

ALL MANUFACTURING PLANTS TO BE CLOSED DOWN FRIDAY TO CONSERVE FUEL SUPPLY

ALL FACTORIES EAST OF MISSISSIPPI RIVER

Washington, Jan. 18.—America's manufacturing enterprises, with but few exceptions, in all states east of the Mississippi river were ordered by the government to suspend operations for five days, beginning this morning, as a drastic measure for relieving the fuel famine.

The government's move came entirely without warning, in an order issued by Fuel Administrator Garfield with the approval of President Wilson, prescribing restrictions governing the distribution and use of coal.

Officials tonight would not discuss the far reaching effects the action would have on the industrial fabric.

The order prescribes a preferential list of consumers in whose interest it was drawn. These users will get coal in the following orders:

Household consumers, hospitals, charitable institutions and army and navy cantonments. Public utilities, telephone and telegraph plants.

LIBRARY ASSOCIATION MEETS

Election of Officers for the Year and Other Business. The Sanford Library Association met last night at the Library in the Woman's Club building and despite the weather there were many present.

Resolutions upon the death of former president, C. R. Walker were ordered passed and a resume of the year's work was read by the efficient librarian, Mrs. A. D. Koy.

The Macabees will meet Monday night at 7 o'clock. Everyone is requested to be present as it is a matter of importance in regard to Mrs. Beatty.

azines. The Library is one of the strongest bids for tourist and stranger in Sanford that the city can boast and is doing a great work for the younger folks in starting the habit of reading good books.

Senator Trammell Working for the Farmers. Washington, D. C., Jan. 16.—Senator Park Trammell is making an effort to get the Department of Agriculture to declare available and put into immediate use for Florida farmers a part of the appropriation made at the last session of congress which appropriation was for the purpose of supplying seed to farmers at cost.

Senator Trammell addressed a letter to the department and made a personal call on Secretary Houston in regard to the matter and urged that favorable action be taken.

The senator was advised that a very large part of the appropriation had already been used but that his request would be given very careful and serious consideration.

Meeting of Convocation in Sanford. The Reverend Rector of Holy Cross, together with Mr. George F. Smith, Mr. Chas. J. Rumph and Mr. James Stewart as delegates attended the annual meeting of convocation held this year in Orlando at St. Luke's pro-Cathedral.

The invitation was accepted for convocation to meet in Sanford next year. Florida being divided into two dioceses, Sanford is included in the southern one.

Methods: Church. At the First Methodist church Sunday, Jan. 20th, Sunday school meets at 9:30 a. m. Preaching at 11 a. m. by the pastor, Dr. J. P. Hillburn.

This Is Trading Week. The people of this section of Florida should come to Sanford now and do their trading. There are four or five big sales in progress at the various stores, all of them being advertised in The Herald.

At the Temple Sunday. Rev. W. H. Wrighton, a Baptist minister from Canada will speak at the Temple Sunday, both morning and evening.

Notice. The Macabees will meet Monday night at 7 o'clock. Everyone is requested to be present as it is a matter of importance in regard to Mrs. Beatty.

SEMINOLE CO. AUXILIARIES WILL SHOW IN ALL TOWNS AT ORLANDO

FAIR ASSOCIATION AND BOARD OF TRADE TO CO-OPERATE

Seminole county will have an exhibit at the Sub Tropical Fair at Orlando as well as at Jacksonville. This has been decided by the Seminole County Fair Association and has been endorsed by the Sanford Board of Trade and the two organizations will work together to have a big exhibit at both fairs if possible.

Messrs. W. R. O'Neal, H. H. Dickson and C. E. Howard of the Orlando Fair Association were here last Saturday and met with the Seminole County Fair directors and they were given to understand that Seminole will be there, if possible.

There has been considerable discussion about the price of food stuffs lately and comparisons have been made between this city and other cities of like size.

I am enclosing you a table showing you the prices that he found prevailing in Sanford, and while I have no intention of bringing my own town of Orlando into comparison with your city, to offset the complaints that were made to us, I am giving you the retail prices as furnished me here in Orlando.

While the Food Administration does not make as its chief work the regulating of prices to the consumer, nevertheless we are much interested in comparisons, and we are now endeavoring to get ready for general publication of prices in all important points of the state, so that the consumers may know just what they should pay for groceries.

He made the matter so important that I decided to make an investigation of Sanford, and yesterday had Mr. Whitney visit that place to ascertain the prices of some of the leading food commodities.

Table with 4 columns: Article, Size, Price Orlando, Price Sanford. Lists items like Wheat Flour, Rice, Beans, etc.

Note:—The prices for Orlando and Sanford were obtained from dealers of those cities who do a strictly cash business and do not deliver goods.

Table with 4 columns: Article, Size, Price Orlando, Price Sanford. Lists items like Wheat Flour, Rice, Beans, etc.

BOARD OF TRADE WILL SEEK ACTIVE CO-OPERATION

If the new officers and directors hold the pace they began last Monday evening at the first annual meeting, the year 1918 will close with one thousand members on the roll and Seminole county will be the recipient of work that will outlive some of the things already accomplished.

While the Food Administration does not make as its chief work the regulating of prices to the consumer, nevertheless we are much interested in comparisons, and we are now endeavoring to get ready for general publication of prices in all important points of the state, so that the consumers may know just what they should pay for groceries.

What might have been a serious fire started in the office of John Russell yesterday morning. The office is situated on the second floor of the Peoples Bank building and the janitor had started the oil stove and presumably had left it turned either too high or too low.

What might have been a serious fire started in the office of John Russell yesterday morning. The office is situated on the second floor of the Peoples Bank building and the janitor had started the oil stove and presumably had left it turned either too high or too low.

To Register All Who Become 21. Washington, Jan. 17.—The administration bill introduced today at the request of the war department by Chairman Chamberlain of the senate military committee, to register for draft all men who reached twenty-one since June 5th last, when the draft law became effective.

Will Not Regulate Paper. Washington, Jan. 17.—A regulation giving the federal trade commission direct authority to supervise and regulate the production and distribution of print paper was rejected by the senate.

Stricter Food Economy. Washington, Jan. 17.—Stricter food economy will be required of the American people by new laws put in the making today in congress.

Frank L. Miller, district deputy grand master of the Masons was in Jacksonville several days of this week attending the meeting of the grand lodge, Frank says he saw Everywoman in Jacksonville.

Frank L. Miller, district deputy grand master of the Masons was in Jacksonville several days of this week attending the meeting of the grand lodge, Frank says he saw Everywoman in Jacksonville.

FLORIDA PRESS GANG WILL HAVE BIG TIME AT DeLAND, DAYTONA AND NEW SMYRNA

EXECUTIVE COMMITTEE MET YESTERDAY

The Florida Press Association will have one of the greatest meetings in the history of the Association this year at DeLand, Daytona and New Smyrna, the Triple Cities all doing their part in entertaining the quill pushers.

There will be three big days and several nights and it will commence on April 3rd and last until April 15th. If the food does not run short and the flow of oratory run out, the program was arranged yesterday morning by President Wayne Thomas of the Plant City Courier.

Florida Press Association Program for 1918, meeting Wednesday, Thursday and Friday, April 3, 4 and 5, 1918, DeLand, Daytona, New Smyrna.

Wednesday, April 3. 1:30 p. m. One Hour Organization meeting.

Thursday, April 4. 9:30 a. m. Meeting of the Florida Publishers' Auxiliary: Inspection of buildings of Stetson University.

Friday, April 5. 9:00 a. m. Motor to New Smyrna. 10:00 a. m. Meeting of Association to elect officers, select place for next meeting and pass resolutions.

What might have been a serious fire started in the office of John Russell yesterday morning. The office is situated on the second floor of the Peoples Bank building and the janitor had started the oil stove and presumably had left it turned either too high or too low.

What might have been a serious fire started in the office of John Russell yesterday morning. The office is situated on the second floor of the Peoples Bank building and the janitor had started the oil stove and presumably had left it turned either too high or too low.

What might have been a serious fire started in the office of John Russell yesterday morning. The office is situated on the second floor of the Peoples Bank building and the janitor had started the oil stove and presumably had left it turned either too high or too low.

What might have been a serious fire started in the office of John Russell yesterday morning. The office is situated on the second floor of the Peoples Bank building and the janitor had started the oil stove and presumably had left it turned either too high or too low.

What might have been a serious fire started in the office of John Russell yesterday morning. The office is situated on the second floor of the Peoples Bank building and the janitor had started the oil stove and presumably had left it turned either too high or too low.

What might have been a serious fire started in the office of John Russell yesterday morning. The office is situated on the second floor of the Peoples Bank building and the janitor had started the oil stove and presumably had left it turned either too high or too low.

What might have been a serious fire started in the office of John Russell yesterday morning. The office is situated on the second floor of the Peoples Bank building and the janitor had started the oil stove and presumably had left it turned either too high or too low.

EXECUTIVE COMMITTEE MET YESTERDAY

The Florida Press Association will have one of the greatest meetings in the history of the Association this year at DeLand, Daytona and New Smyrna, the Triple Cities all doing their part in entertaining the quill pushers.

There will be three big days and several nights and it will commence on April 3rd and last until April 15th. If the food does not run short and the flow of oratory run out, the program was arranged yesterday morning by President Wayne Thomas of the Plant City Courier.

Florida Press Association Program for 1918, meeting Wednesday, Thursday and Friday, April 3, 4 and 5, 1918, DeLand, Daytona, New Smyrna.

Wednesday, April 3. 1:30 p. m. One Hour Organization meeting.

Thursday, April 4. 9:30 a. m. Meeting of the Florida Publishers' Auxiliary: Inspection of buildings of Stetson University.

