

Distinctive Millinery

Gives the Wearer a Distinctive Appearance

SEE OUR NEW LINE OF

FISK HATS

SPECIAL PRICES

J. M. DRESSNER

CLASSIFIED ADS

CLASSIFIED ADVERTISING RATES

Minimum Charge for any one Ad. 25c

One Time, per word. 1c

Three Times, per word. 2c

Six Times, per word. 3c

Over Six Times, 1-2c per word per issue.

50,000 CHARLESTON-Wakefield cabbage plants for sale by O. C. Bryant, Wagner, Fla. \$1.25 per thousand. 167-101-d

LOST—On street, a letter addressed to Mrs. E. G. Tyner, 518 Park avenue. Finder please return to that address or to Herald office. 169-21p

LOST—Pink cameo brooch set with pearls. Finder please return to Mrs. R. Z. Johnson, 510 Magnolia and receive reward. 167-4tc

FRED TUBES with every Kokomo Tire purchased during the rest of this month. This means a saving of 25 per cent to you.—B. & O. Motor Co. 169-1fc

ROOM AND BOARD, \$11 per week 109 East First street, over Union Pharmacy. 163-1fc

FOR SALE—One good horse. Phone 277. 165-1w-c

Special reduction in men's and ladies' W. L. Douglas shoes.—A. Kanner, 213-15 Sanford Ave. Phone 550. 166-1fc

FOR RENT—Nicely furnished rooms at 320 Oak avenue. Phone 3084. 166-1fc

A real first-class blue serge suit can now be purchased for \$50.50 at PERKINS & BRITT.

WANTED—Cabinet and fancy inside trimming work, by a first class mechanic. Phone 218-W. 165-6tc

FOR SALE—1 1/2 H. P. and 2 1/2 H. P. Gasoline engines. Brand new and in perfect condition.—Herald Printing Co. 167-1fc

FOR SALE—1 1/2 H. P. and 2 1/2 H. P. Gasoline engines. Brand new and in perfect condition.—Herald Printing Co. 167-1fc

Boys clothing has been cut one-third off at Perkins & Britt.

STRAYED—On Oct. 8th, one brown mare mule, 15 1/2 hands high; blind of left eye; \$10 reward for any information leading to the recovery of same. Notify B. E. Ewing's Store or A. J. McFarland, Ocoee, Fla. 167-61p

IF IN NEED OF LIGHT WOOD fence posts any length, also cut cross ties, see O. C. Bryant at Wagner. Will make prices f. o. b. Wagner and Del. 167-d10t

TROUBLE HERE? No, not if it's an "EXIDE" Battery properly cared for. Owners of this Battery should come to the "EXIDE" Battery station for any trouble. We recharge and repair all makes of batteries.—Ray Brothers, Old Ford Garage. 165-1fc-c

See our line of electrical lamps.—A. Kanner, 213-15 Sanford Avenue. Phone 550. 166-1fc

FURNISHED ROOMS—Two furnished bed rooms. Inquire 311 Park Avenue. 167-1fc

FOR SALE—Rooming house, 12 rooms and bath. Completely furnished. 5 year lease. 503 West Third. Phone 284. 165-6tp

Automobile Batteries. We have a rental battery for you while we charge yours or make repairs. We sell "EXIDES" (the Giant that lives in a box)—Ray Brothers. Phone 548.—Old Ford Garage. 165-1fc

The high price of clothing is being torn down by Perkins & Britt.

We have just received a line of silverware and casseroles.—A. Kanner, 213-15 Sanford Ave. Phone 550. 166-1fc

Buy your post cards at the Herald office. Beautiful views, 1c each.

1920 Model five-passenger. Oakland, just as good as new at a bargain.—B. & O. Motor Co., Sanford, Fla. 169-1fc

Big reduction on our entire line of cotton and dress goods.—A. Kanner, 213-215 Sanford Ave. Phone 550. 169-3tc

WANTED—By November 15, a 4 to 6 room house or apartments, unfurnished or partly furnished. Best of references given. Will rent by the year. Address at once, "Cottage," in



Lady Decies, formerly Vivian Gould of New York, who recently paid a visit to the United States.

SWEDEN SUFFERS FROM SCARCITY OF COIN OF THE REALM

(By The Associated Press.)

STOCKHOLM, Oct. 21.—Sweden is suffering from a scarcity of money and an abnormal economic situation. This is reflected in the report of the State Bank for September.

The money shortage depresses the stock exchange where prices of bonds and shares have touched a very low level, even old established industrial enterprises which pay dividends of 10 to 18 per cent being quoted below par.

Causes to which Sweden's unsettled condition is attributed here include the socialist program, emanating from the present government, such as the investigation whether nationalization of industry and commerce lies within the borders of possibility, heavy taxation, an increasing demand for higher wages and the labor unrest.

