and one boy styling themselves hoboes de luxe from Prospect Park, Brooklyn, arrived in Jacksonville today, having bummed rides by automobiles according to their story having made the trip in eight days, one day over best time made in an automobile from Jacksonville to New York.

and every wish of every man was granted. Not only did he prove himself a master at entertaining—learning and attending to every one's wants—but, he also demonstrated the fact that he knows his business as a practical agriculturist. Supervising officers are well pleased with the work he is doing and absolutely satisfied with the showing he has made in the short time he has been at work.

The real social hour the visitors had was when they were entertained at tea at the home of Mr. and Mrs. M. Berry.

After generous refreshments, W. T. Nettles, county agent for Clay county rose and offered the following toasts:

"I would propose a toast to a man whose loyalty, earnestness and efficiency has been an inspiration to us through all these years of trying to better Florida's agriculture and ever remain a green spot in our memory. Gentlemen, let's rise to our former fellow county agent, Mr. C. M. Berry.

"When the great Creator of the universe first fashioned this earth and cast it into space; when He chiseled the lofty mountain peak from the bosom of nature and sent the limpid stream laughing and dancing from its side; when He made the moon and the stars to shine by night and the sun by day; and when He clothed all Nature in a garment of green, He saw there was something yet lacking. Taking a suggestion from the brightness of the stars and the brilliancy of the sun, He coupled with these the purity of the morning's lily and the odor of the sweetest scented zephyr, and all were combined to make pure and spotless woman. Gentlemen, Mrs. Berry."

ON ACCOUNT OF NON-PAYMENT AND MAKING COAL DELIVERIES AS SPECIFIED IN AGREEMENT

French Airplanes Crossed Over the Neutral Zone Last Night and Mission is Unknown, Spent Considerable Time Over German Village

(By The Associated Press)

BERLIN, Jan. 6.—Great activity on the part of French aviators is reported from Mannheim. Airmen are said to be crossing over the neutral zone. Their planes were reported to have been over the city a considerable time last night.

PARIS, Jan. 6.—Germany will be given a hearing by the Reparations Commission before any action is taken on the French proposal to have her declared in default on coal deliveries the commission decided.

PARIS, Jan. 6.—France and her remaining allies, Italy and Belgium, have abandoned any idea of a hasty entrance into the Ruhr region of Germany, and last night had settled back carefully to plan their coercive action against Germany.

There seems little likelihood that any civil or military movements into Westphalia will be undertaken until after January 15.

Germany on that date, it is taken for granted, will default on the 500,000,000 gold marks due under the old schedule of payments suspended during 1922.

American suggestions, it is felt here, would have ample time to be presented by M. Poincaré, the French premier, before he finally gives marching orders to engineers and customs officers and their military escorts, whether the latter is to be merely a guard or an army.

Washington dispatches inspire a certain amount of hope that President Harding may offer some plan which would forestall independent action by France.

It was learned by an authoritative source yesterday, however, that American officials see no chance for any nose in the premises being successful at this time short of a promise to cancel debts and arrange a loan, and have so informed the Washington government. Since cancellation and a loan seems out of the question under present conditions, it apparently is the belief of the Americans that it would be futile merely to offer advice.

The opinion apparently prevails here that the Washington government has been counseled to remain quiet until the French go into the Ruhr and have an opportunity to test the value of whatever plan they finally evolve.

Permanent Organization Law Enforcement League Bradentown

Movement is Sponsored by Anti-Saloon League

(By The Associated Press)

BRADENTOWN, Jan. 6.—Permanent organization of County Law Enforcement League is expected at a meeting at the court house here tomorrow afternoon. The movement was initiated at meetings here Sunday sponsored by the Florida Anti-Saloon League and the prohibition director for Florida.

FIRST FORMAL MEETING BRITISH DEBT COMMISSION WITH AMERICAN BUNCH

WASHINGTON, Jan. 6.—The first formal meeting of the British debt commission with the American funding commission will be held next Monday, it was announced today by Secretary of the Treasury Mellon.

GIRL'S DEATH BRINGS NEW CITY ORDINANCE

ST. PETERSBURG, Fla., Jan. 5.—Gas heaters in bathrooms without the proper ventilation must be removed. This is the order being executed by the fire chief and his assistants here following the death a few days ago of a 13-year-old girl from heater fumes in a bath room. The city commission made the order last night.

SEC. INTERIOR PLACE OFFERED TO HOOVER

INTERIOR BERTH WAS SUPPOSED TO BE BETTER THAN COMMERCE

(By The Associated Press)

WASHINGTON, Jan. 6.—President Harding tendered Secretary of Commerce Hoover the place as Secretary of the Interior which Fall will vacate March fourth, but after a conference it was decided Hoover would retain his present position.

The president was said to have called Hoover's attention to the fact that in point of seniority the Interior Department ranks above Commerce. Hoover, however, recalled on entering administration had declared ambition to "make a real reclamation" of commerce organization and to this purpose he would adhere.

SPECIAL DEVICE WAS DESIGNED FOR TORTURE

UPON VICTIMS OF LOUISIANA MASKED BAND OF MEN

(By The Associated Press)

BASTROP, Jan. 6.—Dr. Charles W. Duval, Dr. John A. Langford, pathologists, in report submitted at open hearing of masked band depositions in the Morehouse Parish expressed the opinion that the bodies of Wutt Daniels and Fletcher Richards had been subjected to some "specially constructed device" designed for inflicting punishment.

A report based on the autopsy performed on the mutilated bodies of the two men after the discovery in Lake LaFourche, report in case of Daniel stated that body showed that certain parts had been cut away.

SENATE LEADERS ARE MUSTERING THEIR FORCES

(By The Associated Press)

WASHINGTON, Jan. 6.—Administration leaders in the senate began to muster forces against Robinson's resolution for American representation on reparations commission after Chairman Lodge of the foreign relations committee, conferred on the subject with Hughes. Lodge said he considered the present not an opportune time for passage of the resolution. He insisted the announcement represented not only his views but were indications he spoke with the full knowledge of administration desires.

BAND CONCERT SUNDAY AFT. IN CENTRAL PARK

SANFORD'S FAMOUS BAND WILL PLAY TOMORROW AFTERNOON

The Sanford Band will render the following program at 4:15 tomorrow afternoon at Central Park.

Bandmaster: Ball will present an entirely new program, among which will be heard such famous composers as Donizetti, Rossini, Allan MacBeth and others.

March—Unter Kausenorden
..... Carl Meinecke
Selection—Daughter of the Regiment—Donizetti
Cornet Solo—Inflammatus—Rossini
Played by W. L. Harvdy
Intermezzo—Forget-Me-Not
..... Allan MacBeth

Intermission
Patrol—Blue and the Grey—Dalbey
Overture—Soldiers and Sweethearts
..... Edward Bergeholts
Trombone Solo—Selected—Band Acc.
..... Ralph Warren
Spanish Serenade—La Paloma
..... Yradier
Star Spangled Banner—Key

ROSEWOOD NEGRO SECTION BURNED; ARMED POSSES SCOURS THE COUNTRY LOOKING FOR THE ESCAPED CONVICT

Several of the Negro Suspects Have Also Escaped From the Place

ROSEWOOD, Jan. 6.—Rosewood was virtually quiet this morning after the deaths of Thursday night of two white men and four negroes in a clash between the races and intensive search by a posse all day yesterday for Jesse Hunter, escaped negro convict, efforts to apprehend whom precipitated trouble. A posse of white men were searching for Hunter, who escaped from the barricaded house Thursday night when attacked and when they had exhausted the ammunition, disbanded and no further trouble is expected. Rosewood's negro population which fled when the mob fired their section of the village, still were hiding in the woods today.

TURKS LEFT CONFERENCE AS PROTEST AGAINST ALLIED INSISTENCE TO ESTABLISH ARMENIAN HOME

(By The Associated Press)

LAUSANNE, Jan. 6.—Turkish delegation to the Near East conference left the meeting hall today as a protest against allied insistence upon the establishment of an Armenian national home. Riza Nur Bey, Turkish spokesman, declared they must consider allied declarations as not having been made that was his duty to leave the meeting.

LAUSANNE, Jan. 6.—According to the Turkish account of the incident which caused sensational conference circles Chairman Montagna of sub-commission on minorities read a statement favoring Armenian home followed by Sir Horace Humbold who advanced establishment of home in Cilicia. Riza Nur, he declared to understand all could interest in Armenians because Allies had incited them to revolt, therefore felt morally bound to help them. He walked out amid murmurs of other delegates.

AMERICAN FRUIT GROWERS WILL MARKET ALL FRUIT OF SLOAN FRUIT COMPANY

TAMPA, Jan. 6.—The Sloan Fruit Company of Tampa will hereafter market all its fruit through the American Fruit Growers, Inc., according to announcement made here today.