Friday, April 5. 9:00 a. m. Motor to New Smyrna. 10:00 a. m. Meeting of Association to elect officers, select place for next meeting and pass resolutions.

What might have been a serious fire started in the office of John Russell yesterday morning. The office is situated on the second floor of the Peoples Bank building and the janitor had started the oil stove and presumably had left it turned either too high or too low.

What might have been a serious fire started in the office of John Russell yesterday morning. The office is situated on the second floor of the Peoples Bank building and the janitor had started the oil stove and presumably had left it turned either too high or too low.

What might have been a serious fire started in the office of John Russell yesterday morning. The office is situated on the second floor of the Peoples Bank building and the janitor had started the oil stove and presumably had left it turned either too high or too low.

What might have been a serious fire started in the office of John Russell yesterday morning. The office is situated on the second floor of the Peoples Bank building and the janitor had started the oil stove and presumably had left it turned either too high or too low.

What might have been a serious fire started in the office of John Russell yesterday morning. The office is situated on the second floor of the Peoples Bank building and the janitor had started the oil stove and presumably had left it turned either too high or too low.

What might have been a serious fire started in the office of John Russell yesterday morning. The office is situated on the second floor of the Peoples Bank building and the janitor had started the oil stove and presumably had left it turned either too high or too low.

What might have been a serious fire started in the office of John Russell yesterday morning. The office is situated on the second floor of the Peoples Bank building and the janitor had started the oil stove and presumably had left it turned either too high or too low.

CURBSTONE GLEANINGS

BUDGET OF OPINION "JUST BETWEEN YOU AND ME."

EVEN THE GATE POST NOT IN IT

A CHIEF IS AMONG YE TAKING NOTES AND FAITH, "HE'LL PRENT 'EM"—SO SAYS SAUNTERER.

Hoch' der Kaiser
By Chas. L. Young
Me Un Gott, Hoch' der Kaiser.
Tantalizer, Egotistic Fool,
Thought he'd land Carranza,
And make Japan a tool;
Get Columbia, also Cuba
Worked up to a point,
Then he'd take a submarine,
And blow up the joint.
First he'd give to Mexico,
Without Uncle Sam's consent,
Arizona, New Mex and Texas too,
Then he'd collect the rent;
From all the Yankees in the land,
That opposed his rule,
And take them back to Ger-many
With others whom he'd fooled.
Then when he owns the universe,
He'd about Hipp, Hipp, Hooray,
For Me Un Gott, Un Ger-many
But If der Kaiser don't look out,

He'll stub his toe, and down he'll go,
Then Uncle Sam will say,
As he shakes his flag, the grand old
Reg.
And gets the Kaiser's Goat.
We're after you, and coming strong,
We're going to get you because
you're wrong.
And we want those little floats.
You'll hear us yell, as we come pell
mell,
Hooray, Hipp, Hipp, Hipp, Hipp,
Hooray,
And der Kaiser he may haf' ter run,
Cause Johnny he's done got his gun
Then to Hell with Ger-many.

The time was when it gave me
great pleasure to sing the praises of
the Florida climate but not now, not
now. I told a man the other day
that this was an exceptional winter,

that it had not been this cold in
Florida in forty years, that it was
cold everywhere, even where he
came from and he merely flicked his
off eyelash and said that was what
he told the people where he came
from when the summer was hot and
he had to make some excuse. Now
what can you do in a case like that?
You can ask him to go to a place
that is hotter than this but that will
not compel him to go. And you
will agree with me, Pauline, that cur
weather is not exactly what the fold-
ers say about it. I know myself
that I have burned up thirteen cords
of "balmy pine," trying to keep the
atmosphere "balmy" at the house
while the "balmy" thermometer contin-
ues to gyrate around the 32 mark
and every time the washer man
steps out of doors he sends the bulb
down again. And every Saturday
night we get a telegram to wrap
blankets around the oil stoves for it
looks like it will be the coldest night
ever experienced in Florida. Until
honestly, Agnes, my nerves are all
worn to a frazzle and I am in no
condition to attempt to explain
about the climate and if another son
of a gun comes in trying to kid me
about the "balmy" I will have the
judge sentence him to Orlando for
life.

The other day I was in a big
hurry to talk to a certain business
man and he was in a big hurry to
talk to me but we were held up by
the conversation of his wife who had
the phone and was carrying on a
social chat with one of her friends.
I cannot tell how long we waited
but it was some time and both of us
chafed under the delay although
neither one would speak of it to the
ladies who were enjoying the hour's
conversation.

The telephone company is trying
to get permission to put a stop to
the prodigal waste of its facilities by
the "conversationalists."

We devoutly hope the company
gets all the power and authority it
asks—and then some.

If there is any spendthrift in this
era of economy and efficiency whom
we can spare better than another it
is the habitual conversationalist who
does his or her visiting over the tele-
phone.

You know the type and so do we.
They glue themselves to one end
of a telephone line shortly after
breakfast and dewy eve finds them
there.

The substance of their conversa-
tion, reduced to a liquid state would
not have strength enough to run
down hill. It consists chiefly of
"Huh? Eh huh."

The chances are that so far as it
becomes articulate at all, it is sac-
charine and sticky to a point which
would call for the intervention of
the food administration. It ranges
from an intimate interchange of
views on everything from the relative
merits of Hoh Chamber's novels to
the trustworthiness of a new cure
for the mange.

The he or she at the other end of
the line may not be more than a
block away—perhaps around the
corner. In three minutes it would be
possible to go in person and say
everything that it is necessary to say
in a much more satisfactory fashion.
But this visiting by telephone has
become a habit. It grew up in the
leisurely age before the war. It was
a part of our happy-go-lucky way.
But matters are different now.
Galls of real importance, of impera-
tive importance may have to wait
on these droning conversationalists.
It's time for Johnny and the Flap-
per to cut it out.

In other cities the telephone com-
pany, in order to give more effective
service in these war times have ap-
plied rigid regulations to take up the
lost motion. Central won't even tell
you the time of day, much less the
forecast of the weather or the year
of the Baltimore fire or the popula-
tion of Mars.
You have to look it up for your-
self.
And also there is no visiting over
the telephone. Instead of calling
central you call a cab.
Here, too, it is time to ring off.

COUNTY COMMISSIONERS HOLD REGULAR MEETING FINISH MUCH BUSINESS

(Continued from Page 1)

Herald Printing Co., 43.07; L. R.
Phillips & Co., 17.73; Sanford Furni-
ture Co., 12.75; W. C. Williamson,
140.89; Dickens Shoe Store, 5.78;
Celery Avenue Store, 52.05; J. D.
Roberts, 9.07; Mary Leinhart, 11.00;
David Speer, 8.00; G. H. Fernald
Hardware Co., 11.78; Woodruff &
Watson, 12.45; C. M. Berry, 50.00;
L. T. Hunt, 3.00; A. J. McCulley,
3.60; Sanford Novelty Works, 10.80;
Hill Hdw. Co., 24.02; C. H. Dingee,
3.00; Sanford Shoe & Clo. Co., 1.50;
R. A. Richards Co., 5.70; Florida
Serum Co., 11.02; Charles Elec. Co.,
7.04; Hand Bros., 4.75; Frank Har-
ris, 8.88; E. A. Douglas, 15.72; E.

A. Douglass, 4.00; L. P. Hagan, 12.00
L. A. Brumley, 13.20; E. H. Kilbee,
19.20; C. W. Entaminger, 18.00;
O. P. Swoppe, 22.20.
County Guard Fund—D. L.
Thrasher, 782.50.
Road & Bridge Fund—J. O. Mit-
chell, 30.00; Jno. Vaughn, 15.00; M.
Edwards, 8.00; G. C. Chamberlain,
22.00; J. B. Jones & Bro., 128.65;
Oliver M. Farwell, 29.35; The Texas
Co., 46.55; Flynt Bros., 6.68; San-
ford Novelty Works, 13.83; A. J.
McCulley, 88.15; Mrs. J. H. Allen,
106.76; V. Schmelz & Son, 90.00;
V. Schmelz & Son, 90.00; W. E.
Jacobs, 114.00; E. G. Hodges, 137.81;
Lawton Bros., 429.25; J. M. Wynn,
75.00; J. M. Wynn, 118.50; L. A.
Brumley, 8.00; O. P. Swoppe, 8.00;
L. P. Hagan, 8.00; E. H. Kilbee,
12.00; C. W. Entaminger, 8.00.

Fine & Forfeiture Fund—Schelle
Maines, 50.00; David Speer, 60.00;
E. E. Brady, 49.30; E. F. Hous-
holder, 28.50; A. R. Sillies, 8.70;
W. R. Healey, J. P., 8.81; L. T.
Hunt, J. P., 2.26; R. C. Whitten,
2.10; R. C. Whitten, .74; E. E.
Brady, 181.50; E. E. Brady, 11.09;
E. A. Douglass, 23.50.

There being no further business,
board adjourned to meet at their
next regular meeting in February,
1918.

SANFORD WINS AGAIN

High School Past Team Cannot Be
Headed at All

It begins to look as if the Sanford
High School girls will get the state
championship this year in basket
ball. Friday night accompanied by
seven or eight cars of rooters they
went to Orlando and defeated the
High School there with the score of
16 to 10. This is the second time
the Sanford girls have defeated Or-
lando winning once before with the
score of 23 to 8. Orlando girls de-
feated the Duval girls in Jackson-
ville Saturday with the score of 14 to
12. Duval won the state champion-
ship last year, so this places Sanford
ahead of them. In the first half the
Sanford players didn't play up to
their usual form and the score stood
8 to 8. In the second half Sanford
players improved in their playing,
especially Ethel Henry and Dorothy
Rumph who allowed the Orlando
forwards to make only 2 more, and
the score stood 16 to 10 at the end
of the game. Much credit for our
score is due Cora Lee Tillis, who
made fifteen of the sixteen points
for Sanford. The game was marked
throughout by a hostile attitude on
the part of both Orlando players and
spectators. Sanford was unable to
get the referee they desired and so
were forced to take an Orlando re-
feree. The Orlando players resorted
to rough tactics and the rough talk-
ing, calling of fouls and blowing of
whistles by the spectators was very
unsportsmanlike.