Adding to this, the growing debts to foreign countries through unnecessary imports, and decreased production ascribed by many to the 8-hour day, one obtains a picture of the present economic position of Sweden.

BUFFALO, Oct. 21.—Bandits held up the New York Central passenger train in the yards here today. A shot grazed the head of a 13-year-old girl who disobeyed the command to remain seated. Two men were arrested.

FOR RENT—A nicely furnished room. Apply R. W. Turner, 306 Palmetto Ave. 170-3tp

Carpets and rugs washed like new without removing from the floor, by Hamilton Beach Electric Carpet Washer. Restores colors. Kills all germs. Mail a card and demonstrator will call. Electric Carpet Washer, Sanford. 170-6tp

LOST—Small brown leather case of keys with owner's name on metal tag. Finder will please return to Herald office. 170-6tp

FOR SALE—6 room cottage, double lot, various kinds of fruit trees, a bargain. Also two separate five acre tracts of land close in. Owner, Box 117. 170-6tp

FOR RENT—Two or three furnished housekeeping rooms. P. O. Box 117. 170-6tp

Special reduction on Georgette Silk and cotton shirt waists.—A. Kanner, 213-215 Sanford Ave. Phone 550.

We can make immediate delivery of brand new Dodge.—B. & O. Motor Co. 169-1fc

Vulcanizing Casings and Tubes

Any part vulcanized here guaranteed to outlast balance of tire. Retreads Guaranteed 3,000 Miles

Prices Right. Service Prompt.

FIRST ST. AND SANFORD AVE.

E. S. ROCKEY

Gillette Tires and Tubes

Chilled Rubber Process makes them A Bear for Wear

SMITH BROTHERS Expert Repair Work

"Halloween Goods"

Big Assortment of Halloween Novelties.

Ghosts Hoods, Devil Caps and Masks, Black Cat and Witch Heads, Caps and Masks, Place Cards, Whistles, Yells, Horns, Lanterns and Balloons.

See the window display.

Mobley's Drug Store

OVIEDO.

Mrs. J. H. Lee returned Tuesday from the Florida Sanitarium much improved in health. Her many friends are delighted to have her at home again and hope she may gain strength rapidly.

Mrs. C. L. West spent Wednesday in Sanford.

Mrs. T. G. Simmons returned Monday from a visit of two weeks to her parents in Indiana.

Mr. and Mrs. W. P. Rogers left Monday for their home at Little River, Fla., after a visit of several days with Mrs. Rogers' sister, Mrs. A. P. Farnell.

Misses Mable Swope, Gayle Marshall, Elizabeth Young and A. D. Mitchell and Clemons Hall represented the Oviedo Christian Endeavor Society at Sanford Wednesday night at the address of Chas. F. Evans to the Christian Endeavorers of the district.

Carl Farnell spent Sunday with his mother, Mrs. A. P. Farnell.

A political rally of the Democratic party was held at the Oviedo school house Friday night. The speakers for the evening were C. M. Hand, Schelly Maines, George De Cottes and Judge Dickson and Mrs. Leonard, all of Sanford.

On Saturday night a Republican rally was held in Sanford, the Oviedo Republicans attending this meeting were: Mr. and Mrs. B. G. Smith, Mr.

and Mrs. S. W. Swope and Mrs. W. B. Williams.

Mrs. W. E. Argo and Palmer Argo spent Saturday in Orlando.

Mrs. R. L. Wheeler entertained the Crochet Club Wednesday afternoon. Most of the members were present and a most delightful afternoon was spent.

Mrs. C. S. Lee returned Friday from Gainesville where she attended the Federation of Wesley Bible Classes last week. Mrs. Lee gave a most interesting and inspiring account of the meeting at the Sunday School hour Sunday morning, making every one feel that just the right delegate had been sent from the Oviedo Methodist Sunday school.

TEMPLE SCOUTS MEET

The meeting of the Temple Boy Scouts, Troop 3, was held Friday night at 7:30. The meeting was called to order by Assistant Scoutmaster C. Henderson. Roli was called after which some dues were paid. Two new after which the boys read shrdlu un I members were enrolled who nearly completed the third patrol.

After the meeting some of the boys had boxing and wrestling matches, after which the boys read books and played checkers in our library. The meeting was adjourned at 9:15 with the Scout oath.

FAY LOSSING Scribe.

Buy your post cards at the Herald office. Beautiful views, 1c each.

NOTICE OF MEETING

Seminole Lodge No. 43, Rebecca, will meet in the lodge room Friday at 7:30 p. m. All members requested to be present.