The Sloan Fruit Company has been established for about ten years. It is owned by Mr. Fred Sloan who is a thorough fruit operator, having had much experience in California before coming to Florida. The Sloan Fruit Company ships oranges and grapefruit under the well known "Honey-suckle" brand, having an established trade by reason of years of continuous and satisfactory operations. It now operates packing houses at Tampa, Auburndale and Wauchula. Operations in Manatee county have been concluded for this season.

Fred Sloan is well known in Florida citrus and business circles; and bears an excellent reputation. While the scope of the Sloan Fruit Company's operation has been localized within certain territories, it is regarded as a very substantial concern in its particular line.

The American Fruit Growers Inc. is a great national selling organization handling fruits and vegetables, with representatives in approximately 170 markets in the United States and Canada. It handles sales for a large number of individual growers, for a considerable number of private shippers, and for a score of growers' organizations in various parts of the country, some of which are very large in their scope.

CALCIUM ARSENATE WILL BE USED TO FIGHT THE WEEVIL

(By The Associated Press)

WASHINGTON, Jan. 5.—Announcement of the cotton conference at Memphis early in February to consider the use of calcium arsenate and other means of fighting the boll weevil were made by Secretary of Agriculture Wallace, through Senator Harris of Georgia.

(From Thursday's Daily)

ROSEWOOD, Fla., Jan. 6.—Armed posses of white men, numbering between 200 and 300, last night were scouring the countryside for Jesse Hunter, escaped negro convict, search for whom Thursday night in connection with an attack on a white girl resulted in the killing of two white men and four negroes and the wounding of four other white men.

Additional ammunition has been ordered from Gainesville and Sheriff Elms Walker told the Associated Press last night that further trouble appeared imminent. Relatives of the slain negroes are believed to be armed and are expected to cause trouble if overtaken by the whites.

Following the clash between the races, the negro section was fired and virtually destroyed, six houses and a negro church being burned. All negroes have fled Rosewood and are believed to be hiding in the woods for protection.

C. P. Wilkinson, a merchant of Sumner, and Henry Andrews, superintendent of the Cummer Lumber Co. at Otter Creek, were killed when they advanced on a negro house Thursday night to see Sylvester Carrier, a negro, who was believed to know the whereabouts of Hunter. Their companions then gained bullets on the house, the negroes returning the fire. The number of negroes in the house was estimated at twenty-five.

Before dawn, the white men's ammunition became exhausted and the negroes escaped before the supply could be replenished. A search of the house revealed that Sylvester and his mother, Sarah Carrier, had been shot to death. Lesty Gordon, negro woman, was shot to death as she was leaving her burning dwelling. It was reported. Yesterday afternoon the body of Mingo Williams, negro, was found on the road about 20 miles from Rosewood. He had been shot through the jaw.

The white men wounded were: Cecil Studstill, of Sumner; Bryan Kirkland, of Sumner; Mangle Hudson, of Sumner, and Henry Olson, of Otter Creek. Several negroes also are believed to have been shot.

The community has been aroused since the attack on the young white woman at Sumner Monday. Hunter, who escaped from a road gang in Levy county, was accused in connection with the crime, which was said to have resulted in Carrier saying his act was an example of what the negroes could do without interference. The white men went to Carrier's home Thursday night to see if Hunter was there and to warn Carrier against further talk of that kind. Hunter was serving a prison term for carrying concealed weapons. It was believed he was in the house at the time of the clash.

TALLAHASSEE, Fla., Jan. 6.—A telegram was received at the governor's mansion late yesterday from the sheriff of Levy county to the effect that the racial disturbances around Rosewood had quieted to the extent that it was believed local authorities had the situation under control.

TWO WILL HANG

LONDON, Jan. 6.—The British home office yesterday declined to give a reprieve in the case of Mrs. Edith Thompson and Frederick Bywaters, recently convicted and sentenced to death for the murder of Percy Thompson, the woman's husband. Consequently the two will be hanged on next Tuesday.



LISTEN

to the little bird which has a message for you, from the manager of the Sanford Shoe & Clothing Co., who has moved his family to Sanford, and will be on the job at all times to serve you to the very best advantage, with a complete line of Men's and Boys' Clothing and furnishings at the lowest possible prices, Quality considered.

Yours to serve
J. J. N. CONNER, Manager

Sanford Shoe & Clothing Co.

First Quality—Low Prices

115 East First Street—Phone 104

LOCALS

What is so delightful as this day in January.

If you have any vacant rooms to let, list them with the Chamber of Commerce.

Miss Velma Shipp returned home yesterday from a week's visit with relatives and friends in Tampa.

Mr. and Mrs. Otto Schmehl announce the birth of a baby girl on January 3, 1923, weight 8 1-2 pounds.

Get your new membership in the Chamber of Commerce and save money and save your reputation as a progressive citizen.

Herbert Messer, having spent the holidays at his home here, has returned to the Tennessee Military Institute at Sweetwater, Tenn.

Andrew Carraway had as his guest while on a camping party, his cousin Archie Gill of Manchester, Ga. Archie returned home today.

Mr. G. H. Brown and little daughter Annie Bell have returned from Huntersville, N. C. Mr. Brown being called to be with his mother who was very ill.

R. R. Doble, the managing editor of the Winter Park Herald—a real Sanford booster, with four columns of good Sanford items every issue—was in the city today soliciting business.

J. M. Scott of Florida Agricultural Experiment Station at Gainesville is here today attending the meeting of county agents. He is well known in this county where he has visited before.

Fred Ball of the Virginia Carolina Chemical company left this morning for Fitzgerald, Ga., to accompany the remains of his mother to the final resting place. Mrs. Ball died very suddenly yesterday evening.

The girls basketball team of Sanford High school left today for Jacksonville where tonight they will meet the fast Duval High School basketball team. Mrs. A. E. Hill accompanied them as chaperone.

Master Aey Carraway has returned from an delightful visit with his aunt Mrs. E. D. Taylor of Live Oak. He also stopped over in Jacksonville on his way home and visited another aunt, Mrs. R. L. Lowe.

Among the visitors to the city today and attending a meeting of the county agents, is Ralph Stoutmire, editor of the Agricultural Bulletin published weekly at the Experimental Station. Mr. Stoutmire is also connected with the school of journalism.

John Cook of the Cook Auto Company of Orlando, was in the city today on business. His many Sanford friends were glad to see him. John is one of the oldest automobile men in this part of the state—not in age but in years of experience, being the pioneer sales agent.

Mr. and Mrs. J. W. Gill and two charming daughters, Misses Martha and Ruth Gill, of Manchester, Ga., who have been visiting Mr. and Mrs. C. A. Betts on Oak avenue, returned to their home today. Mrs. Gill is a sister of Mr. Betts.

Sheriff Frances Karel of Orlando was in the city today shaking hands with his many friends. Sheriff Karel is a former Seminole county citizen, who is now the capable and efficient sheriff of Orange county and his many friends here are always glad to see him.

Messrs. Allen and Hawley of Titusville are in the city today with the idea of interesting the citizens here in a marine engine factory to be located here. The matter is now before the Chamber of Commerce and the new industries committee will take it up at once.

The Herald, 15c per week, delivered.

IS YOUR CITY LICENSE PAID?

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

J. A. KILLEBREW, Chief of Police.

Make Commission, Merchants Serve Patrons Honestly

Kennerly Bill Aims to Protect Farmers and Shippers

Representative C. H. Kennerly, of Palatka, whose election in November returns him to the next legislature from Putnam county, has finished his rough draft of a bill which he plans to introduce in the house which means much to the farmers and fruit-growers of the entire state. The heading of the proposed measure is explanatory:

"An Act Providing for the Licensing and Revoking of Licenses of Commission Merchants; Providing for the Collection and Disposition of the Funds Derived from the License Tax; Requiring Commission Merchants to Make Bond; Certiorari Review; Outlining the Powers of the Commissioner of Agriculture to Investigate; Provisions Requiring Commission Merchants to Report Sales; Declaring Certain Acts to be Offenses, and Fixing Penalty Thereof."

The bill requires every commission merchant doing business in Florida to give bond with a reliable safety company in an amount of not less than \$5,000 and gives the commissioner of agriculture the power to revoke or refuse to issue a license to a commission merchant who has been guilty of dishonest dealings or who in any other way fails to comply with the provisions of the bill. At the same time the shipper can recover his loss out of the bond.

Representative Kennerly has a hobby—agriculture—and he believes that this bill will be most valuable to every tiller of the soil. The needs of such a protective measure for the farmer and trucker and the producer of things from the ground which are of such demand that there must be commercializing of the product, will, Mr. Kennerly declares, make every consigner of products of any sort feel secure in his transactions.