The line up for the game follows:
Sanford—
Cora Lee Tillis, May Thrasher,
forwards.

Helen Hand, jumping center.
Helen Peck, running center.
Ethel Henry, Dorothy Rumph,
guards.

Orlando—
E. Robinson, A. Taylor, forwards.
A. Bruce, S. Davis, centers.
H. Rock, F. Rock, guards.

Friday afternoon the Sanford boys
went to Daytona and played the
Daytona High School, losing their
first game 29 to 19. In the middle
of the second half the Sanford play-
ers were pushing the Daytona boys
for first place when Issy Kanner and
Hay Burns both received a hard fall.
Issy hurting his arm and Hay, his
knees. All the Sanford players play-
ed well and deserve to be commended
for their clean playing and good
spirits, only three fouls being called
against them while Daytona made
thirteen. Daytona had some good
team work and the playing of
Whipple and Pope deserve to be
commended. The line up follows:
Sanford—
Issy Kanner, G. W. Spencer, for-
wards.
Hay Burns, center.
Rex Halliday, Robt. Cobb, guards.
Daytona:
D. Whipple, F. Snyder, forwards.
H. Pope, center.
W. Snyder, L. Waldron, guards

Next Friday the Sanford girls go
to Ocala and the Sanford boys will
play the Ocala boys at the Holy
Cross Parish House. Come out and
root for Sanford. Sanford lost two
games of base ball last year, to Ocala
and so we are going to get even. Be
sure to be on hand at eight o'clock
Friday night. The Sanford boys
have played five games this year and
won four.

RECITAL AND PLAYLET

Make Most Interesting Afternoon
at Mrs. Munson's Studio
The recitals of Mrs. Fannie S.
Munson, always good and greatly
enjoyed scored another success last
Saturday afternoon when the studio
was given over to the little folks for
a musical recital and play. The mu-
sical program was first and was

PHONE
HILL LUMBER COMPANY
For Anything in the Building Material Line
Alabama Hard Rock Agricultural Lime
GET OUR PRICES ON ROOFING

greatly enjoyed by those present,
displaying as it did the wonderful
progress being made by these little
folks. It consisted of piano selec-
tions as follows:
The Secret.....Gautier
Velma Shipp
Minuet.....Mozart
Margaret Cowan
The Flying Leaf.....Spindler
Georgia Mobley
Chopin Waltz.....Anna Mason

After the musical program a play-
let "The Mix Up," written by May
Holly and staged under her direction
was given, the following little ladies
appearing in the cast: Maude Lake,
Margaret Neal, Ruth Henry, Mary
Elizabeth Puleston, Camilla Pule-
ston, Claire Jones, Olive Newman
and May and Mildred Holly. The
play was well received by the au-
dience and the children showed re-
markable talent in their portrayal of
the different characters. May Holly
also demonstrated that she knows
how to build a play from everyday
life and her delineations were per-
fect and true to life in every respect,
some of the character sketches being
so well drawn that they brought
forth great praise from the audience.
Between the acts the little ladies
had popular songs and vaudeville
features and at the close Mildred
Holly gave a few of her character
dances. This child was ill at the
time but "went on" for her act and
was most sweet and winsome. All
these little girls deserve much credit
for the manner in which they took
hold of what usually proves a large
problem for the older folks, an am-
ateur play, and their efforts were ap-
preciated so well that the
proceeds were over \$7 that will go to
the Children's Home at Jackson-
ville. Mrs. Munson assisted the
girls in every way and contributed
not a little to the afternoon's suc-
cess and the recital and play were
enjoyed to the fullest by the large
crowd present.

How to Cut a Bottle.
A simple method of accurately cut-
ting a bottle is to place it upon some
level foundation and fill it with liq-
uid and to the point at which you de-
sire the line of separation to occur.
Then take an iron rod of as great a
diameter as will pass into the bottle,
make it almost white hot, and dip it
into the oil. After the lapse of a few
moments a sharp crack is heard, and
the bottle is found to be neatly cut
as if with a diamond. If the bottle
be very thick and the cracking sound
not heard in a few moments, a little
cold water thrown on the outside will
accomplish it.

Most Powerful of Snakes.
One of the most difficult reptiles to
capture is the royal python, also a na-
tive of India, that giant snake that
measures as long as 30 feet in extreme
cases. This immense constrictor had
in its wonderful coils the strength to
crush an ox. A 10-foot python could
shoot its head forward, strike a big
man in the chest, fell him, and crush
him bone from bone—and the pythons
caught by the snake man are twice
and sometimes three times as long.

All in Family.
Bobby was seated in the reception
room of a hospital awaiting his moth-
er's return from the bedside of a
friend. A nurse in passing asked him
if he had a good time playing out of
doors these fine days. Bobby looked
wistful and said there weren't many
children in their neighborhood. The
nurse asked: "Haven't you any broth-
ers or sisters?" To which Bobby re-
plies, "Oh, yea but they live with us."

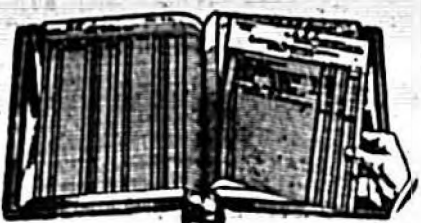
Real Friendship.
Honest men, and women esteem and
value nothing so much in this world as
a real friend. Such a one is as it were
another self, to whom we impart our
most secret thoughts, who partake of
our joy, and comforts us in our afflic-
tion; and to this that his company is
an everlasting pleasure to us.—Trans-
lation from the Brahmin.

Enjoyed the Frosting.
Dick was a guest at Diana's third
birthday party. At first he was quiet
and morose. Then, at the sight of ice
cream and cake, he suddenly became
cheerful. Burying his face in a huge
piece of unmarshmallow cake, so that
only his eyes could be distinguished,
he shouted: "Say, kids, this is the
frostingest cake I ever ate."

Efficiency of Ether.
Ether is the tenuous, highly elastic
fluid that is assumed to fill all space,
and by vibrations or waves transmits
light and heat. Although the exist-
ence of ether is assumed to explain
certain phenomena, its actual exist-
ence is very generally credited by sci-
entific men, and in reality proofs are
not wanting to fairly establish such
existence.

Itemized Statements

Promptly and Correctly
Rendered Mean Much
to the Retail Merchant



Monthly Statement Outputs
combine the Ledger and State-
ment work and reduce labor
about 50%. Simplifies bookkeeping
and eliminates disputes with cus-
tomers.

Statements itemized to date
and may be delivered on de-
mand. This loose leaf system fits
every retail business. We will
gladly explain its application in
your business. No obligation
on your part.

HERALD PRINTING CO.
Phone 148 Sanford, Florida



• Hello, Grandma!
We're All Well,
How Are You?

It is a joyous
moment for the distant
grandparent when she
hears the voice of her
favorite youngster on the Long Distance
Bell Telephone.

Children who cannot write can use the
Bell Telephone with ease, and their small
voices over the wires give assurance to loved
ones that all is well.

The Long Distance Bell Telephone
plays an important part in the social life of
the nation. Without leaving your home
you can visit satisfactorily with relatives or
friends in distant cities.

The service is fine; the rates are rea-
sonable.

Every Bell Telephone is a Long Distance Station

**SOUTHERN BELL TELEPHONE
AND TELEGRAPH COMPANY**



Successful Feeding

More than ever, during this era of high prices,
should you use judgment in buying feed for man and
beast.

How to get the greatest amount of nutriment for
the money expended, is the great consideration.

We are exclusive dealers in Feeds for man and
beast, and have made this our study.

When you want the greatest amount of energy pro-
ducing feed for your money, come to us. WE HAVE IT.

Groceries

that guarantees you a full 100 cents value for every
dollar you spend with us. Come see us NOW. We
are trimming old man High Prices to a fare-you-well.
Fact is, we have about routed him.

Sanford Flour and Feed Company

Don't Forget Our Seed Potatoes Have
Arrived

COUNTY HAPPENINGS

A BUNCH OF INTERESTING ITEMS FROM CORRESPONDENTS—EVENTS OF SEMINOLE COUNTY—EFFICIENT REPORTERS FOR THE HERALD

PAOLA ITEMS
Mr. and Mrs. Hicks and Mrs. Bona motored to Windermere Saturday.

Miss Margaret Clark spent the week end in Orlando, the guest of Miss Hartley.

Mrs. A. V. McGuin has returned from Atlanta, where she was called recently on account of the illness of her sister.

Oscar Pearson left Tuesday for Key West, where he will be employed by the government for a few months.

Mr. Brown, Mr. Yowell and Mr. DeCottes of the "Turtles," motored to Jacksonville Saturday to attend a dance given by Mr. DeCottes' mother that night, returning Sunday. That they had a fine time goes without question.

The community was saddened by the news of the death of Mr. Lewis Henderson, which occurred in Sanford Saturday. Interment was made in Sylvan Lake cemetery on Sunday morning.

LAKE MARY

D. L. Thrasher of Sanford was a business visitor here Saturday afternoon.

Dr. Puleston made a professional call here Monday.

Measles seem to be the latest fad here of late. There seems to be two varieties making connection here.