AT THE SEMINOLE

Among the guests registering at the Seminole Wednesday, Oct. 20, were: F. M. Chaffee, DeLand; R. I. Crandall, Macon, Ga.; T. R. Marshall, Macon, Ga.; I. S. Sage, Albany, Ga.; S. E. Scarborough, Albany, Ga.; H. R. Koester, Cincinnati, O.; Tom Baker, New York; Mrs. Walter Walker, Miami; F. T. Holliday, Tampa; T. T. Welch, Jacksonville; G. L. Doss, Astor, Fla.; J. E. Gross, Jacksonville.

E. A. Moffett has just completed another pretty bungalow on Celery avenue. These houses, which are for rent, are quite an addition to that part of the city.

A LETTER OF GENERAL PUBLIC INTEREST AND THE REPLY

The Following Correspondence is of Vital Interest to Every Telephone User, Present and Prospective

New Orleans, La., October 12, 1920.

Mr. J. Epps Brown, President, Bell Telephone Co., Atlanta, Ga.

Dear Sir:—

I have read the advertisements of your Company, but I do not understand why you must raise your rates now, when the prices of everything else are falling.

Will you please explain this?

Yours truly,

Atlanta, Ga., October 16, 1920.

New Orleans, La.

Dear Sir:—

Your letter of October 12th asks a very natural question, and one which demands a full and frank reply, which I am glad to make.

While the prices of a great many things have, apparently, been reduced, these reductions in prices do not apply to articles used by the telephone company, or affect the expenditures necessary in the construction and operation of the telephone service.

Labor.

More than fifty-five per cent of the total expenditures of the Company in rendering service are for wages and salaries; less than one-tenth of one per cent of this being for executive and general salaries.

The wages paid to our employees can not, and should not, be reduced. On the contrary they must be increased, in many cases, to bring our wage scale on a level with wages paid by unregulated businesses, so that we may retain our skilled employees necessary to give you efficient service.

Material and Apparatus

Many items of material and apparatus are involved in the current maintenance of the property, entirely apart from the enormous quantities involved in the construction of new property, and this represents a large item of expense.

There has been no reduction nor any indication of reduction, in the price of these essential articles, in practically all of which the labor, freight and hauling cost is by far the largest proportion of the total cost.

We know that the manufacturers of telephone equipment and material have orders booked for two years in advance, with a constantly increasing demand, and which in turn makes a reduction in price in the near future more improbable.

Freight and Passenger Costs

Our annual expense for the transportation of freight and passengers is more than one million dollars. No one expects the Railroads to reduce their charges under the level of costs in rendering their service.

Rent.

Except in the larger centers our central offices and stocks of material are housed in rented buildings, and even in the larger centers we rent varying amounts of properties.

Like every one else, our rents have been greatly increased, with no prospect of any reduction. Even in pre-war days all leases for property occupied by us were renewed only at higher charges than for the previous rental periods.

Hotels.

The board and lodging bill for our men, who must travel in connection with the operation and maintenance of the property, costs many thousands of dollars every year, and we can see no prospect of the hotels lowering their charges. Until they do we must pay the present high charges.

Electric Power and Light; Street Car Fare.

We spend many thousands of dollars every year for these services rendered to employees engaged in the maintenance of the property. Practically every year the rates charged by these companies have been substantially increased, and there is no thought of any reduction. The Telephone Company, like all others, must pay these increased rates.

Paper, Printing and Stationery.

We consume tons of paper for book keeping, correspondence and directory purposes, and pay many thousands of dollars for printing annually. This item of expense has increased in percentage more than the others, and no one has suggested that any reduction in these costs is probable.

Coal Bill.

The Telephone Company purchases coal in large quantities to heat the buildings occupied by its employees in rendering the service.

We, of course, must pay whatever price is necessary to secure the coal for this purpose.

Insurance.

Even where the actual rate per one thousand dollars has not been increased, we are compelled to carry a larger amount of insurance than in pre-war days in order to protect ourselves in the reproduction of any of the property which will be destroyed by fire, and this is reflected in a very large increase in the total insurance bill.

Taxes

This expense, both Federal, State, County and City, has increased every year we have been in business; the increase this year being unusually high. There is no probability of this expense being reduced.

We do not pay any excess profit tax because we have never earned enough to be subject to that tax.

Buildings.

It is common knowledge that the cost of erecting any kind of building now, as well as making alterations and repairs, which constantly confront the Telephone Company and which involved material, labor, freight and hauling, is on an enormously higher plane than ever before. Insofar as the cost of materials may be reduced will this total cost be reduced.

The only way we can furnish adequate facilities for your use from year to year is by constructing the buildings in which to house the central office apparatus in the larger centers; as well as enlarging existing buildings to serve the increased needs, and this work must be carried on from year to year without delay. This involves hundreds of thousands of dollars in expense to the Company.

There are, of course, many other items of expense, all of which are now at the highest level in prices and none of which show any sign of reduction for fundamental reasons. Until these necessary costs of operation are materially reduced we

can not reduce the COSTS of furnishing telephone service.