The draft of the Kennerly bill has been examined by L. M. Rhodes and J. L. Sheppard, commissioner and director respectively of the Florida Marketing Bureau, as well as by Representative Henry McKenzie, of Putnam county, all of whom have endorsed it, and its validity as a legal proposition has been confirmed by J. V. Walton and J. J. Cannon, attorneys. Copies are to be forwarded all publications in the state with request that the same be given prominence, and that all farmers and growers and truckers obtain from their several representatives who will be in the next legislature promises of support for the bill once it is introduced.

Representative Kennerly, who is author of "Facts and Figures, or the A. B. C. of Florida Trucking," feels confident that once his measure shall become a law the entire state will be a beneficiary, as it will do away with crooked work on the part of the consignee which, in the past, has robbed the producers of vast sums.—Palatka News.

COTTON PRODUCTION IN AUSTRALIA ON COMPETITIVE BASIS

(By The Associated Press) SYDNEY, N. S. W., Jan. 5.—Investigations conducted by the visiting delegation of British cotton experts revealed that cotton raised in Australia by white labor could compete successfully with that raised in other lands, according to the delegation's report.

There is no need to worry about the maintenance of 'White Australia' policy so far as the extension of the cordance to Daniel Jones, Queensland government cotton expert.

STORM NOW CENTRAL OFF COAST OF MAINE

(By The Associated Press) WASHINGTON, Jan. 5.—The southern storm has advanced rapidly northward and yesterday morning was centered off the coast of Maine, the weather bureau announced.

OCCUPATION LICENSE MUST BE PAID

Notice is hereby given that all persons required to have State and County Occupation License, and not having procured the same on or before January 8th, 1923, will be subject to prosecution without further notice. License may be had from Hon. Jno. D. Jinkins, Tax Collector, at the Court House. SCHELLE MAINES, Prosecuting Attorney.

Coburn Pleases Large Audience At First Show

When Manager Cooley selected Coburn's for the first minstrel offering of the season he chose wisely, judging from the reception given that aggregation at its initial appearance at the Victory theatre Friday evening, when it played to a capacity house.

Coburn's, while not given to scenery and gaudy effect has always been synonymous with wholesome entertainment, and the performance Friday was not a variation from the rule. To mention any particular performer, or number, would hardly seem fair, as each member acquitted himself well and all features were good, judging from the applause that was given throughout the show.

The voices were good, the costumes natty, the dancing excellent and the jokes for the most part new.

The inimitable Dan Holt, the "Georgia Cotton Blossom" was in good form, and as usual pleased. Karl Denton, as a female impersonator, captured the audience.

Taken all in all it was a real minstrel show and can be appreciated only by being witnessed.

—Tampa Times.
The above show will be at the Princess theatre here Thursday, January 11th. Seats on sale Monday at Roumillat & Anderson's drug store.

Attention

If your little girl reveals any of the symptoms of what is commonly known as "weak eyes" don't delay giving her the aid of a pair of specially fitted glasses such as we are equipped to give her. Our glasses co-operate with the optic nerves. "We see that you see"

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

The Princess TONIGHT

The greatest Moving Picture that the Mind of Man Ever Conceived—

"FOOLISH WIVES"

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

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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—"Madame Butterfly" by Mrs. Wren McGuin, assisted by Mrs. Lucile Aspenwall Takach, under the auspices of the Music Department, at the Woman's Club house at 8 p. m.

SATURDAY—Sanford Council of Music at the studio of Mrs. Fannie S. Munson at 3 p. m.

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

R. A. Williams of Tampa, spent the day here yesterday attending to business.

C. M. Olson, of New York, is among the arrivals here yesterday and is registered at the Montezuma.

Mrs. R. H. Brandon of Mooseheart, Ill., is spending a few days here as the guest of her mother, Mrs. Adele Lane, at the Montezuma.

Mr. and Mrs. D. J. Taylor, of Cleveland, O., arrived in the city yesterday and are pleasantly located at the Montezuma.

N. D. Nettleton, A. A. Anderson, II, C. Vellmouth, George Farrelly and L. M. Coin of Philadelphia arrived in the city yesterday and are spending a few days here on business.

Mrs. Charles Ryan returned home last evening from Lake City where she spent the holidays with friends by whom she was extensively entertained.

Miss Florence Kendall of Grand Rapids arrived here and will spend the winter as the guest of Mrs. William Bolding at her home on the West Side.

Misses Sara and Geraldine Murrell who have been spending the holidays in Jacksonville with their mother, are expected to return to Sanford today to resume their duties as teachers in the high school.

Mrs. E. D. Hunter of Winter Park and daughter Mrs. D. E. Haley and daughter Hazel, of Rocky Mount, N. C., are spending some time here as the guests of her daughters Mrs. W. S. Thornton and Mrs. Dwight Babitt.

The Daily Herald, 15c per week.

WOMAN'S GUILD

The annual business meeting of the Woman's Guild of Holy Cross Parish will be held on Monday afternoon at 3:30 at the Rectory. All members are requested to be present.

PEEPLER-IRVINE

Mr. and Mrs. William A. Irvine announce the engagement of their daughter Roxanna, to Mr. Ray Noble Peebles, of Sanford, the wedding to take place in the near future.—Orlando Sentinel.

ENTERTAINS CHOIR

Mrs. Julius Takach entertained the members of the choir of Holy Cross church and some of their friends most delightfully last evening at her home on Eleventh street.

The evening was pleasantly spent with music, both vocal and instrumental, and later Mrs. Takach and Mrs. E. D. Mobley in witty speeches presented Mrs. Fanny Munson a token as appreciation of her services and faithfulness as organist. Mr. Stone, director of the choir, was presented with a silver pencil, Mr. Parker who has served the choir so faithfully as a tenor soloist and who is leaving, was also presented with a silver pencil. Mrs. Robson, choir mother, was also presented with a token of appreciation for her work and love for the choir. Mrs. Takach then presented each of the ladies with a dainty powder puff. After the presentation of the gifts, the hostess assisted by her sister, Mrs. De La Hay, served delicious refreshments consisting of sandwiches, salad, coffee, mints and salted nuts.

Among those present last evening were Mr. and Mrs. A. H. Stone, Mrs. Fannie S. Munson, Miss Zoe Munson, Mrs. Leeke, Mrs. Taylor, Mrs. E. D. Mobley, Mrs. E. F. Householder, Mrs. J. N. Robson, Mrs. Terwilliger, Miss Helen Terwilliger, Mrs. Ed La Hay, Messrs. J. D. Parker, Scott, and Ellis.

KILLS ENTIRE FAMILY

MUNCIE, Ind., Jan. 5.—William Miller, 50 years old, yesterday shot and killed his wife and their three children and then committed suicide, police officials say. The crime was discovered by neighbors who broke into the house when they failed to see any of the family.

ELEVENTH FIRE

QUEBEC, Jan. 4.—The eleventh fire to sweep a Catholic institution in Canada in the past year was reported yesterday. It razed the Good Shepherd convent of St. George de Beauce, about 30 miles from this city, shortly after midnight.

There generally are about 200 children in the convent but owing to the midwinter holidays only half that number were in the building. They all escaped. The loss was estimated at \$100,000.

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Sanford's New Store

Phone 127

CHILDREN'S MEDIUM WEIGHT UNION SUITS

\$1.00

LADIES' MEDIUM WEIGHT UNION SUITS

\$1.00

BOYS' MEDIUM WEIGHT UNION SUITS

\$1.00

MEN'S MEDIUM WEIGHT UNION SUITS

\$1.50

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Attorney-at-Law

Over Seminole County Bank
SANFORD FLORIDA

FRED R. WILSON
ATTORNEY-AT-LAW

First National Bank Building
SANFORD FLORIDA

SHELLE MAINES
LAWYER
Court House

Eyes Examined Glasses Designed

Henry McLaulin, Jr., Opt. D.
Optician-Optometrist
212 East First Street Sanford, Fla.

DR. R. M. WELSH
Graduate Veterinarian

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Residence 257
Opposite P. O.
Deland, Florida

BUSINESS DIRECTORY

You can find the name of every live Business Man in Sanford in this Column each day.

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General Machine and Boiler Works; Cylinder Grinding; DeLuxe Plating; Fly Wheel Steel Gear Bands; Crank Shafts Returned—Phone 62

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Im-proved land Insurance
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General Repairing
207 French Ave. Sanford, Fla.
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WANTED

WHY DON'T YOU USE A WANTED THE COST-ATRIFLE

Classified Ads 5c a line. No ad taken for less than 25c and positively no classified ads charged to anyone. Cash must accompany all orders. Count five words to a line and remit accordingly.