Word has been received from Rev. G. N. Good, having been called to Jonesboro, Tenn., on Christmas to witness the death of his brother, and on account of other sickness in the family he thinks it doubtful as to whether he will be able to return this winter or not.

There are prospects of quite a good bit of cotton being planted in this neighborhood this season.

Mrs. W. H. Evans is entertaining a case of measles at her home here this week.

Mrs. T. H. Humphrey is also real sick with measles and the three little Humphreys are just recovering from them, all being taken down at once.

Apopka was not all the place on the map struck by the tornado, for Lake Mary got a portion of it. There was considerable damage done but nothing compared to Apopka. The church was served the worst of any one building, being almost a complete wreck. The colored church was almost blown off its blocks. Mr. A. E. Sjoblom was also hard hit, having several of his houses blown off their foundations and several more moved from their centers, some with floors blown off, some outhouses

blown over and some almost blown away, besides a lot of timber, both oak and pine being blown down as well as fences. But we feel thankful that it was no worse, as well as every one else, for most every one in the village was preparing to vacate their houses as the worst passed over.

The school has been closed this week on account of the teacher having measles and it is not supposed by the writer that it will open again until she has fully recovered.

EAST SANFORD

Election of officers for the coming year took place last Sunday for Moore's Station Sunday school society. J. F. McClelland was elected superintendent, R. L. Grier as assistant superintendent, Miss Nellie Long as secretary, and treasurer, Mrs. R. L. Grier organist. The new organ has arrived and the purchasing committee feel pleased with it.

This, the third Sunday in the month the Methodist minister in charge of this mission is due at Moore's Station church to preach.

Mr. and Mrs. Ross Long of Richmond avenue are entertaining their cousin, Mrs. Shean and children, Eleanor and Earl of Pike's Peak, Colorado.

John Schamp from the Mississippi state soldier's camp has recently been a visitor at the Long home.

Mr. and Mrs. Baker of Fels Mills, N. Y., were recent visitors at the Chamberlain home on Beardall avenue.

Mrs. Ephraim Brown of Ft. Christmas spent the past week with her daughter, Mrs. J. F. McClelland.

I. E. Estridge and J. F. McClelland were in Sarasota and other points south last week, making the trip in the Estridge car.

Mrs. E. M. Galloway spent a portion of this week in Jacksonville.

Mr. and Mrs. G. C. Chamberlain were all day guests Sunday of Mr. and Mrs. W. E. Watson and their mother, Mrs. R. S. Keelor at their home in town.

The wind storm of last Friday night did great damage to quite a large number of houses out here. The house at Osteen Ferry occupied by Mr. and Mrs. J. E. Vaughn and daughters was practically wrecked and the contents ruined. The family are staying with friends. The Howard family on Cameron avenue moved into town this week, their house being badly damaged. The new house on Beardall avenue, owned by the A. C. C. Fertilizer Co. was damaged badly, occupied by

their warehouse manager, Mr. Bledsoe and family. A church in Canaan was demolished and a good many houses there and in Midway, the colored settlements were badly damaged. Many large trees everywhere were blown down. The oldest inhabitants never saw a wind here before like it. The Davids in Beck Hammock suffered greatly from the storm—had their household things ruined and house badly damaged.

ORDER YOUR FERTILIZER

Railroads Have Equipment to Haul It Promptly

Wilmington, N. C., Jan. 10, 1918
Fertilizer is not moving in any volume and from what the manufacturers tell us it is because the farmers are not buying. We have at the present time equipment, to begin the movement, and since traffic to the east is more or less restricted by embargoes we are now in better condition to handle the fertilizer movement than we will be later on. When the congestion our northern connections is cleared up and heavy movement of building material for various Government enterprises starts, our car supply will be immediately reduced and our facilities so crowded that we cannot hope to give the service which we are in position to give now.

It is of the most vital importance that farmers place orders immediately for fertilizers which they will need for the spring crops and give us an opportunity to have same while it seems possible. We fear if the farmers withhold their orders and undertake to place upon us the burden of handling the entire fertilizer movement within a very limited period of time, some of it cannot be moved in time for use. The situation will simply be that the volume of business will be greater than we can take care of.

Please take this matter up immediately in person with such farmers as you can reach; handing with others by mail, and urge them to an opportunity to move their fertilizer while we can. It is only by the most thorough cooperation on the part of shippers and receivers of freight and spreading of movement over a longer period that we will be able to provide the service which is our most earnest desire to give.

Yours truly,
P. R. Albright,
General Manager.
Jas. Menzies,
Freight Traf. Mgr.

BETTER RAILWAY CONDITIONS

Senator Fletcher Investigates The Perishables

Senator Fletcher has for some time been in communication with the Interstate Commerce Commission and the United States Food Administration regarding the early movement of seed potatoes from Maine to Florida.

He has been advised by Mr.

TIRES

ACCESSORIES

TUBES

Sanford Vulcanizing Works

First St. Next to Ford Garage E. W. DICKSON Phone 67-Night 260 J.
SANFORD, FLORIDA

AUTO TIRES AND TUBES REPAIRED EXPERIENCED EXPERT WORKMEN UP-TO-DATE MACHINERY

Large stock of Standard Makes—Tires, Tubes and Accessories Always on Hand. Anything You Want Not in Stock, Will Be Obtained for You on Short Notice.

In Auto Tire and Tube Repairing, and Tire Changing, Experience Counts, Far More Than Anything Else. During the Past Year We Made Over 3,500 Tire Changes, and Vulcanized More than 6000 Tubes In Addition to the Great Number of Tires Repaired.

YOU RUN NO RISK---ALL WORK GUARANTEED FREE AIR AT THE CURB

Hoover, U. S. Food Administrator that he has been kept fully informed concerning the situation and has been handling the matter with letter and telegraph with interested carriers. He states the weather conditions which have existed during the recent past have been extremely severe, resulting necessarily in materially slowing up transportation, but that every possible effort is being made to furnish the cars required for the delivery of these potatoes at ultimate destination in sufficient time for the planting season.

Senator Fletcher has been advised by the Interstate Commerce Commission that a total of 120 refrigerators have been ordered into Maine territory for seed potatoes and that cars are now being delivered, and he is assured that the supervision which has been given the matter assures that the requirements will be met satisfactorily.

Senator Fletcher has also been advised by the Interstate Commerce Commission that their representative had a conference with the vice president of the express company who told him that while the conditions were very bad at the time of the recent storm and as a result thereof, everything humanly possible was done to protect perishable shipments and food stuffs, but with shortage of water, dead engines and shortage of labor, neither the railroads nor the express people were able to care for the business properly. However, normal conditions have been restored and there should be no further cause for complaint unless another emergency occurs against which every possible provision is being made.

Diamond Rings Are Plentiful On Deland Road

An old trick, but a neat one, is being played by an adept at the game on the Daytona-Deland road and is evidently proving very successful quite a number of prominent citizens of this city and Ormond and other adjacent territory having fallen victims to the clever acting of the fellow engaged in making "easy money."

Following is the procedure: An automobile passing over the road meets a man driving a pair of mules and leading another team. The man with the mules who is dressed as an ordinary workman, manages to block the roadway, so that the car must stop. While the occupants of the car are occupied in watching him he stoops and lifts from the roadway a small object, which proves to be a diamond ring. He calls the attention of the people in the car to his find and exhibits a lack of knowledge of the value of the ring, offers to sell it to any of the party for whatever they may be willing to give for it, and right there they fall for varying sums, but do not realize the extent of their misfortune until they submit the ring to some jeweler to learn its value and receive the verdict, "brass and glass, worth probably 25 cents."

L. H. Rowe & Co. are making a list of the rings submitted to them, and judging from the number already "placed" the man with the mules must be well supplied with this article of jewelry.—Daytona Daily News.

Mocha Sheepskins.
The world's supply of Mocha sheepskin is obtained by about a dozen buyers, who have their native collectors in caravans collect the skins at various centers, of which Mocha, Berbera, Zeylath, and Hodeidah are the main points, from which they are sent to Aden, a British coaling station, which, on account of its excellent location, is the shipping point for skins sent to London, the continent of Europe, and the United States.

Early Mail Communication.
San Francisco's first regular overland communication with the East, was established by pony express in 1860, the charge for postage being 45 for half an ounce.

Just What The FARMERS

Have Been Looking For
WIRE BASKETS

Can be used for so many different purposes on the Farm

Better book your order for Celery Wire and Crate Nails Only a Limited Quantity Left

The Geo. H. Fernald Hardware Company

Successful Feeding

More than ever, during this era of high prices, should you use judgment in buying feed for man and beast.

How to get the greatest amount of nutriment for the money expended, is the great consideration.

We are exclusive dealers in Feeds for man and beast, and have made this our study.

When you want the greatest amount of energy producing feed for your money, come to us. WE HAVE IT.

Groceries

that guarantees you a full 100 cents value for every dollar you spend with us. Come see us NOW. We are trimming old man High Prices to a fare-you-well. Fact is, we have about routed him.

Sanford Flour and Feed Company

Don't Forget Our Seed Potatoes Have Arrived

ATTENTION!

CITIZENS -- VISITORS -- TOURISTS
IF YOU ARE INTERESTED IN FLORIDA YOU SHOULD TAKE IN THE BEST FAIR IN THE STATE

Five County Sub-Tropical Mid-Winter Fair

To be held at ORLANDO, FEB. 12-15, 1918

Positively the greatest exposition of Fine Fruits, Agricultural Products, Cattle, Hogs, Poultry Domestic and Fancy Articles.