We have carefully studied and analyzed the advertised reduction in prices and find that they are upon articles of which we make but little, if any, use. Applied to the telephone business all known reduction in prices would not reduce the cost of furnishing telephone service one twentieth of one per cent.

This is many times offset by the increase in wages which, in many places, we must make during the current year.

Our present operating revenues are practically equalled by our operating expenses. If the present let down in general business continues for any appreciable time we will lose a material part of the gross revenue now received, which will make a still higher rate necessary if a deficit is avoided.

We are not asking higher rates for the SAME SERVICE we furnished one, two or five years ago, but for a much GREATER SERVICE which we now furnish, consisting of facilities to add many additional telephones to our system during the past one, two and five years.

This fact should be considered when comparing the increase in rates we ask with the increase in the charges of railroad, express and other public utilities for the same quantity of service.

We hope, as every one does, that in the relatively near future prices and the cost of operation, except labor, will be lower, but we see no immediate prospects of this result as far as the Telephone Company is concerned.

The increased rates we are now asking are based, in a measure, upon this hope. If the present level of costs of operation go higher, through causes beyond our control, the proposed rates will not yield a fair profit.

It is important to remember that no rate for a public utility is permanent. If conditions and prices so change in the future as to make the rates we are now asking yield too high a return, and if the Telephone Company should not reduce the rates voluntarily, the Public Service Commission would.

Conditions as they are, must be met, not as they may or should be.

The highest and best interest of the public is conserved in having the Telephone Company in position to supply facilities adequate to the demand for telephones and service, and in this way be prepared to render at all times an adequate service. No community can expand and grow without adequate telephone service, with in turn means adequate plant facilities.

With inadequate returns upon the bare cost of the physical property already in service,—the Company's credit has disappeared.

With no credit the Company cannot secure the millions of dollars required to provide the additions and extensions to its plant, which must be provided if the public demand for telephone is supplied.

Respectfully yours,
J. EPPS BROWN, President.

Subscription Price in Advance	
One Year	\$6.00
Three Months	\$3.00
Delivered in City by Carrier	
One Week	15 Cents

Member of the Associated Press.

DEMOCRATIC-PRESIDENTIAL ELECTIONS.

Charles E. Jones P. W. Carr
Martin Caraballo W. V. Knott
J. G. Sharon G. B. Wells

Is there a hell? says a headline in Orlando Sentinel. We'd say so.

Get in the game, get in the game. Advertise and sell the goods. Clear the shelves.

The drop in prices need not alarm the live merchant. He immediately starts a sale and advertises it and sells the goods. The dead one—well, he is dead anyhow.

Despatch in the Orlando Sentinel says they beat up a white man for alleged assault down there. We wouldn't beat up anybody for that in Sanford. We want him to look natural when the undertaker gets him.

It is a joy to have the women in politics. We opine that the men who are candidates in the next four years will have to walk the straight and narrow path before the election and afterward or else.

And thousands of Republican women are going to vote the Democratic ticket for they want the League of Nations in all its entirety. They know what it means to have war and they know that the Republicans would not mind plunging the country in war whenever the trusts want to make money again.

Jimmy Cox is the boy. He soaks old man Harding right on the coco every hour and Harding has been jumping from one thing to another just like a grasshopper in the past month. The leaders have now pulled Harding off the campaign tour and told him to stay on the front porch but the front porch election is a thing of the past and while Jimmie is bombarding the Republicans in their strongholds Harding can rest easy and worry none because he will never have to shoulder the responsibilities of the office of President.

Harding said yesterday: "I have unflinchingly said we wish to associate ourselves with other nations to end war and promote and preserve peace."

Will Mr. Harding please tell us how in the summer breezes he expects to promote peace and end war except by an iron clad agreement such as the League of Nations carries. The more we hear about what Harding says from day to day the more we think that the Republicans have put up a figure head for their presidential candidate and he is merely the mouthpiece of "Big business and corruption" and he has the "slush fund back of him, you bet."

In a few weeks now we will be speaking to our Republican friends again and all will be peace and pumpkins in Seminole county as before. All of which reminds us that it is getting us nowhere to "get all het up" over election and after the various candidates get their various offices they will not know that we are living—at least not for four years.

Ah! Ha! McSweeney, you slyascal. We find out now that you have been fed while unconscious. Well, if they would only send us the grocer's bill while we are unconscious we would be satisfied. At that, McSweeney has the world beat on kicking old H. C. L. all to pieces. As soon as the winter rush is over we are going to try that starvation stunt ourself by going to a summer hotel.

We want to thank our many friends for their most liberal support of the Daily Herald. We are printing twice as many papers as when we started just two weeks ago and the advertising patronage has increased three fold. We want to get to an eight page paper next week if possible and add many features by the first of November. Watch the Herald for the election returns on the day after.