FOR SALE

WOOD FOR SALE—\$8.50 a cord. Please arrange to pay cash on delivery, and specify the kind of wood wanted, when placing your order.—F. S. Vernay. 190-1tc

FOR SALE—Desier and Gays' paints and varnishes at Sanford Novelty Works, Sanford agents. 193-1tc

FARMERS—You can get seed bed frames and irrigation plugs at the Sanford Novelty Works. 100-1tc

FOR SALE—Twelve furnished rooms with three year lease at 115 Palmetto avenue. 235-1tc

FOR SALE—FRUIT TREES—Ornamental trees and shrubbery. My trees are grown by some of the largest and best nurseries in the South.—W. L. Hall, the fruit tree man, Orlando, Fla. 238-12tp

FOR SALE—Cottage, garage and trailer. Inquire Mr. Danot, Lake Mary, Fla. 216-12tp

FOR SALE—A nice well furnished well, one room house, on gravel road. Near store and landing station. Inquire D. C. Howard, 1105 Oak Avenue. 213-2tp

FOR SALE—212 Sanford Avenue property and cigar store, doing business of \$100 a week. Reason for selling, single and cannot attend to business. Ask for John Bakula. 212-2tp

FOR SALE—One-hole fireless cooker, like new. Price \$10. Also winter coats, almost new, clean. Apply Apartment No. 5, over Herald office. 212-3tp

FOR SALE—Good grade Jersey beef, 2 1/2 years old. Bred to freshen March 1st.—L. Vilden, R. P. D. No. A, Sanford, Fla. 213-1tp

WANTED

WANTED—A chance to build your new home before lumber gets any higher. Plans and estimates furnished.—Sanford Novelty Works. 183-1tc

WANTED—One hundred colored laborers for land clearing, contract work. Good camp. High land.—C. W. Perkins, Groveland, Fla. 231-18tc

WANTED TO SELL at a bargain a one bag concrete mixer on skids with engine, a pick up. Address Mixer care of Herald. 237-1tc

WANTED TO BUY—Dodge touring car, not later than 1921 model. Address "W. D. C." care Herald. 241-3tc

WANTED—To buy or rent a second hand baby play pen. Address P. O. Box 656. 213-2tp

LOST

LOST Gold watch chain bracelet. L. M. on inside of back. Reward if returned to 101 East 10th Street. 216-12tp

MISCELLANEOUS

DANCING CLASSES every Tuesday at Paris House at 4 p. m. for children and 7 p. m. for adults. Interpretative and ball room dancing.—Professor C. L. Elsen. 114-1tc

HOMES built on easy terms.—J. W. Musson, Builder. 236-10tp

Are you moving? Call Lossing's QUICK SERVICE TRANSFER, if you want it done as YOU WANT it done. Phone 498. 241-Th-Fri-Sat-1tc

EDITS HIS PAPER CAREFULLY BY EARS AND MEMORY

(By The Associated Press)

FOULAR BLUFF, Mo., Jan. 5.— Dwight M. Brown, president of the Missouri Press Association, edits his local daily newspaper chiefly with his ears and memory.

At eight years of age, Mr. Brown's eyesight failed, and he received his principal education from his step-father, who read to him.

His sight never returned sufficiently to permit him to read anything except large newspaper headlines, and he cannot distinguish features more than six feet away. Having an unusual memory and a secretary who reads items from various newspapers to him, calling out the page and column of the article, it is not infrequent for Mr. Brown to ask for items six months later, specifying the papers, page and column.

Mr. Brown is now 35, and also is president of the Southeast Missouri Press Association, and the Southeast Missouri Democrat Press Association.

Brown writes his articles on a typewriter, although he cannot read typewriter type. His printers say he seldom, if ever, strikes a wrong key.

FRENCH SAILORS HELD

BATON ROUGE, La., Jan. 6.—Baton Rouge police yesterday were holding five men believed by the police to have been the quintet who kidnapped and robbed Joseph Dantino, New Orleans chauffeur. The men gave their names as S. E. Wright, W. H. Hudson, H. V. Scott, J. R. Blackwell and F. L. Nitch. They are said by the police to have admitted that they were French marines. Dantino was held and made prisoner in the country and robbed of \$100 he told authorities.

SEVERE COUGH AFTER INFLUENZA

"After an attack of the 'Flu' which left me with a severe cough nothing seemed to relieve me until I used Foley's Honey and Tar," writes Mrs. K. D. Draks, Childs, Maryland. Coughs resulting from Influenza, Whooping Cough, Asthma, Croup, Eczema and Bronchitis are quickly relieved with Foley's Honey and Tar. Contains no opiates—ingredients printed on the wrapper. Largest selling cough medicine in the World. Sold everywhere.—Adv.

Funeral of Strike Victim

Practically every resident of Clinton, Ill., attended the funeral of Jimmie Fitzgerald, 16, killed by a bullet during the strike fighting at the Clinton railroad shops.

A GREAT CONFERENCE ON HOME MISSIONS

Bishop W. N. Ainsworth, of the Methodist church, who is in charge of the Florida Conference, in connection with some of the most outstanding preachers and thinkers of the country, has called for a gathering of those who are deeply interested in bringing the gospel to the unreached thousands of Florida to meet in Jacksonville, on January 12th.

Since there are over 250,000 white boys and girls in this state, who are under twenty-one years of age, who are not connected with any Sunday school of any denomination, and as thousands of parents are not connected with any of the churches, it seems the time has come for a forward movement of such propositions as to challenge the thought of our church people and cause them to consecrate time, service and money to give the gospel blessings to the waste places of the state.

Thoughtful men in America are deeply concerned about the nation's soul. In the aftermath of the world war forces have been let loose that threaten our civilization and all we hold dear. The church of God is the only way out. The challenge of the times demands of the church a new and larger program of Christian evangelization, to the end that every individual man may be reached with the gospel's saving power and that the Christian view of God and the world may prevail in every realm of life.

Such speakers as Dr. C. L. Goodell, of New York; Dr. W. A. Taylor, of Indianapolis; Bishop W. N. Ainsworth, of Louisville, Ky., and others of note will be on the program.

It is expected that not less than two thousand Methodists will be present, besides hosts of other denominations. It will be the prettiest gathering of its kind ever held in Florida. Accommodations will be provided at from \$1.00 to \$1.50 for rooms per night. Catering will furnish meals at moderate prices.

The meetings will be held in the Duval county armory, beginning Wednesday night, Jan. 10th at 7:30. Sanford should have at least 40 delegates. W. J. CARPENTER.

HARDING'S VETO OF PENSION MEASURE THREATENS DEFEAT

WASHINGTON, Jan. 4.—Loss to Civil and Mexican war pensioners of the large blanket pension increases proposed by the Bursum bill was threatened yesterday through the veto of the bill by President Harding.

The president returned the bill to the senate, where it originated, with a message attacking it as a whole and specifically. He declared it would cost the government \$108,000,000 annually and set a precedent entailing pension obligations of \$50,000,000,000 within the next fifty years. He also disapproved specially provisions giving pension rights to widows of veterans who had been married only two years.

Despite the president's veto, Senator Bursum, Republican, New Mexico, author of the bill which would raise Civil and Mexican war veterans' pensions from \$50 to \$70 a

month and their widows from \$30 to \$50, as well as increase the amounts to nurses who saw active service in the Civil war and provide for Indian war veterans and their widows, announced that he would endeavor to have the bill passed over the veto.

Senator Bursum, who is chairman of the senate pensions committee, said he would take an opportune time to make his motion, possibly today, but probably a few days later after a canvass of the senate sentiment. At the same time he admitted, there was little probability of its passage over the veto.

When the bill passed the senate, however, there was comparatively little discussion, but there was no roll-call and therefore, no indication of the senate line-up. Administration leaders last night indicated that they would generally stand behind the president's veto. They also said Democratic votes to sustain the veto were expected and there was considerable doubt whether the necessary two-thirds vote could be mustered. A two-thirds vote in the house also would be required.

The veto, which was declared by attaches to be the first given a general pension measure by a president, was generally a surprise. Senator Bursum, expecting the president's signature before Christmas as a holiday gift to the pensioners, had arranged for the executive signature with some ceremony. The president's action came only a day before the expiration of a ten days' statutory limit for him to affix his signature and after the bill had been referred to the interior department and pension officers for study and a report.

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. Kestevenstein, Claimant, vs. Peter Kestevenstein, Frieda Kestevenstein, Frank P. Basso and Mary H. Basso, 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. 1922, in Special Master in Chancery on Monday, the 20th 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, and having the 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, all in Section 5, Township 29, South of Range 31, East, and also the west half of the Southwest Quarter, and the Southwest Quarter of the Northwest Quarter of Section 29, Township 29, South of Range 31, East, all in Seminole County (formerly Orange County) Florida.