LARGEST SCHOOL FAIR IN THE STATE

Daily Parades and Pageants, Concerts, Fireworks, Free Exhibitions, together with Jonnie Jones Greatest Carnival Shows on Earth. Come Enjoy Yourselves, Inform Yourselves

RACES EVERY AFTERNOON

W. R. O'NEAL, Pres. C. E. HOWARD, Sec'y



2 Discoveries 1 in cake 1 in economy

We had a friend who was very sure that without expensive butter you could not make a real cake. She was quite stubborn about it. Preferring not to argue, we just gave her a can of wholesome Cottolene and a cook book.

This friend, Miss S—, took both and made a chocolate cake with Cottolene.

If you could have heard her enthuse over that cake you would have thought that economical Cottolene for cake-making was her partic-

ular private discovery.

Perhaps you are like our friend, Miss S—, used to be. Maybe you would like to "discover" the delicious economy of Cottolene for your cakes. Why don't you try wholesome Cottolene and the very same recipe she used? Here it is:

- 1/2 cup Cottolene
- 2 cups sugar
- 3 eggs
- 3 cups flour
- 1 cup milk
- 3 level teaspoons baking powder
- 1/2 teaspoon salt
- Flavoring.

Process: Cream Cottolene, add one

cup sugar gradually, stirring constantly. Beat yolks thick and light, add remaining cup sugar gradually, continue beating. Combine mixtures, mix and sift flour, baking powder and salt. Add to first mixture alternately with milk. Add flavoring and fold in the whites of eggs beaten stiff and dry. Bake 15 minutes in a moderate oven.

(But if you prefer one of your own recipes, be sure to use one-third less of Cottolene than you would of butter. Cottolene goes farther—thanks to its greater richness.)

Cottolene

"The Natural Shortening"

Yes! Economical Cottolene is also superior for all frying and for all shortening

At grocers in all convenient sizes

Herald Want Ads Will Bring Results

JANUARY 18 **BIG** JANUARY 28

JANUARY SALE

Big Line of
Men's Dress Shoes
Lace and Button

\$2.48

Men's Hats Latest Style
Good Values

\$1.24

Closing out absolutely below
cost entire line of Men's, Women's
and Children's Rain Coats

\$2.24 & up

Men's Blue Serge
and Mixed Worsted Suits
Staple Colors Going in this Sale

\$9.98

CLOSING OUT
AT COST
BOYS' SUITS
ALL COLORS
AND SIZES

Men's Shirts
assorted sizes and patterns Fast
Colors with and without Collars

44c

The well known
Barker Brand Collars
going in this Sale

13c each

Big line of Ladies' Silk
and Wool Sweaters
Plain and Belter Styles

\$4.48 up

OPENS FRIDAY **18TH**
JANUARY
AND LASTING FOR
TEN DAYS

\$10,000.00

Worth of High-Grade Dry Goods, Shoes, Clothing,
Hats, Ladies' Ready-to-wear, and Men's Furnishings
at great Reductions during this

BIG TEN DAYS SALE

This Sale will be a Wonderful Op-
portunity for You to Buy Season-
able Merchandise at a Low Price

Come and See Our Prices

Owing to the limited space we are unable to quote
prices on all goods that will be on sale; but you will
not be dissapointed if you visit our store. This sale
will surpass any of our previous sales owing to the
high price of Merchandise. Conditions. Come get
our prices, and be convinced.

Men's Blue Chambry
Work Shirts
fast colors

68c

40-inch
Unbleached Domestic
20 cts. value

16c

OUR BIG STOCK OF
W. B. and J. C. C.
CORSETS
GOING IN THIS SALE
AT COST

Walk-Over Shoes
for Men and Women

\$7.00 value	\$5.98
6.50 value	5.48
6.00 value	4.98

CLOSING OUT
ENTIRE LINE OF
WOOL PIECE GOODS
ABSOLUTELY
BELOW COST

Big Assortment of
Men's Dress Shirts
new patterns

68c

BIG VALUES

IN

LADIES' -SKIRTS

LADIES'
CREPE De CHINE AND
GEORGETTE CREPE
WAISTS GREATLY REDUCED
DURING THIS
BIG SALE

BIG SALE STARTS FRIDAY, JANUARY 18TH

H. B. CROWDER

117 East First Street



Sanford, Florida

THE SANFORD HERALD

R. J. HOLLY, Editor
W. M. HAYNES, Business Manager

Published Every Tuesday and Friday

THE HERALD PRINTING COMPANY

SUBSCRIPTION PRICE IN ADVANCE:
ONE YEAR..... \$3.00
SIX MONTHS..... 1.75
THREE MONTHS..... .75

Delivered in the City by Courier \$2.00 Per Year in Advance or 25c Per Month

Payments in Advance Must Be Made at Office

Entered as Second-Class Mail Matter August 22nd 1900, at the Postoffice at Sanford, Florida Under Act of March 3rd, 1879

Office: Herald Building Telephone No. 148



They believe in "seeing things in Lakeland." We note that on the Lakeland Telegram they have a C. Green, on the Advertiser they have a C. White. Now in a few days we are looking for a C. Red to jump out on the Lakeland Star.

Chris. Codrington says in the De-Land News that we won the presidency of the Board of Trade by a hair. Maybe so, maybe so, Chris. But it does not take hair to be president of the Board of Trade which probably accounts for the fact that so few editors ever attain this position.

When the weather worries you just remember that a long summer is ahead of you and during the summer months there will be little frost in Florida. In fact the almanacs state that frosts will not be worn in Florida this summer and if the war lasts long enough fig leaves will be the prevailing fashion.

The Herald is delighted to know that the Chuluota section is to have a better road connection with Geneva and Oviedo and Sanford. This road was badly needed and while it was a local issue it means much to the entire county. This is the day of good roads and Seminole should have the best of roads in every section of the county.

The Board of Trade has an idea that should appeal to the people of Seminole county. It is to establish auxiliary boards in every city outside of Sanford with a chairman and secretary to take care of all local questions that may arise and with the assistance of the Sanford Board carry out these propositions to a



The Pirate-

"Sh! What would happen to me if I were your kid? Well, if you're not acquainted with Calumet Baking you don't know what a good excuse I have. I Can't Help Helping Myself—they're so good! Good for me too, because Calumet Baking are wholesome and easily digested.

Millions of mothers use CALUMET BAKING POWDER because of its purity—because it always gives best results and is economical in cost and use.

Calumet contains only such ingredients as have been approved officially by the U. S. Food Authorities. You save when you buy it. You save when you use it.

HIGHEST QUALITY AWARD



successful finish. This is the right idea of concentration and efficiency and will get the greatest results for the entire county.

American returning from Germany says the war will be over when the allies reach the Rhine. Maybe so, but reaching the Rhine will be nothing to reaching Berlin. If the allies can make the drive next spring that they probably intend to make they will be in Berlin before this time next year and if the Germans have good sense they will make peace long before Berlin is reached. If the French and Belgians ever get a chance at the Germans on their own ground and give them a taste of their own medicine the Germans will be glad to make peace at any price. The real war has not been carried to the German people yet.

We have only one suggestion to the government in this troublesome time. Take the red tape that has been used for so many years to entangle efficiency and use it for making chevrons for the artillery men. Red tape is not needed now and never was and after the war is over the government should stop the manufacture of red tape. We want efficiency in every department but efficiency without the tape, efficiency without the old line precedents, efficiency that will get results right now, efficiency that will loosen the wheels of industry, adopt new methods, use American brains, American ideals, American push, American hustle and the American spirit that pushes ahead over all obstacles without the red tape orders that impede and entangle and slow up, the government machine.

SANFORD WILL CONTINUE TO BOOM

The business interests of Sanford have honored Robert J. Holly, editor of the Sanford Herald, with the presidency of the Sanford Board of Trade. Personally, and through his newspaper, Bob Holly has faithfully and unwearyingly championed the cause of Sanford and Seminole county. His path has not been entirely one of roses, but despite all difficulties, he has forged ahead and promoted public measures that have resulted in great benefit to his community. His election as president of the Sanford Board of Trade means a continuance of the successful work for which that organization has long been noted. St. Augustine Record.

SEE ORLANDO FIRST

Seminole county has just about decided to have an exhibit at Orlando fair as usual. For a time it looked like Seminole would not have an exhibit anywhere, then it was decided to have one at Jacksonville and now it has been decided to have one at Orlando. Since the fair at Orlando comes first there is no reason why Seminole could not have an exhibit at Orlando and then take it to Jacksonville and thus our county will have the added advantage of appearing before all the people who are in the state and who want to see the agricultural advantages of the various counties. In fact with all that Seminole is capable of showing it would be a crime for our county to stay at home.

A TIME FOR PLANNING

The farmers of the country have more money now than they ever had before. The high prices which prevail have made the country prosperous. Of course many farmers have spent a large part of their money in a way that is little better than waste. They have raised their style of living—a thing that would be not improper if it could be known that the present level of prices would continue, but that is very unwise in view of the fact that it certainly will not continue.

Some of them, however, have not done this and they now have the money with which they can raise their style of farming. This will guarantee a continuation of income instead of outgo. Even the more extravagant have not wasted all their prosperity. Practically the entire agricultural population of the country is in better shape than ever before to get the best results from their lands.

An increase of production is necessary—a large increase is desirable. There is no probability that the increase would result in a decline of prices for the war has drawn too heavily on the army of producers for that. Prices will not hold their present level but it is not at all probable that they will decline this year.

In a few months the planting season will be on hand. The short time that remains before action becomes necessary should be spent in planning—planning to make the most of our opportunities.

Heretofore if a farmer wished to increase the yield of his crops he took in more land and employed more help. The land is plentiful now but the help isn't. There will be no increase in the number of agricultural workers this year unless

it is at the expense of other industries as essential as agriculture to the country's welfare. The farmers must plan to make each hand produce more than ever before.