Today

Fresh Pancake Flour
Whole Wheat Flour
Buckwheat Flour
Bran
Barley
Yellow Meal
Tortina

Deane Turner
Phone 497 Welaka Building

J. Says
"IF YOU INVEST 70c A DAY IN A GOOD SECURITY THAT PAYS 8 PER CENT DIVIDEND AND RE-INVEST THE DIVIDENDS, THEREBY COMPOUNDING THE DIVIDENDS, YOU WILL HAVE ACCUMULATED A SNUG LITTLE FORTUNE OF OVER \$12,000.00 IN 20 YEARS. IT'S WORTH WHILE. MAKE UP YOUR MIND TO BEGIN AT ONCE WITH THE 8 PER CENT CUMULATIVE PREFERRED STOCK OF THE SOUTHERN UTILITIES COMPANY. THERE'S NONE BETTER."

STANDING BY

When something happens on board the ship the crew and the passengers are ordered to "stand and get ready to take to the boats if necessary. If another ship comes to the rescue she is asked to "stand by" and take off the passengers. In daily life we are continually being asked to "stand by" this and "stand by" that. Just now we are being asked to stand by the Board of Trade and stand by many other things that mean so much to the city. It is good for a man to go home at night with the feeling that he has been standing by every good thing for his town and that he will continue to do it. Our Board of Trade is flourishing and it will be reorganized in a few months and made over to suit the pressing needs and the changes of the times. It will be made over to give us better efficiency if possible and in order that we may be in a position to affiliate with the Chambers of Commerce in this and other states and to take our rightful position as one of the growing cities of the south. With a new secretary and one that gives the brightest promise for good work and faithful performance of his duties our new Chamber of Commerce holds out the brightest prospects for the future but we must all stand by and lend our assistance and dig deeper into our pockets for the backing that will come to us in greater returns than any other one project in which we could be interested. We were just reading a request of the secretary of the St. Augustine Board of Trade for money to hire a band and to put over other great things in the Ancient City and he winds up his appeal with the following that touched us for we know whereof he speaks:

"About \$25,000 is required to carry out the full program of the Board of Trade activities for the coming year. The sum mentioned will cover all expenses of the Board of Trade as well as financing the band, advertising, conventions, entertainment of varied character. So keep in mind when you are subscribing that it is not altogether for a band. The Board of Trade membership dues will contribute substantially to this fund and is included in it.

Less than \$3.00 per capita is asked of the people of St. Augustine. This money is to be spent to better your business, be it in any line. It is in your behalf the Board of Trade is working, and not in behalf of the members of the organized only. We have remained in a rut for 400 years and public spirited men are giving their time and money to put St. Augustine on the map. They have succeeded in putting "pep" into the town. They are waking us up to our possibilities. They are shouldering the bulk of the burden. Won't you at least be fair to them and to yourselves and assist them in doing the big things they are planning for St. Augustine?"

TO THE WOMEN VOTERS
A good many papers discussed the suggestion of schools for women voters as if it were a reflection upon the intelligence of the newly enfranchised women. This view, we believe, was a great mistake, and the want of such instruction as could have been conveyed by competent teachers will be sorely felt on election day.

There are a great many things about the government of the nation and state which the women do not know, simply because they have never had any practical incentive to learn them. To vote intelligently the voter must know what offices are to be filled, what are the qualifications for the office, who are the candidates, and what are their political affiliations. This ambraces some pretty large schedules, but it is not all. He must be familiar with the election laws, including those relating to registration. He must understand the ballot. He must have in mind the method of marking it, so as to insure its being counted as intended.

Of course the white women of Florida know which party they want to support. But that does not suffice as a complete guide to voting. They can not vote a "straight" party ticket here, as they can in some states, merely by making a mark under an emblem, but they must pick out the candidates representing their party, and vote for them.

It is not even sufficient to ascertain that all those for whom they are going to vote are Democrats or Republicans, as the case may be. In many parts of the state there are so-called "independent" Democrats on the ticket who are running against the regular party nominee. It is therefore possible to vote for a man calling himself a Democrat, and yet vote directly against the party. On the Republican side there are two sets of candidates, one calling themselves the "regulars," the other designated as "lily whites." An ardent Republican, therefore, may vote against his party while voting for men whom he has long known as Republicans.

These are only a few of the difficulties and complications which confront the new voter when she goes to the booth, with just five minutes in which to prepare her ticket, and no opportunity to refresh her memory by inquiries. She must have this and other essential information at her finger tips to avoid getting confused and making mistakes which will nullify her intentions.

Besides, it is very doubtful if the election officers will permit the use of any sort of memorandum in the booth. The law is not entirely plain, but its intent seems to be to throw

GREAT LEGAL MINDS BATTLE TO A DRAW IN SENIOR LAW ROOM

To the Senior Law class as well as a few outsiders came one of the greatest treats of the year yesterday afternoon, when Messrs. Marshall and Branch fought a long and hard battle against Messrs. Murrell and Bradley.