Terms Cash. Purchaser to pay for deed.

SHELLE MAINES, Special Master in Chancery 1-6, 13, 20, 27, 2-3

New Interest Quarter

January First Starts the First Quarter of the New Year.

Open that Savings Account Now. Deposits made on or before the Tenth draw interest from the First.

Four per cent compounded quarterly.

First National Bank

A COMMUNITY BUILDER

F. P. FORSTER, President R. F. WHITNER, Cashier

Nu-Tile Shingles might easily be called the "roof immortal", as an experience of more than twelve years where Nu-Tile roofs have been protecting the property of home owners does not show the least signs of wearing out. Nor do they "curl up."

Save your money by paying a little more for Nu-Tile and getting the shingle that is always on the job!

Three colors—Tile Red, Snow White and Green. Also all kinds of roll roofing.

Manufactured by

Amalgamated Roofing Co., Chicago

Sold in Sanford by

Hill Implement & Supply Co.

REPORT OF THE CONDITION OF THE PEOPLE'S BANK OF SANFORD

At Sanford, in the State of Florida at the close of business, Dec. 30th, 1922.

RESOURCES		
Loans on Real Estate		\$172,860.00
Loans on Collateral Security other than Real Estate		21,762.88
All other Loans and Discounts		280,014.00
Overdrafts		7.00
United States Bonds		42,800.00
State, County and Municipal Bonds		4,000.00
Banking House, Furniture and Fixtures		35,000.00
Other Real Estate		43,165.34
Cash and other Resources		6,285.25
Due from Incorporated Banks		65,481.25
Checks and Exchange for Clearing		3,248.29
Cash on Hand		11,409.37
Depositors Guaranty Fund		3,069.45
Total		1,621,991.63
LIABILITIES		
Capital Stock Paid In		\$ 30,000.00
Undivided Profits (Less Expenses and Taxes Paid)		196.65
Individual deposits subject to check		392,060.02
Time Certificates of Deposit		65,300.00
Certified Checks		10.60
Cashier's Checks outstanding		9,192.94
Savings Deposits		65,579.15
Notes Payable		107,500.00
Notes and Bills Redeemed		31,991.83
Total		1,621,991.63

State of Florida, County of Seminole, ss: I, E. H. Hawkins, Cashier of the above-named Bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.

E. H. HAWKINS, Cashier.
CORRECTED BY: W. H. TUNNICLIFFE, S. PULESTON, C. F. WILLIAMS, W. E. SCODDAN, Directors.

Subscribed and sworn to before me this 5th day of January, 1923.
(NOTARIAL SEAL) J. C. SHANNON, Notary Public.

TRY A HERALD WANT AD FOR RESULTS

The Winter Park Herald...

CENTRAL FLORIDA'S ONLY EXCLUSIVE SUNDAY WEEKLY

Can be delivered to your home every Sunday morning, \$2.00 per year in advance. Subscriptions can be given Sanford Herald newsboys or address Lewis Shipp, Circulation Manager, Sanford Daily Herald.

All World News Over Leased Wire, International News Service

Features of International Feature Service.
Local and State News
Movie, Sport and Automobile Pages
Rotograyre Supplement

Publication devoted to boosting Central Florida

HERE'S A BUSINESS FOR SANFORD

GOOD FOR \$6,000 to \$12,000 Yearly!

An insurance man in South Carolina, a farmer in Wisconsin, a butcher in Minnesota, others all over the U. S.—these men wanted to own a real money-making business. Electric-Maid Baking Shops gave them their opportunity. Today they and many others own their own prosperous Electric-Maid Baking Shops, without having known a thing about the bakery business before. You have the same chance right here. A cash business, no charges, no deliveries; your profits in the till every night. Everyone who sells in a customer. Business good all year round. We supply all equipment and information.

Write or Wire Today for full particulars. Act now to obtain exclusive rights in Sanford.

Electric-Maid Bake Shops
221 Cedar St. Sanford, Fla.

BASE BALL
FOOT BALL
BASKET BALL
TRAP SHOOTING

REALM OF SPORTS

CHAS. L. BRITT, Editor

GOLF
BOWLING
TENNIS
BOXING

Duval Girls Defeat Sanford's Fast Basket Ball Sextet, 34 to 24

No Detailed Report Received from Jacksonville But Game Must Have Been Good One

There has been no detailed report from the girls game in Jacksonville as yet, but a late wire last night brought the information that Sanford lost their game to Duval, final score being 34 to 24.

The closeness of the score, however, leads us to believe that the game was close and interesting and that the Duval fans must have been well satisfied with the exhibition. A score this close against a team that has such a vast amount of material to pick from speaks well for Sanford and Miss Tillis' coaching. And if our girls team can put up a game with Duval as they did last night it means that before the season closes Sanford will be able to knock off quite a few of the other teams in the state. Monday's issue will carry this game in detail.

A digging machine employing scrapers on an endless belt that has been built in Germany has a greater capacity for work than the record breaking steam shovels of the Panama Canal.

CUT THIS OUT—IT IS WORTH MONEY!

Cut out this slip, enclose with 5c and mail it to Foley & Co., 2835 Sheffield Avenue, Chicago, Ill., writing your name and address clearly. You will receive in return a trial package containing Foley's Honey and Tar Compound for coughs, colds and croup; Foley Kidney Pills for pains in sides and back; rheumatism, backache, kidney and bladder ailments; and Foley Cathartic Tablets, a wholesome and thoroughly cleansing cathartic for constipation, biliousness, headaches, and sluggish bowels. Sold everywhere.—Adv.

STROUT FARM AGENCY

113 Magnolia Avenue
Read this and get quick if looking for a bargain, 40+ acres bordering a beautiful lake, 30 acres cleared, 115 orange, 1 grapefruit, all bearing trees, no scrub land, all excellent soil, several acres of heavy black loam, the best of garden soil, no house, but a large barn on property. Owner called away. For quick sale, offers this desirable tract for \$1,000.

This is not off in the woods, but is located 500 yards from hard improved road, and only 8 miles from Sanford postoffice. 211-16

Potato, Chicken and Shrimp Salad
Georgia Country Sausage
Imported Swiss Cheese
Imported Edam Cheese
Premier Coarse Soup
Black English Walnuts
Old Pa. Buckwheat
Stone's Fruit Cake, 50c per pound

L. P. McCuller

Masked Wonders Not So Wonderful

Sanford's Second Team Gives 'Em a Bad Walloping Before Large Crowd

There was much speculation as to who the Masked Wonders of South Florida were, and the advance dope that they gave out about how good they were and how many teams they had beaten, was all blown to pieces last night when the second string men of the Sanford High team walked all over them, the final score being so big for the regulars and so small for the Masked Wonders that the score keeper was played out and unable to get the results.

And then, too, the Masked Wonders turned out to be the Masked Wonders of Central and not South Florida, as the removal of the masks found that they were all players that were born, raised and expect to die in Sanford. And by special request of these same Wonders the Herald will not publish their names or the true score as the defeat was awful.

The first team of the Sanford High School will announce a big game to be played next week.

BRITON IS SHOT WHEN HE WALKS INTO DUEL

(By The Associated Press)
MEXICO CITY, Jan. 5.—George W. Stebben, a British merchant, was mortally wounded Wednesday night, when he walked into the line of fire between two men engaged in a pistol duel in the streets. Mr. Stebben was wounded in the presence of his wife and child. He has been in Mexico only four months. In addition to Mr. Stebben six other persons were seriously wounded in the exchange of a dozen shots between Gen. Leonovido Avila and Lieut. Col. Constantino Lazenta, who used the crowded streets as their dueling ground.

ROAD BOARD TO HEAR COMPLAINTS ON BRIDGE

PENSACOLA, Jan. 5.—The state road board will hear complaints on the proposed construction of a bridge over the Escambia river connecting this and Santa Rosa counties today. The structure is to be 500 feet of bridge over the river and a ground tressel of 1,320 feet. It will be provided with a draw in the channel span.

The Daily Herald, 15c per week.

NOTICE!

The annual meeting of the stockholders of the Petros Manufacturing Company, Inc., of Chuluota, Fla., will be held at the office of M. F. Robinson, 116 North Park Avenue, Sanford, Florida, at 8 p. m., Monday, January 8th, 1923, for the purpose of electing a board of directors and to transact any other business that may properly come before the meeting.
B. F. WHEELER, President
C. V. MAHONEY, Secretary. 237-8c

ADAPTED BUNCH GRAPES being paying returns eighteen months after planting, plant an acreage and be independent, best commercial fruit investment in south, fruit brings highest prices. We introduced these grapes into Florida and they have been doing well ten seasons. Other adapted fruits also, tree blueberries, blackberries, peaches, figs, etc. Full information, free catalogue. Adapted Nurseries, Tampa, Fla. 211-5t on Sat.