This can be accomplished in many cases by heavier fertilization. The cost of fertilizers is high but the farmers have the money to pay and most of them are not able to pay cash. Fertilizers would not be used at all if it were not known that they would increase the yield more than the cost. They pay for themselves and more. Their larger use would more than pay for the excess of cost and the country would be the richer and the stronger for the increase of production.

The farmers should also consider any other plans for increasing their product per acre. In no other way can it be made certain that the total yield will be increased.—Limes-Union.

HOWARD'S HALF TONES

C. E. Howard, the well known newspaper man of Orlando is writing for the Reporter-Star under the caption of "Howard's Half Tones," and like everything else that Howard does the Half Tones are always good. He has the following about Sanford in a recent issue:

Said a prominent citizen of Sanford the other day, when Messrs. W. R. O'Neal and H. H. Dickson with the writer were over in Seminole encouraging that county to take part in the coming fair: "Are you the Howard who has started to write 'Half Tones' in the Reporter-Star?"

And upon acknowledging the soft impeachment, he said: "Keep it up, I like 'em."

So, there is a little encouragement worth cultivating and here goes again.

Speaking of Sanford: The fair management found a fine spirit among the members of the Board of Trade, the president of the Board of Trade, the secretary of the same, the secretary of the Seminole Fair Association, the chairman of the county commissioners and others who met to consider the wisdom of uniting once again with Orange county in the Sub-Tropical Fair.

Seminole county and the city of Sanford did not raise a publicity tax this year and hence whatever is done in the way of a fair exhibit must be done largely by private donations and public contributions; but the spirit and willingness is plainly manifest and the cordial relations now existing between the active people of the two counties and the cities is commendable.

THE REAL MEN OF THE TOWN

Norman Talcott, the editor of Our Town of Greenwich, Conn., has published some editorials, one of which, here reproduced, deserves the attention of every newspaper reader in the United States. The prosperity of the home town merchant is the important factor in the town's success, and if we can be helpful to him we have accomplished one of the first duties of a citizen:

This is what Mr. Talcott has to say:

"If I should step right out of this printed page and ask you suddenly: 'WHO PAID FOR THAT PAPER YOU'RE READING?'"

"You would undoubtedly answer without an instant's hesitation:

"I paid for it myself. I gave 5 cents for it at the newsdealer's" or "I paid \$1.50 in advance to receive it for a year."

"And you would be speaking perfectly sincerely and truthfully, from your point of view.

"But, as a matter of fact, you would be all wrong. The 5 cents you pay for this paper is only a small part of the cost.

"Every copy of our paper that is printed costs anywhere from 20 cents to 35 cents. The 5 cents you pay hardly covers the cost of the white paper it is printed on.

"Ho-hum! I can hear you saying: 'The editor must be a sort of philanthropist to sell for 5 cents something that cost him 20 cents!'"

"No; the editor is not a philanthropist. He doesn't pay the cost at all.

"Who does pay the cost then?" "The merchants of our town, just as the merchants of every town and city of the country pay for the papers that appear in their communities.

"You never thought of that, did you? Well, that is one of the things the merchants of your home town do for you, that you never notice, any more than you notice that they pay for a big portion of your pavements and street lights and a dozen improvements. It is one more reason why you should support them instead of going elsewhere to do your buying. THEY make it possible for you to have newspapers at a practical price.

"Now, it is perfectly conceivable that you do not unreservedly admire the newspapers of your town or newspapers in general. Very likely

THE VALUE OF AN AD

Every advertiser in this paper has a message of value for you. He has some good reason for talking to you, and the fact that he is talking to you is proof of his ability and success. For this reason each week we are telling of our bank, its service, its possibilities for your good, and its SAFETY. Others tell you how to spend your money—we tell you HOW TO SAVE IT! May we have the pleasure of seeing you here soon?

CAPITAL \$30,000.00 SURPLUS \$15,000.00

PEOPLES BANK OF SANFORD
WE WANT YOUR BUSINESS

H. R. STEVENS President
C. M. HAND Vice-President
SANFORD, FLORIDA
F. L. WOODRUFF Vice-President
O. L. TAYLOR Cashier
R. R. DEAS Asst. Cashier

THE BANK THAT INSURES YOUR DEPOSITS

you feel that if you were an editor you would do a whole lot different and better.

"But did you ever stop to think what would happen if we did not have any newspapers?"

"If we did not, the average man would be the most ignorant creature you can imagine. He would not know what was going on in his town or his country or in the world. Freedom and democracy would disappear from the face of the earth, for all the forces that go to keep society free and law abiding publicity is the greatest.

"No influence is so great in preserving public morals. Neither science nor the laws nor any other agency has so much to do with controlling your actions as the thought of what your neighbors will think when they hear or read that you have done this or that.

"And when it comes to the acts of rulers or officials the best of them would become tyrants if it were not for the healthy criticism and publicity of the newspapers.

"What is your court of last resort when you receive ill treatment and cannot get redress? What do you say, then? Why you say:

"I'LL PUT A PIECE IN THE PAPER!"

"And it is your merchant that makes this possible. It is he who bears the burden of expense without ever thinking of it. He pays for it whenever he publishes an advertisement, and thus he fulfills a very important public duty.

"Wait a moment!

"I said that the merchants of this town paid for the newspapers of the community.

"I made a mistake. I should have said that some of the merchants pay for them. Those merchants who advertise in the local papers do it.

"There are some who do not assist in this very important public service. They regard advertising from a very small and narrow viewpoint. They don't stop to think what a community without newspapers would be. They think they can get along without doing their bit and get your trade just the same. They make the other merchant do it and they reap a share of the results.

"Now, just pause a moment and note who the principal advertisers in our local newspapers are.

"Are they not just the same men who are ALWAYS to be relied on to help bear the burden of any public improvement? Think it over?"

"Just at present there are a good many merchants who think they are wise in not advertising, although usually they are those who cry most loudly about patronizing home industries, and they are just those who are most constantly saying to the newspaper man:

"Say you ought to put an article in your paper about—whatever they happen to think of at the moment will help their business or business in general.

"I have been looking over all of the local newspapers this week, and the conclusion I have come to is that—though there are a good number of business firms in town, a comparatively few of them are bearing the expense of supporting the newspapers and making it possible for you to get your paper for 5 cents.

"I don't suppose the local business men who do not advertise have ever thought of themselves in the light of 'slackers.' They never stop to think that just as without business there wouldn't be any newspapers at a popular price, of also WITHOUT NEWSPAPER THERE WOULD BE PRECIOUS LITTLE BUSINESS.

"They never stop to think that once in awhile the newspapers are of inestimable value to them, but that if the newspapers depended upon them for support there wouldn't be any newspapers to use when they wanted to use them. They never think that they are lying back and

letting the other fellow do their bit for them.

"That's why I am writing this. I want the reading and BUYING public of this community to understand it.

"I want them, if they place any value upon the ability to buy a local newspaper for 5 cents and if they appreciate the progress of their community, to make it a point of doing their buying FROM THE MEN WHO PAY FOR THEIR NEWSPAPERS, THE MEN WHO ARE ON THE JOB FOR THE WELFARE OF THE COMMUNITY."

"Tampa and St. Petersburg capitalists are promoting the project of a bridge and electric railway to connect the two cities," says the Bradentown Herald. "The organization has been formed and the necessary capital is in sight. The work of construction is held up waiting for a permit from the government." That such a line would be of great value to Tampa and the Sunshine City can hardly be questioned. Both places are growing splendidly and a new means of getting from one to the other would add interest at both ends of the line and serve to increase the development of the suburban property traversed.

W. H. Lewis brought to the Leader office Monday a bunch of grapefruit, some oranges and lemons and a stalk of castor bean which he gathered from the Lewis Lightsey grove on the east side of Crooked Lake. The fruit came through the cold wave unhurt. In fact it seems the cold turned the orange a brighter golden color and made the fruit sweeter. The lemons were unhurt also and were as perfect and nice as lemons found anywhere. The stalk of castor bean was fresh and green and had not been hurt by the frost and cold. All the above goes to show that this section of Po is practically frostproof. Fort Meade Leader.

Highly Valued Pen. One of the most valuable pens in the world, and one that has been much coveted by curio hunters, is one owned in New York. It was made from a carved box in which George Washington, when a young man, kept the lenses of his surveying instruments, the wood of which formed the lid of the desk of the captain of the historic Mayflower.

Worth While Quotation. He surely is most to want of another's patience who has none of his own.—Lavater.

Bakery and Meat Market
111-113 Park Avenue

High-Grade Bakery Goods
Full Line of
Florida and Western Meats

Come in and see us. First class goods. Prompt and courteous service. Reasonable prices.

G. W. SPENCER
Free Delivery Phone 106

Helping You With Your Live Stock

The Federal Reserve Banking System, established by the government, stands back of the stock raiser. Through our membership in it we can help our patrons carry live stock which they are raising or fattening for future sales.

Farmers' notes, with not over six months to run, given for raising or carrying live stock can be rediscounted by us with our Federal Reserve Bank, thereby increasing our ability to extend to our patrons such help as they may need.

If you contemplate raising or fattening live stock for market come in and talk with us. We can help you.

MEMBER FEDERAL RESERVE SYSTEM

FIRST NATIONAL BANK SANFORD, FLORIDA

IN AND ABOUT THE CITY

Little Happenings—Mention of Matters in Brief—Personal Items of Interest

Summary of the Floating Small Talks Succinctly Arranged for Harried Herald Readers

Rev. F. J. Steinmeyer of Oak was in the city yesterday enroute to Plant City to attend a board meeting.

For heavy hauling see Murrell or phone 378. 43-4f

Rev. C. F. Smith, pastor of Grace Church of Lynchburg, Virginia is in the city the guest of his brother, G. F. Smith.