All this occurred during the regular hour of problem work which is taught by Dean Rasco. The above named point of law involved, came to the men having been appointed on the different sides to the question or rather class room well prepared to fight out the legal question to the finish.

These men displayed their ability not only as coming lawyers but also as to their ability and use of the English language. The writer will venture far enough to say "that every one present took notice of the expression and forcemul way in which Messrs. Marshall and Murrell delivered their respective arguments."

Dean Rasco seemed well pleased with the interest his class took in their first problem, and the Senior Law class is sure to spend many hours of hard work in preparation for the problem work this year.—DeLand News.

This is our own Oliver Murrell, who is taking a law course at Stetson University.

ORLANDO, Fla., Oct. 22.—It has developed that J. E. Howard, who was taken from the police here last night by three men, was not wanted for an assault upon a young girl, but because of rival business feelings. Howard, after having received a black eye in his scuffle with his assailants, was taken in an automobile about a distance of 12 miles into the country and told to walk home and never return to Winter Garden, a small town some 15 miles from here, where he conducts his business. The police said they were in possession of clues to the assailant.

Post Cards at the Herald office, 1c.

STATE AND COUNTY OCCUPATIONAL LICENSES NOW DUE
Those concerned will please take notice that licenses became due October 1st, and are delinquent after that date.

JNO. D. JINKINS,
Tax Collector,
Seminole County.

CAUSED ASSAULT ON WINTER GARDEN MAN

Sounds funny to talk on Refrigerators—but this is Florida

We have just received a belated shipment of Refrigerators and Ice Boxes

The price will sell them this week.

Ball Hardware Company

Real Estate I Sell It

J. E. SPURLING
The Man Who Sells Dirt Cheap

Sanford's Most Popular Hotel
SEMINOLE HOTEL and GRILL

Under Management of **WALTER B. OLSON**

Our Specialty----Seminole's famous \$1 Sunday Dinner de luxe.

A la Carte Service all day.

Announcing the Formal Opening of the **YOWELL-DREW CO.**

New Furniture Annex
Saturday, Oct. 23
1920

It is with distinct pleasure we announce the opening of our new furniture annex and extend to you the invitation to attend and view the largest and most complete furniture show rooms in Central Florida. There will be displayed the finest of Quality Furniture and Home Furnishings, that will equal, if not excel, anything in the entire state.

We Cordially Invite Your Attendance.
Music and Refreshments 3:30 to 5:30 P. M. and 7:00 to 9:00 P. M.

Yowell-Drew Co.

Orlando's Greatest Store

Quality Did It.

DEPOSITS INSURED AGAINST LOSS

This Ought to Sound Good to You People Who Want to Deposit Your Savings Where They Will Be Protected

Our membership in the DEPOSITOR'S GUARANTEE FUND are insured A deposit of cash as per certificates issued by banks in New York City and other depositories having a combined Capital and Susplus of

OVER NINETY MILLION DOLLARS

Having been made to Protect our Deposits in our bank against loss in accordance with a contract between our bank and the depositors of the Guarantee Fund.

Only One Of Our Many Advantages



**SANFORD DEPOSITORY
PRESBYTERY FUNDS**

OF ALL THE BENEVOLENT FUND
OF PRESBYTERIAN CHURCHES
OF SOUTH FLORIDA

Dr. E. D. Brownlee and H. C. DuBose, who have been attending the St. Johns' Presbytery at Plant City have returned home and they brought home something good for Sanford. At the meeting it was decided that in the future instead of the different churches in the Presbytery sending in their contributions for benevolent purposes to the various cities over the South they would decide upon a central treasury in the Presbytery and Sanford was chosen as being the best place after they had heard from Dr. Brownlee and Mr. DuBose about the wonderful place in which they lived. The St. Johns' Presbytery extends from Astar south to Tampa and has a large territory to draw from and all the Benevolent Funds will hereafter be sent here and the funds will be distributed among the Sanford banks making a neat sum that will be on deposit here all the time. The Benevolent Funds of the Presbytery comprise all the money that is sent to China, Japan, Korea, Africa, Mexico, Brazil and Cuba and also the support that is given to the missionary work in various sections of America and a large share in the support of the orphanage in South Carolina besides other benevolent activities. All of this work will bring a large account to the local banks of Sanford and give this city much publicity throughout South Florida. It will also mean more work for Dr. Brownlee and the workers in the Presbyterian church but they are willing to undertake it as they have always been willing to undertake anything that means better service to the church and to the city. Dr. Brownlee and H. C. DuBose are to be congratulated upon landing this depository for Sanford.