Daytona to Have Big Flying Meet Later Part This Month

DAYTONA, Jan. 6.—The first international air gliding and soaring meet to be held in America will take place the latter part of January at Daytona Beach and Seabreeze.

This announcement was made by the Daytona Chamber of Commerce following an invitation to the Aero Science Club of America to hold the meet here, which has been accepted. With the invitation to the club to hold the meet here, the Chamber of Commerce also made an offer of \$1,000 in prize money.

Stanley Yale Beach, secretary of the club, announced that Orville Wright and Glenn H. Curtis would co-operate in the event and that at least 100 flyers would compete.

Glenn Curtis recently successfully rose in a glider from the water.

When Hentzen, a young German student, made a continuous flight of 3 hours and 10 minutes in a motorless plane, authorities on aviation began to realize that something in the way of a revolution had dawned, in the science of airplane construction and control. For a number of years the attention of airplane manufacturers and operation has centered largely on the motor, relying on its powers to offset any lack in plane construction and pilotage.

The Germans have added to their original success in gliding flight by building planes equipped with two and six horse power motors that have made the flight over a specified route of 20 miles or more and more recently have constructed a glider that rose from the water and flew for several minutes without being towed.

DEATH OF MRS. ALEXANDER AT DELAND

Funeral services for Mrs. Fannie S. Alexander, former Gameville resident who passed away at the home of her son in DeLand Tuesday night, were held from the First Presbyterian church at 4 yesterday afternoon. Mrs. Alexander lived in this city for twenty-five years and leaves virtually hundreds of close personal friends to mourn her loss. Death followed a period of ill health, although she was critically ill for only a few days before the end came.

Mrs. Alexander was born in Coalington, Tennessee, in 1841. She was married in 1859 to James E. Alexander of that place. Mr. Alexander served with distinction throughout the Civil war, during which time he was attached to the 1st Cavalry. He died in 1899 as the result of a cold contracted during the latter days of the war between the states.

Mrs. Alexander is survived by only one son, James E. Alexander, Jr., of DeLand. One son and two daughters preceded their mother into the "Great beyond." She is also survived by two grandsons, William Stringfellow and Francis Stringfellow, of Jacksonville, and other relatives in her old home in Tennessee.

The body, accompanied by loved ones, will arrive from DeLand early this afternoon. Funeral services will be conducted by Rev. White, assisted by Rev. Arthur Spencer, Mrs. Heloise Holson is in charge of the music. Interment will be made in Evergreen cemetery.—Gainesville Sun.

According to the Geological Survey the United States contains 12,000 square miles of unused peat lands capable of yielding 14,000,000,000 tons of fuel.

Sanford Bowling Records Not in the Big City Class

Nearly Three Thousand Pins a Game Is What They Do in Jax

Sometimes when the local bowlers are making extra strong efforts to make or break a record and when this said record is broken it makes one feel that they are way up when it comes to knocking over the pins. But in comparing Sanford's bowlers records with those of some of the teams representing the larger cities it makes us feel, as if we are but small fry.

The Jacksonville bowlers last night won a game over the Mobile Club in the Telegraph League and their totals for the three games was 2,974 pins, while the very highest record made in Sanford was when the Congregational club bowled a total of a little better than 2,400. In the second game of their match last night they knocked over 1,124 pins while the best average in Sanford was a little better than eight hundred. The high score for the Jacksonville team was made by Trenholm who rolled 276 while Sanford's record is 216.

These high scores rolled by Jacksonville bowlers are no real reflection on the Sanford bowlers ability as the bowling conditions are somewhat different in the cities. There are more alleys, which means the bowlers can work faster and thereby keep warm once they get started, the alleys are set in concrete which makes them true, the pins are new and the balls are purchased to suit each individual bowler. This, of course, cannot be for Sanford as long as there is such a few that use the alleys. But some day, and some day soon, the interest will be so high in this sort of recreation that it will be necessary for Sanford to have what the bigger cities have and then the Sanford bowlers will be bowling just as good, if not better, than any of them.

CIRCUS WAREHOUSE IS SWEPT BY FIRE

NORFOLK, Va., Jan. 5.—Fire reported late yesterday swept the old Union Stock Yard warehouses in Berkeley occupied as winter quarters by the J. F. Murphy shows of Augusta, Ga. Nearly all the animals were saved, but the greater part of the fixtures of the circus and equipment was destroyed. Mr. Murphy last night estimated his loss would reach \$180,000. He carried no insurance.

The blaze was caused by the explosion of an oil stove in the home of Mrs. Fred Powell, adjoining the warehouse. Personal effects of thirty-five attaches of the circus, were lost in the blaze.

MEMBER FEDERAL RESERVE BOARD GOES TO MIAMI

WASHINGTON, Jan. 5.—John R. Mitchell, member of the Federal Reserve Board from St. Paul, left last night for a two weeks' rest at Miami, Fla. He has had a slight bronchial attack and his physicians suggested he take several weeks' vacation.

FOR THE MOVIE FAN

The movie fan every once in a while likes to see a show in real life. And they like plenty of music, plenty of songs and lots of jokes.

That is one of Osborne's reasons for booking Coburn's minstrels again this year.

This show will be at the Princess Thursday, January 11. The seat sale starts Monday at Roumillat & Anderson's drug store.

Everything will be new, all the songs will be the latest, all the jokes coming to Florida for the first time, and some of the stuff will be original with Coburn.

The funny end men, the novelty dancers, the song birds and the entertainers are all men that have been at the game all their lives. You miss a treat if you miss Coburn's this year.

First get your seat reserved, then while waiting for that night to come, look over the picture program and see some real good pictures. The program for next week is one of Osborne's best.

ERICH VON STROHEIM UNDERSTANDS WOMEN

A new type of film has appeared.

No more do the galleries reverberate with the hiss of the beetle-browed, bewhiskered villain as he corners the tearful heroine and demands the "papers." No longer does Desmond the Desperate stalk through act after act or reel after reel, running the gamut of human villainies.

"Iago is passe."
"Legree has had his day."
"It's the monocle and cane that now hold sway."

It has remained for Erich von Stroheim, author, director and principal actor in "Foolish Wives," to create the perfect villain—a parlor-analyt sort of villain who glides through life, wrecking homes by the lift of an eye-brow—a suave heart-breaker with a jaunty monocle and the most expressive of canes.

No curses soil his lips—only the dainty suspicion of a lip stick and the delicate perfume of his cigarette. He never gets blue with rage—the color of his cheek could never pale. In fact, he is a sartorial, tonorial model, whose manners are impeccable. You hate him because of his he-vamp methods.

In "Foolish Wives," which is to be shown at the Princess for the last time today, von Stroheim plays the role of a bogus Russian count, whose habitat is Monte Carlo and whose occupation in life is to make love to every woman who strikes his fancy. Some he cultivates merely to wheedle them out of money.

By varying his blandishments with downright blackmail, he manages to live like a prince. His cane, monocle and cigarettes are worn with the grace of one to the manner born, his Russian officer's uniform is glistening and speckless, and in the luxurious villa he calls home, he affects startling bathrobes, silk pajamas and exotic diets.

DANDY DANCING DARRIES

That singing dancing comedy contingent with J. A. Coburn's Minstrels at the Princess Theatre on Thursday, January 11th, is said to be the best entertainers the attractions has ever had. Dan Holt, the Georgia Cotton Blossom of Macon, Ga., for many years a big time vaudeville entertainer heads the list and is a well known favorite in minstrelsy. "Hank" White, endman, typical Ol' Mammy and blackface character comedian a strong bidder for honors in the fun line. Nate Mulroy that wide awake singing and fast dancing party from West Virginia, is a winner hands down. Joe McGee, Henry Ray, Tom Shea and others line up going strong in their respective positions. Edward C. Clifford phenomenal baritone formerly with the company returns from vaudeville this year with new songs and an Interlocutor. Jos. McAnolon, Irish tenor, Norbert Lion, Carlos Jones, Hasso, Dave Kahn Yodler and tenor, Thos. Bradley Lyric tenor, form with others a wonderful male choir, all soloists. Karl Denton, male soprano, has a most stunning wardrobe and new numbers. Scenery costumes and entire performance are all new.

and claimed to be the best ever offered with this attraction.