Our seed potatoes direct from Aresontek, Mo., have arrived. Call at Sanford Flour & Feed Co. for them. Court House Block. 12-2tc

The people were up at daylight this morning waiting for the big sale at Yowell-Speer's store that starts today and will last seven days.

A REAL BARGAIN IN REAL ESTATE—Lot 7, Blk. C, Celery Ave. Add. Must be sold at once. Schelle Malnes, Assignee. 43-4f

Dickins' Shoe Store are inaugurating a big sale that will save you money. It begins today and ends on the 26th. See the ad in this paper.

Break your Cold or LeGrippe with a few doses of 666. 39-26tc

H. B. Crowder puts on a big ten days sale this week and has the goods and the prices that make them go. Read his ad in this issue of the paper.

RUB-MY-TISM—Antiseptic Remedies Rheumatism Sprains Neuralgia etc. 39-26tc

W. R. Kingsbury and Geo. Williams, representing Hawkins Inside Belt Co., are holding a demonstration today and Saturday at the Sanford Shoe & Clothing Co.

Pumpkin pie sounds good, so does hot coffee and doughnuts. They will be served at the cooked food sale given by the ladies of the Congregational church, Saturday afternoon in the DeForest building. 43-11p

Kanter's Boston Bargain House on Sanford avenue is carrying on a great sale this week and part of next. It will pay you to go to this store and see the goods and prices.

Public Stenographer—Room 6, Garner Woodruff Bldg., Phone 271. 43-4f

Middle aged woman with ten years' experience nursing confinement cases. Apply to 1201 Park avenue. 37-4f

Mrs. Robert J. Holly, wife of Editor Bob Holly of the Sanford Herald at Sanford, Fla., accompanied by Miss Thelma Harber of Atlanta, Ga., who is spending the winter at Sanford, arrived last night and will be the guests of Mrs. Emory B. Brown at her home on Azelle St., for several days. Tampa Times.

Expensive Hemstitching Machine just installed at the millinery shop of Mrs. H. L. Duhart. Ladies of Sanford are invited to call and see this machine in operation. Fourth and Sanford Ave. 13-4f

Mrs. Frances Apinwall Frye who left Sanford last week has gone to Philadelphia to enter on a course of professional nurse training at St. Timothy's Hospital. She will be greatly missed here. As a frequent contributor to the musical programs of the Woman's Club, St. Agnes Guild and as church organist, as well as in other ways, she has entertained and helped by her musical ability and always cordial and ready social service.

Regular meeting of Seminole Rebekah Lodge No. 43 Tuesday evening at 7 o'clock. Initiation of candidates. Installation of new officers. Refreshments. Visiting Rebekahs welcome. See'y.

Hon. Clarence Woods, formerly editor of the Eustis Lake Region was in the city yesterday. He is now inspector of explosives for the state of Florida acting under the government and has a leave of absence from the Lake Region. While here he made the rounds of the hardware stores and also called upon E. A. Douglass, clerk of the court in reference to the sale of explosives. An article on this subject will appear in Tuesday's Herald and should be read by the general public and especially those who intend to purchase explosives of any kind.

Hell is Hooverized
Chas. E. Bell who is well known here and whose wife, Mrs. Chas. E. Bell is here now the guest of her sister, Mrs. G. D. Bishop has been drafted by Herbert Hoover to serve the government. Mr. Bell has been with the Southern Railway transportation department for many years and knows this problem like a book.

Recently he received word that he had been drafted to take the position of assistant director of transportation of the Southern Railway under Hoover and the Food Administration. He will receive one dollar per year from the government but will receive his former salary from the Southern and have all expenses paid. He will be detached from former duties during the war this selection is a compliment to Mr. Bell and a recognition of his ability in the transportation department.

Notice
To whom it may concern: I will not be responsible for any bills rendered by my wife, Mrs. E. B. Warman. E. B. Warman. 43-2tp

At the Congregational Church "The Vision of God" will be the subject of the morning at this church Sunday. "The Good Man Who Found His Saviour" will be the subject for the evening. Congregational singing of helpful hymns will be a feature of these services, in addition to the usual choir and organ numbers.

A feature of the evening music will be a cornet solo by Mrs. Robert Herndon. The Christian Endeavor meeting at 615 has for its theme, "Young Christians Reaching Outward."

NEW IRISH POTATOES
50c per bushel for culls. \$1.00 per bushel for No. 2s. You furnish sacks to put them in. Not delivered. C. M. Stowe, Cameron Ave., near Celery Ave. 41-3tc

Sunday Service at Holy Cross Church Services at Holy Cross Church The church services for Sunday, Jan. 20th: 2nd Sunday after Epiphany; will be:
Early service—7:30 a. m.
Sunday school—9:45 a. m.
Morning service—11 a. m.
Vespers and recital—7 p. m.
All friends and tourists always receive a hearty welcome.

Come In and Hear the Columbia Records for December
2491 Cheer Up, Liza; Melod Land.
2476 It Takes a Long Tall Brown Slim Gal—; One Step More.
2480 Cinderella or The Glass Slipper, Parts 1 and 2.
2392 Medley of Christmas Carols, Parts 1 and 2.
2489 Sometimes You'll Remember; Most Wonderful of All.
2474 Children's Frolic Christmas Morning; Santa Claus Patrol.
5996 Hello, Aloha; Hello! Fox Trot; Balling Away on the Henry Clay, Fox Trot.
5917 Hello! I've Been Looking for You. Listen to This—One Step.
2484 I Don't to be Loved a Little by a Lot of Little Boys; I'd Love to be a Monkey in a Zoo.
Gibson & Wallace. 25-4f

Great Organ Recitalist Here
It has been especially fortunate for Sanford that an opportunity has been given for all who love music to be enabled to hear Mr. H. W. Pilcher, the great recitalist of Louisville, Ky. Mr. Pilcher will give a recital on the new organ in Holy Cross church this Sunday night at 7 p. m. Anyone and everyone interested in this best of music is invited.

It is expected that Mr. Pilcher will assist at the organ at the service on Sunday morning, Mrs. Fannie Stemberidge Munson being the parish organist.

Basket Ball Schedule
Dec. 14—Cathedral, in Sanford.
Jan. 4—Stetson, in Sanford.
Jan. 11—Orlando, in Orlando.
Jan. 18—Ocala, in Ocala.
Jan. 25—Oviedo, in Sanford.
Feb. 1—Ocala, in Sanford.
Feb. 8—Duval, in Sanford.
Feb. 15—Stetson, in DeLand.
Feb. 22—Duval, in Jacksonville.
March 1—Cathedral, in Orlando. 22-4f

Down Near Tampa
Tampa, Fla., Jan. 16.—Nearly a score of men, most of them believed to be negroes, were drowned in the estuary channel late today when two skiffs in which they were being ferried across the channel upset in mid channel. None of the bodies had been recovered early tonight.

Notice to Tax Payers
The books are now open and ready for assessment of taxes 1918. Please call and give in your property. A. Vaughn Tax Assessor. 39-8tc

Revival at Moore's Station
The revival meetings being held at Moore's Station are productive of much good in that community and twenty-five have already joined the church. The people are taking a deep interest in these meetings and they will be held all next week.

ALL GERMANS TO REGISTER IN FLORIDA

ALIEN ENEMIES MUST COME ACROSS

Jacksonville, Jan. 15.—Means of the registration of unnaturalized Germans in Florida, numbering between 6,000 and 10,000, are being planned by United States Marshal N. A. Boswell, Chief of Police Frederick Roach and Postmaster P. J. A. Dignan. The German alien enemies, as they are classified must register during the week of February 4. The place of registering will be at the police station.

Postmaster Dignan this morning received notifications of his appointment as chief registrar of non-urban communities of the Southern District of Florida, and to assist in carrying out the registration of the men required by the President's proclamation of Nov. 16, 1917. The duties of Chief Registrar Dignan upon the receipt by him of the three packages containing the executed registration affidavits, upon which the registration cards have been issued, with the summary sheets of the assistant registrars thereon, shall, if the total registration is less than 100 in this city, relist the summaries of the assistant registrars, in the triplicate, on a summary sheet provided for that purpose, which sheet, to be made by such chief registrar shall show alphabetically the names of the precincts or subdivisions of the city and the names, listed alphabetically, with aliases if any, of the registrants in each precinct or subdivision.

Registration will involve the gathering of detailed information concerning the business, relatives and habits of every German, together with his photograph and finger prints. After registering he must carry a certificate card and may not change his place of residence without approval by the police or postmaster. Violations of the regulations will be punishable by imprisonment for the war. Photographing and finger printing of all registrants to be done under the supervision of members of the police department connected with that line of work.

The orders do not apply to German women nor to any person under 14 years of age because these are not called as alien enemies by law. Subjects of Austria Hungary are not required to register.

Registration shall be made by affidavit of the alien enemy required to register, to be executed in triplicate and accompanied by four unmounted photographs of the registrant, not larger than 3-by 3 inches in size on thin paper, with a light background. Each photograph must be signed by the applicant across the face so as not to obscure the features, if the applicant is able to write.

The affidavit provides for recording name, address, age, place of birth, occupations and residences since January 1, 1914, date of arrival in the United States, whether married, names and ages of children, whether the registrant has or had any male relatives in arms against the United States, whether registered for the draft, military training, naturalization conditions and similar information. Full description of the man and the prints of each finger must be taken by the registrar. The registrant must swear to the affidavit before the registering officer.

Stole Balls and Cues
M. F. Robinson is bemoaning the loss of a bunch of billiard cues and cue balls that were recently stolen from the pool room opposite the court house. The building and contents belong to Mr. Check but Mr. Robinson has charge of the property and recently the pool room had been closed. Some time during the night a clever thief that knew something about the lay of the land broke into the pool room and stole the cues and cue balls. If anyone gets a clue to these articles let Mr. Robinson know at once and he will get busy.