**JONES CASH STORE
READY FOR BUSINESS**

In this issue appears the advertisement of the Jones' Cash Store that has recently opened in the DeForest building on First street next to the Hill Hardware Co. The Jones Cash store is one of a chain of stores being established over the south and buying in large quantities and paying cash and selling for cash and cutting out all delivery expenses their stores are cutting down the high cost of living. It is the idea of paying cash, getting a better price and carrying your articles home thereby making a big saving. Hassel Brown, is the manager of the new store and has arranged it in an up-to-date manner having painted the interior in pure white and with new fixtures and everything in fine shape is ready for the trade that is bound to come when the public reads the prices that are quoted today and will be quoted every Friday in the Market Edition of the Daily Herald.

**STREET DANCE
HALLOWEEN NIGHT**

DeLand is to have a street dance and general big time on Halloween night given under the joint auspices of the DeLand Band and the Commercial Club. There will also be a

big fireworks display, special attractions at the picture shows and other amusements. Sanford people have a special invitation to go to DeLand that night and enjoy themselves.

**CITY MARKET IS NOW
IN THEIR NEW HOME**

The City Market has moved into their new home at the corner of First street and Railroad Way in the Welaka block. The beautiful new store room in the beautiful new building is one of the finest in the city and Walthall & Estridge, the proprietors of the City Market realizing that they were going into one of the best stores in the city are living up to the reputation by arranging their large stock of groceries and meats and fruits and vegetables in the most attractive manner possible and the store looks as neat as "milday's parlor" and just as clean. Everything is white and fresh and new and spick and span and with their new refrigeration system that has already received mention in these columns Walthall & Estridge expect to not only live up to their former reputation of "Caterers to the Public" but they intend to surpass it. This enterprising firm also believes in advertising and will keep their customers informed as to latest prices on the meat and grocery line and their quick delivery will bring the best market affords right to your door. See them in their new home today.

**PAPER SUITS NOW ON SALE IN
ENGLAND**

(By The Associated Press)
LONDON, Oct. 21.—Paper suits of clothing manufactured in Germany have been shipped to London on approval and displayed for sale by a

firm of importers in the Strand at two shillings six pence to ten shillings six pence.

It is stated that German exporters are offering these suits to British importers at the rate of 1,000 suits for \$120 or the normal equivalent of about 60 cents a suit. They are described as "of the very best paper texture". Other quotations would permit English retailers to obtain from 200 to 300 per cent. profit.

MOTHER'S MEETING

A very pleasant gathering was held in the ladies parlors of the Baptist Temple Tuesday afternoon when a number of the mothers of Cradle Roll babies gathered in response to an invitation from Mrs. Thigpen, who is superintendent of the Cradle Roll Department of this Sunday School.

The mothers organized with Mrs. Thigpen, president, Mrs. Leslie Bryan vice president and Mrs. Robt. Marlowe secretary and treasurer.

These mothers' meeting will be held on the third Tuesday afternoon of each month and topics of interest to all will be discussed.

Delicious refreshments were served and the afternoon was a very enjoyable one to all present.

**WEATHER AND CROP CONDI-
TIONS IN FLORIDA FOR THE
WEEK ENDING OCTOBER 19**

Temperature.—The mean temperature ranged from 1 degree below normal in the south to 3 above normal in the extreme north and west.

Precipitation.—The week, as a whole, was much drier than usual, the only rain occurring in the southeast portion; and even there the amounts

were generally insufficient. Rain is needed over all divisions.

Condition of Crops.—The chief activities of the week were harvesting the last of the cotton crop—picking continued irregularly; but there is very little left in the fields. The crop is practically all picked and ginned. The last of the corn crop was harvested, and the warm, sunshiny weather favored the sowing of much hay and the gathering of peanuts. The dry weather delayed the planting of oats and rye, although the work progressed to some extent. Setting celery, cabbage and other truck continues, but it is too dry, except on low lands. Sweet potatoes and cans would be benefited by rain, and uplands need moisture for recently set truck and seed beds. Citrus fruits continue in good condition, coloring and maturing nicely; shipments are increasing. Pastures and ranges need rain.

**MASS MEETING
THURSDAY AFTERNOON**

The mass meeting announced yesterday in the Herald to be held in the Woman's Club Wednesday will be held Thursday afternoon as the date on Wednesday would conflict with the regular meeting of two other departments. Remember that the Woman's Club meeting will be at the Woman's Club next Thursday afternoon at 3:30 to which all the women of the city and county are invited.

Mrs. J. B. Lawton autoed to Orlando yesterday afternoon, having as her guest, Mrs. R. J. Holly, Mrs. Henry Purden, Mrs. Fred Dalger and Mrs. Claude Herndon.

CARPETS AND RUGS WASHED

on the floor. Original colors restored like new. Special price of 3c per foot to first customers.