THE GEORGIA COTTON BLOSSOM

Dan Holt for the past ten years associated in big time Vaudeville (formerly of Al G. Fields, and Coburns) has this year returned to his former position as character and principal comedian with Joe Coburn's Minstrels. Dan is from Macon, Ga., from which fact his title of "The Georgia Cotton Blossom" was given him by hosts of friends in the Southland. At the death of Lew Baldwin of Coburn and Baldwin musical comedians Dan did a musical specialty with Manager Coburn avterward assuming the position of principal fun maker with the company. He is also a capable banjoist and will be seen with Coburn's Minstrels this season in various roles of darkey humor of which he is a past master. At the Princess on Thursday, Jan. 11.

WE WISH TO ANNOUNCE THE

Opening of our New Feed Store

WILL CARRY A FULL LINE OF

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

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

SANFORD FEED & SUPPLY COMPANY

"THE WASH FEED STORE"

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

ANNOUNCEMENT!

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

Gas Oil Accessories

TIRES, TUBES, VULCANIZING, STORAGE

YOURS FOR SERVICE
CHANCEY WILSON

THE

Park Avenue Garage

Corner Second Street and Park Avenue—Phone 270

I've Got

A FREE PUZZLE

FOR EVERYBODY
MAN, WOMAN AND CHILD

SEND FOR IT

Here's something for you—a new puzzle—and say, it's sure a dandy. Wish you could see the big stack I've got piled up here—looks like a mountain. There are thousands and thousands of them—all packed ready for me to put your name and address on, just as soon as you send them.

I want every boy and girl, every man and woman to have one of these Calumet Puzzles. It's more fun than a box of monkeys—the longer you work with this puzzle the more interested you become—the better you like it.

Send for one—see how long it takes you to solve it—spring it on some of your clever friends—see how fast their brains work—see if they can solve a real puzzle.

Don't wait—cut the coupon out of the paper right now; right away—fill in your name and address—send it with a two-cent stamp to help pay postage and mailing cost.

THE CALUMET KID: Sanford Herald
Sanford Florida

Please send me one of the free Calumet Puzzles.

Name.....
Street.....
City.....State.....




WANT AD RATES AND RULES

THE SANFORD HERALD

Classified Ads 1c a word. No ad taken for less than 25c and positively no classified ads charged to anyone. Cash must accompany all orders. Count the words and remit accordingly.

Set in LIGHT FACE CAPS or Black Face, double the above rate.

Herald Want Ad MAIL SERVICE

Clip and use this blank for writing your want ad and mail it to the Sanford Herald

For computing cost of want ads per insertion read carefully rates and rules to the left and remit according to number of insertions of the ad you desire. Remit by Express Money Order, Draft, Postoffice Order or Registered Letter. Address communications to The Sanford Herald.

Name..... Amount.....
Address..... No. Days.....
Postoffice..... To Run.....

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

SEMINOLE COUNTY GROVE AND FARM NEWS NOTES

B. F. WHITNER, Jr., County Agent

On Saturday, the County Agent can be found in his office in the basement of the Court House. At any other time he may be reached through the office of the Chamber of Commerce. Leave all calls there.

The county agent will be on special duty from Friday, January 6th thru Thursday, January 11th, and will therefore not be able to answer calls, or be found in his office during that time. On Friday and Saturday of this week the county agents of this part of the state will meet here at the Valdez Hotel to formulate plans for the year. On Monday the county agent will attend a hearing by the Plant Board at Tallahassee, on the question of whether or not citrus plants or parts thereof shall be allowed to be brought into Florida. This is a very important meeting and the agent will carry several letters expressing the opinion of some of the citrus growers and shippers of the county. On Tuesday and Wednesday the agent will attend a meeting in Lake City similar to the one to be held here on Friday and Saturday of this week. The cotton question and boll weevil control, will be the main subject considered at that meeting. Seminole county now ranks as one of the leading cotton counties of the state and it was thought best to have the agent attend this meeting. The agent will return home on Thursday and be ready for business again on Friday, January 12th.

Remember the fair and help Seminole county by preparing any exhibit which would give her an extra point. Save anything that is extra good or anything that is unusual. By so doing Seminole must surely bring home the first prize, this year. Everybody's best.

The agent heartily recommends that every farmer who has any root knot at all, carefully read the following on bunch velvet beans for the control of that disease. All farmers would do well to consider planting these bunch velvet beans, for they are a good cover crop, a good legume for building up the soil and besides will help keep down any root knot that may be present.

A year ago in Bulletin 159 the writer published a preliminary report on the control of root-knot by the growing of velvet beans on infested land. Further experiments since that time, particularly with bunch velvet beans, have given some very striking results. Although these experiments with bunch velvet beans are far from completed, and are being continued on a larger scale and in several parts of the state, the degree of control already obtained is so striking and the interests involved so great that we do not feel justified in withholding the information from the farmers for another year while further experiments are being carried on.

In this bulletin only this new method of controlling nematodes is discussed. For other methods of controlling nematodes, list of susceptible plants, see Bulletin 159, Florida Agricultural Experiment Station.

The Summer Fallow
This method of controlling nematodes has grown out of the summer-fallow experiments which were started by this station several years ago. By keeping land entirely free of vegetation all summer, which can be done by frequent cultivations, and by not allowing any crust to form on its surface, it was found that the number of root-knot nematodes in the soil could be greatly reduced.

This method is based on the study of the fundamental requirements of the nematode worms which cause root-knot. In order to grow, these worms must have an ample supply of three essentials. These are, first, a certain amount of heat; second, an abundance of soil moisture; and third, plenty of air. If any one of these three essentials are lacking, the worms go into a resting stage, form a thick wall about themselves and lie dormant until all essentials are again present. This act is known as encysting. But when all three of these essentials are present, the nematodes live and their eggs hatch.

During summer in Florida there is plenty of moisture and heat in the soil, but frequent rains often form a crust over the soil by packing the surface. This crust prevents the entrance of sufficient air, and thus eliminates one of the essentials. Under these conditions nematode eggs will not hatch. Frequent cultivation has prevented the growth of plants and now the newly hatched worms, having nothing to feed upon, die.

Accordingly, in these summer-fallow experiments the soil was kept constantly stirred throughout the summer. It was cultivated at least once a week and after every heavy

rain, a crust which might exclude air was never allowed to remain on the surface. The results recorded in Bulletin 159, concerning the control of nematodes, were quite satisfactory.

However, this summer-fallow method is objectionable, because it greatly impoverishes the soil. The hot sun and heavy rains of summer destroy not only the humus in the soil but also the bacteria and other soil organisms, leaving the soil extremely poor in both plant food and living matter. The soil, in other words, is "dead."

Velvet Beans Under Constant Cultivation
In an attempt to find some method which will control root-knot as well as does the summer-fallow method and which at the same time will not possess the great objection of that method, the cultivation of velvet beans on the land was tried. The beans were planted in rows and it was endeavored to maintain the same constant cultivation as with the summer fallow in order to keep the land free of weeds. The ordinary running velvet bean was used at first, but its cultivation was found impracticable after the vines commenced to run. They formed such a tangled mass that cultivation became very difficult to detect all weeds in the field. With the advent of the bush velvet bean it was substituted for the running varieties and has proved much better for the purpose of the experiment. Constant cultivation is possible with this plant and it is much easier to detect weeds in the field.

A plot was planted to these beans in May, 1921, and cultivated until November. For comparison another plot was planted to Brimham cowpeas, another to Whippoorwill cowpeas and on still another a summer fallow was maintained. During winter susceptible truck crops were grown on this land in order to test the degree of nematode control obtained. This—the planting of susceptible crops and then inspecting their roots for nematode galls—is the usual method practiced in these experiments of testing the soil for the presence of nematodes. To attempt to find the worms themselves in the soil would be like looking for a needle in a haystack.

The degree of control obtained with the bunch velvet bean much exceeded all expectations. In a recently completed test, conducted for the purpose of determining the presence of nematodes, a very satisfactory crop of snap beans was raised on land that a year ago was too heavily infested to grow them. Snap bean crops grown upon check plots, which had previously grown cowpeas instead of bunch velvet beans, were almost complete failures.

The method differs from the ordinary one of planting velvet beans in a field in that constant cultivation is insisted upon and absolutely all weeds must be kept out of the field—the crop is never "laid by."

For use in nematode or root-knot control the bunch velvet bean has two advantages over the ordinary running beans. First it allows constant cultivation. Running beans make cultivation impossible during the latter part of the season at least. Second, their growing season is shorter than that of the ordinary Florida velvet bean. This makes it particularly valuable to the trucker, as the period when the land is not in use is too short for the growing of a crop of ordinary Florida velvet beans. Velvet beans are practically immune to root-knot. This is not true of any variety of cowpeas, although the Iron, Brimham and Victory are highly resistant.