SEMINOLE CO. WILL SHOW AT ORLANDO

(Continued from Page 1)

delegation several of the Seminole directors spoke along the lines of what our country could do and it was finally decided to take up the matter with the Sanford Board of Trade and get their active help and cooperation which was done at the meeting of the governors last Monday night. The Board of Trade will furnish a man who will assist the director at Orlando and everything will be done to get the people of this county interested in making a fine exhibit at Orlando and then taking

IN SOCIETY'S DOMAIN HAPPENINGS OF INTEREST IN AND AROUND SANFORD

Mrs. Norma King McLaughlin, Social Editor. Anyone having guests, parties or any article for this column, it would be appreciated if they would telephone 270-J

Some very delightful affairs have been given for Mrs. Keelor and Mrs. Bell since their arrival and many more are being planned, but it will be very hard to give anything more beautiful than the card party at which Mrs. Puleston entertained in their honor Tuesday afternoon.

Pink carnations and asparagus fern were used in profusion throughout the lower floor. The Puleston home looked very lovely. At the conclusion of the game the guests of honor were presented with most attractive black glass bowls filled with pink carnations and asparagus fern. Thrasher won the first prize, a luncheon set and Mrs. Frank Miller cut the consolation, a cut glass basket filled with violets. Delicious refreshments, consisting of a frozen pear salad, chicken patties and coffee were served. The guests included Mrs. Keelor; Mrs. Bell, Mrs. Watson, Mrs. Bishop, Mrs. Thrasher, Mrs. Newman, Mrs. Herndon, Mrs. Connelly, Mrs. Gonzales, Mrs. Miller, Mrs. Neal, Mrs. Clay, Mrs. Parramore, Mrs. Wallace, Mrs. Vorce, Miss Parramore, Mrs. Billy Hill, Mrs. Davis Hart, Mrs. Henry, Mrs. G. F. Smith, Mrs. Eugene Rounhill, Mrs. Barnes, Mrs. Morse, Mrs. Walter Morgan, Mrs. Wight, Mrs. Holly, Mrs. Arrington, Mrs. Jones, Mrs. McLaughlin and Mrs. Deas.

Mrs. W. E. Watson entertained the Every-Week Bridge Club very delightfully yesterday afternoon. Quantities of pink carnations were used in decorating the living room. Mrs. McLaughlin won the club prize, a lovely linen table cover, and Mrs. Dumas the guest prize, a dainty handkerchief. Mrs. Watson's guests were Mrs. Vorce, Mrs. Barnes, Mrs. Neal, Mrs. Smith, Mrs. T. J. Price of Lancaster, Ky., Mrs. Thigpen, Mrs. Connelly, Mrs. Gabbott, Mrs. Hurt, Mrs. Keelor and Miss Wilkie.

Mrs. W. E. Watson will entertain Monday at a bridge luncheon in honor of her mother, Mrs. Keelor of Westfield, N. J. and Mrs. C. E. Bell of Washington, D. C. Those invited are Mrs. Samuel Puleston, Mrs. R. A. Newman, Mrs. D. L. Thrasher, Mrs. B. W. Herndon and Mrs. Bishop.

Mr. and Mrs. T. J. Price, who are the guests of Mr. and Mrs. G. F. Smith will leave in a few days for Winter Park where they will spend the winter. Mrs. Price is a sister of Mrs. Smith and has often visited Sanford. Her friends are all regretting that she will not spend the winter here.

Mr. and Mrs. Galloway, Mr. and Mrs. Deas, Mr. and Mrs. Ward, Mr. and Mrs. Watson, Mrs. Keelor and Miss Fern Ward will form a party who will motor down to see "Every woman" in Orlando Saturday evening at Phillips Theatre.

The Social Department of the Woman's Club will have a bridge party Tuesday afternoon with Mrs. John Meisch as hostess.

Willard Warrines of New York City, who has been the guest of Mr. and Mrs. G. D. Bishop for several days left Wednesday.

The Rev. Claude F. Smith of Lynchburg, Va., is expected shortly to visit his brother, Mr. G. F. Smith.

Miss Lillian Herring who spent Xmas in Columbia with her parents has resumed her work at Altamonte Springs.

A. J. Bardon of Jacksonville is registered at Hotel Carnes. He had as his guest yesterday W. H. Emery of Winter Park.

Mrs. R. J. Holly and Miss Thelma Harber motored to Tampa Wednesday for a few days visit with friends.

Mrs. Forrest Lake and Miss Maud Lake will spend next week in Tampa the same exhibit to the State Fair at Jacksonville.

There is no money available this year from the county, since the publicity tax was cut out and the Seminole County Fair Association will have to bear the burden. If the people of the county are sufficiently interested to come across and assist in this movement the finest exhibit that this county can make will be available and as usual this county can be counted upon to carry away the grand prize among all the counties.

The fair at Orlando will be from February 12th to 15th and it is high time that the exhibits were taking shape.

with Mr. Lake. They will motor down.

The many friends of Mrs. Brownlee will be delighted to know that she is improving slowly.

F. C. Whitehorse, representing the Florida Times-Union is spending a few days in Sanford.

H. W. Barr and family of Jamestown, N. Y., are guests of the Hotel Carnes.

Mrs. Volie Williams has returned from a visit to relatives in Orlando.

Mr. and Mrs. B. W. Herndon left yesterday for Jacksonville.

Social Service

The Woman's Missionary society of the Methodist church held their Social Service meeting Tuesday at 3 p. m. at the home of Mrs. C. H. Smith. Mrs. W. S. Thornton, Supt. of this department was in charge. Several interesting papers were read, followed by a general discussion of the work. Mrs. A. E. Phillips gave a very commendable report of work being done in the jail. The meeting adjourned after singing the consecration hymn, "Take My Life and Let It Be."

Get Your Nitrate of Soda

Growers wishing to secure some of the nitrate of soda to be furnished by the government at cost should get in touch with County Agent C. M. Berry at once as he is making up the quota for Seminole county and wishes to complete it within the next week.

Newspaper Folks Here

Several well known newspaper publishers, were in the city a few hours yesterday morning, most of them members of the executive committee of the Florida Press Association.

Acquitted

When a young man eloped with a Springfield girl not yet of age, the father of the young woman caused his arrest on a charge of disturbing the peace. When in court it was shown that father was asleep when the elopement occurred and that he did not wake for some time afterward, the young man was acquitted.—Kansas City Times.

What's the Use?

It's mighty hard to live with folks who don't enjoy living, and there's no use trying to give people the kind of truth they aren't used to.

Few Fires in Carlsbad

Carlsbad by law requires all buildings to be as nearly fireproof as possible, with the result that the city's firemen earn most of their wages as chimney sweeps.

STORAGE BATTERIES

We make a specialty on overhauling and charging Storage Batteries of all makes. Also repair Magnets, Generators and Starters. Bring your Electrical Troubles to us.

Give Us A Trial

Sanford Battery Service Co.

203 Oak Ave. L. A. Renaud, Prop. Phone 189

Seed Potatoes

We have best varieties—best quality. Every lot guaranteed true to name and as to condition. We are now booking contracts for Winter and Spring shipments.

We have been for several years large growers of potatoes. We have learned what seed and fertilizer is best adapted to Florida soil and climate. We offer our customers the benefit of our knowledge gained by actual experience.

Write for Prices and Literature

INDEPENDENT FERTILIZER COMPANY

JACKSONVILLE, FLORIDA

CLIMBE! SUCCESS WEALTH INVESTMENTS APPLICATION ECONOMY BANK ACCOUNT EMPLOYMENT EDUCATION

Climb The Ladder To Success

By Firmly Grasping Each Rung!

BE IN EARNEST ALL THE WAY

And You'll Reach Success At An Early Day!

Seminole County Bank

JANUARY CLEARANCE SALE!

Beginning Jan. 19th, and Ending Jan. 26th at 11 p. m.

Here is one of the finest opportunities for you to save on your Shoe bills. There is still a long High Shoe season ahead of you, and you will do well to take advantage of the remarkable savings offered by this sale.

A SHOE SALE with us does not mean an offering of heaps of any old factory's refuse of alluringly priced "gone by" styles and

"used-to-be" shapes. We don't conduct business that way.

We want to close out our present stock and get ready for SPRING TRADE---we want to convert our Shoes into money, even if we have to meet a loss in order to do so. But we don't buy up odd job lots or odds and ends simply to make a great show of "cheapness". We want you to feel, when you come here, that you'll get

STRICTLY UP-TO-DATE and DEPENDABLE SHOES

from an EXCLUSIVE SHOE STORE where the entire time and attention is centered on your FOOT WANTS. BUY SHOES NOW---buy them for this season or buy them for next season; you will make big interest on your money. Men's, Women's, Boy's, Misses' and Children's Shoes, all come under the discount rate. No old stock or trash to work off---simply an Honest Discount on all our splendid Shoes.

1-4 : ONE-FOURTH OFF : 1-4

Means a Big Slice Off, but we will give it Honestly, Fairly and Squarely.

Sale won't Last Long. Come soon or YOUR SHOES may be gone. Note these prices and see what

ONE-FOURTH OFF Means:

Ladie's \$12 Champagne, Gray and Field Mouse 9 Inch Kid Boots \$9.00

Ladie's \$10 White Kid Boots - - - - 7.50

Men's \$9 Florsheim Shoes - - - - 6.75

Men's \$5 Velvet Calf Shoes - - - - \$3.75

Men's \$4 Gun Metal Shoes - - - - 3.00

Misses' \$3 High Shoes - - - - 2.25

DICKINS SHOE STORE

NEXT TO PEOPLES BANK