It is felt that this is the most economical method of ridding truck lands of nematodes. The experience of the last two years at this station indicates that one summer is sufficient to reduce the number of nematodes to the point where a crop of susceptible plants can be grown on the land. But in order to reduce them to this point, cultivation must be frequent, at least once a week, certainly after every rain which packs the soil. All weeds must be kept out of the velvet beans by occasional hoeings; otherwise some of the weeds would act as host plants for the nematodes, and thus carry them over and defeat the purpose of the summer-fallow treatment.

In order to shade the land satisfactorily, bush velvet beans should be planted much thicker than running varieties, in fact, almost as thick as cowpeas. The rows should be not over three and one-half feet apart and the beans not less than 18 inches apart in the row. To insure a good stand plant considerably thicker than this. If

plowed under in the fall, the beans will add a large amount of humus to the soil and leave it much richer in plant food. These are additional benefits to be derived from the growing of bunch velvet beans (a legume) which should not be overlooked.

Although the labor of cultivating and hoeing the beans throughout summer is no small item, it is an expense well worth making, if the truck land is seriously infested with nematodes. Furthermore, by practicing this method one avoids the expense of clearing the land in fall, a necessary operation when the land is allowed to lie out all summer and to grow a heavy crop of weeds and grass. The labor of clearing such land frequently will be as great as the expense of cultivating the crop of velvet beans.

Velvet beans should be planted as early as possible after the last spring truck crop has been removed, by June if possible. To plant in May is even better. If desired, one can plant corn in the bean rows, and thus get an additional return for his labor. However, corn is not always absolutely immune to root-knot, but usually is resistant enough to interfere but little in destroying the nematodes.

We strongly recommend to truckers that they employ this method during summer on land infested with root-knot.

This method of treating land has given as satisfactory results as the old method of growing resistant plants on the land for two or three years, and has the great advantage of the trucker's being able to use his land continuously, not losing one or two trucking seasons.

The Velvet Bean Caterpillar
Like all velvet beans the bunch variety is likely to be attacked in August and September by the velvet bean caterpillar. Indeed, our experience during the past two years indicates that to this moth the bunch is one of the most attractive varieties of the velvet bean. This insect works up each year from the south, arriving earlier and being most destructive in the southern-most sections.

Truckers growing velvet beans by the summer-fallow method to control root-knot, must be prepared to combat the caterpillar. This is done best by dusting the plants with a mixture of equal parts of lead-arsenate powder and air slacked lime. Velvet beans are injured easily by arsenicals; therefore only the best grade of lead arsenate should be used, and the lime must be air-slacked perfectly. Do not use Paris Green or sodium arsenate on velvet beans. To get an even distribution of the powder, a dusting machine is essential. A hand duster that will do the work can be purchased for about \$15.

For further details and illustrations of this caterpillar see Bulletin 130, Florida Experiment Station.

HARDWICK GIVES TWO RESPITE UNTIL JAN. 19

TALLAHASSEE, Jan. 6.—Governor Hardwick has granted a respite until January 19 in the cases of Benjamin W. Davis, white, and Frank Jones, negro, both of Savannah, who are under death sentences. Jones, a paralytic, was to be hanged Monday.

Daily Fashion Hint



PRACTICAL STYLES FOR YOUTHFUL FIGURES

The little morning frock to the left is fashioned of check voile, trimmed with plain satin. The front of the waist is cut on the bias and applied with a trimming of buttons. Blanket-stitch embroidery finishes the round collar and cuffless sleeves. Medium size requires 3 1/2 yards 36-inch check and 3/4 yard 36-inch plain material.
Any of the inexpensive silk-and-wool mixtures may be used for the second dress, designed for misses and small women. The skirt is trimmed with silk braids, which is used also to finish the round collar. The sleeves are slashed below the waist-line, the lower edges being gathered and sewn to the upper edges. The belt is of fancy leather. Medium size requires 3 1/2 yards 36-inch material and 9 yards of oraid.
First Model: Pictorial Review Dress No. 9571. Sizes, 34 to 44 inches bust and 16 to 20 years. Price, 35 cents.
Second Design: Dress No. 9577. Sizes, 14 to 20 years. Price, 35 cents.

EAST SANFORD

Mrs. D. L. Long, Miss Bessie Long, Mr. and Mrs. Graham Hunter and son Lee and Mrs. George Bridgeman and three little people drove to Daytona Beach Sunday in the Hunter car.

The Chorpenings, Corpanys, Squires and Mr. and Mrs. D. C. Howard from town enjoyed New Year's day driving through the hills and dales of Lake county and had a picnic dinner in the Eustis park.

Mrs. Margaret Watson, Mrs. Margaret Marshall, little Miss Winona Purvis and Mr. and Mrs. J. C. Ellsworth were dinner guests at the Dresser home New Year's evening, a delightful evening was passed in visiting and music. The Dressers are the perfect hosts with their bountiful hospitality and good cheer.

Mr. and Mrs. B. H. Squire have as their guests, Mr. and Mrs. Paek and son Edwin, of South Jacksonville. The Paeks, are enroute home from a visit to St. Petersburg.

Mrs. Herman Middleton entertained the members of her class, The Dependables, of the M. E. Sunday school and their beloved teacher, Mrs. Thornton on Tuesday at her pretty home on Geneva avenue.

Mr. and Mrs. D. L. Long, of Bear-dall avenue, entertained neighbors at cards Wednesday evening honoring their daughters, Miss Long and Mrs. Bridgman, who are their guests for two weeks. Delicious sandwiches and cocoa was served at the conclusion of the evening.

Mrs. R. M. McCall and daughter, Robbie Louise, of Goldsboro, N. C., were guests of Mr. and Mrs. R. L. Grier during the holidays.

Mrs. Joe Cameron and son Perry are both quite ill with influenza. Mrs. Gladys Deiterich is in attendance. Mr. and Mrs. W. R. Prevatt have both been sick with the same ailment. Carl Chorpening. Many other cases reported and some cases of chicken pox said to be afoot.

Miss Gretchen Long, who has been ill for some time, is in Orlando under Dr. Neal's care for treatment. Mrs. R. C. Long, Mr. and Mrs. Leon Purvis were in Orlando Sunday to visit her. She is said to be improving.

Mr. Brown, of Celery avenue, was called to Hunterville, N. C., last week as his mother was very ill, resulting from a fall in which her hip was broken.

The little Wallace boy was brought home from the hospital Saturday and is said to be recovering as well as can be expected from being run over by a truck and badly injured.

Officers and teachers for the year were chosen Sunday at the Moore's station Sunday School, there was a unanimous vote that those now acting be retained. The following were chosen: J. F. McClelland, superintendent; G. W. Smith, secretary and treasurer; Mrs. B. H. Squire, organizer. All have their assistants.

The greater part of the acreage of the so-called "Chase" Special" early celery will soon be under the bleach. Said to be about 800 acres of same, that will mean more celery cut in January than ever before for this section.

YACHT JUANITA WAS TAKEN INTO CUSTODY BY U. S. CUTTER
(By The Associated Press)
KEY WEST, Jan. 6.—The yacht Juanita, alleged to have brought 25 aliens to this country from Cuba on December 26, landing them at Marathon, was taken into custody last evening at Lower Matecumbe by the Cutter Cossack and brought here today. The Juanita was picked up adrift by a fishing smack and from advice from the American consul at Havana is believed to be the boat stolen from that port by parties who smuggled the aliens into this country.

A new automobile radiator attachment designed to help keep the water cool sounds a whistle and displays a red signal automatically when the water overheats.

The Daily Herald, 16c per week.

IS YOUR CITY LICENSE PAID?

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

OCCUPATION LICENSE MUST BE PAID

Notice is hereby given that all persons required to have State and County Occupation License, and not having procured the same on or before January 8th, 1923, will be subject to prosecution without further notice. License may be had from Hon. Jno. D. Jenkins, Tax Collector, at the Court House.
SHELLE MAINES,
Prosecuting Attorney.

If you have a SAFE or a PIANO to move, and want it done safely, call Lassing's QUICK SERVICE TRANSFER, and have it done as you want it done. Phone 498. 241-Th-Fri-St-Etc

PRINCESS THURS. One Night JANUARY 11

A REAL TREAT
J. A. COBURN'S MINSTRELS
ALL NEW
With DAN HOLT and MINSTRELS ENTERTAINERS
—PRICES—
Main floor \$1.50 Plus
Balcony .77 Tax
Seats Monday Roumiffat & Anderson

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

Elder Springs Water

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

PHONE 311 FOR QUICK ACTION

And our truck will be at your back door with a bottle of that pure water that all the hotels, restaurants, drug stores and soda fountains are using.

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

Elder Springs Water Company

Why One Advertising Appropriation Was Increased

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

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

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

One of the partners spoke up:

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

"It is reflected in the attitude of our bankers.

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

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

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

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

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

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