ELECTRIC CARPET WASHER
Sanford 170-pt

SALES SERVICE



PARTS ACCESSORIES

**BRYAN
AUTO CO.**

PHONE 66



12 LBS. GOOD APPLES

75c Peck

1-LB. CANS WHITE HOUSE COFFEE

50c can

3-LB. CANS WHITE HOUSE COFFEE

\$1.50 Can

1-LB. CANS LEADER COFFEE

25c can

100-LB. BAGS SCRATCH FEED

\$4.25 Bag

NICE, FAT MACKEREL

20c to 60 Each

NICE FAT HENS.

NICE FAT FRYERS

APALACHICOLA OYSTERS

75c Quart

8-LB. CANS SNOWDRIFT

\$2.00 Can

L. P. McCuller

Sanford, Florida

OUR PLATFORM

TO ASSIST AND TO SERVE—
WITH KINDNESS, PROMPTNESS
AND COURTESY—THE CUSTOMERS
OF THIS BANK.

WHEN YOU MAKE A CONNECTION HERE YOU ARE ASSURED THE FULLEST MEASURE OF SUPPORT AND CO-OPERATION THAT A BANK HAS TO OFFER.

First National Bank

F. P. Forster, President. B. F. Whitner, Cashier.

**SPECIAL BARGAINS
FOR THE FIRST
COMPLETE HOUSE BILL
CARTER LUMBER CO.**

W. R. RHAN, Prop. H. A. HALVERSON, Mgr.

**SANFORD PAINT &
WALL PAPER CO.**

Phone 303 Welaka Block Store No. 7

Dealers in the Well-Known High Grade SUN PROOF PAINTS AND PITCARN AGED VARNISHES, WALL PAPERS, KALSO-MINES, BRUSHES and SPENCER KELLOGGS BOILED and RAW LINSEED OIL.

See us before buying your supplies. We can save you money.

"Save the Surface and You Save All"

Ray Brothers

Cut Rate Tire House

Phone 548 Old Ford Garage

We sell nothing but fully guaranteed TIRES and TUBES. What we have are brand new. They will never sell as low as we are offering them for the next 30 days, and

"WE BOTH LOSE IF YOU DO NOT BUY THEM HERE."

BATTERIES

"EXIDE" the "Giant That Lives in a Box." We have them to fit all makes of Automobiles—they sell as low as other batteries; why not get the best?

J. B. RAY H. L. RAY

Changes in Prices
OF

**Chalmers and Maxwell
CARS**

Sport Model Chalmers \$2,275

Seven Passenger Chalmers..... 2,150

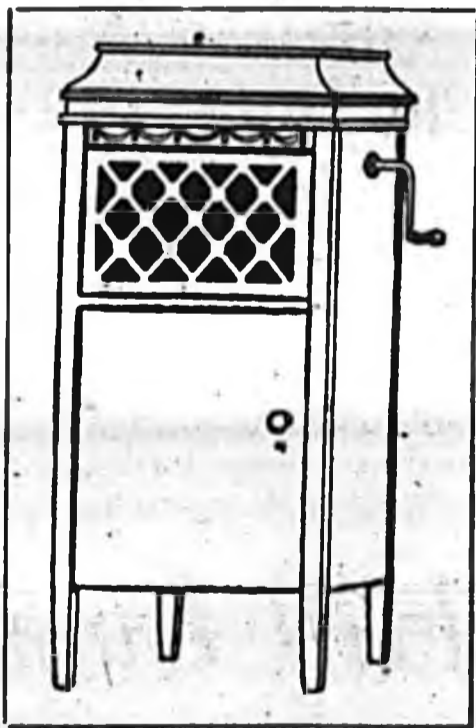
Five Passenger Chalmers..... 2,035

MAXWELL CARS \$1,170

LOTT MOTOR COMPANY
SANFORD, FLORIDA

For a Limited Time

we will give
you \$25
worth of
new Records
FREE---



Costs no more
than the ordinary
Phonograph

There's no string to this offer; no joker in it. \$25 worth of Pathe or Actual Records; FREE if you buy a Pathe Phonograph—except the small models 3 and 6, which are not included. No matter if you pay cash or extend the terms on easy payments—the \$25 worth of Records will be delivered with the instrument as quickly as you make your selection.

SANFORD FURNITURE CO.

J. D. DAVISON, Manager.

Post Cards at The Herald Office.

We're Ready for Business in Our New Location in the Welaka Building---Right on the Corner

Largest, cleanest, brightest, most sanitary up-to-date Grocery and Market in Seminole County
A complete and perfectly fresh line of Staple and Fancy Groceries

Opening Specials

SUGAR, per lb.	-	15c
Sweet Potatoes, pk.	-	60c
Irish Potatoes, pk.	-	50c
Lard, lb.	-	25c
Cabbage, lb.	-	05c
3 2 lb. Tomatoes	-	40c
Large Van Camp's Milk,		
	1 doz	\$1.70
Small, "	1 doz	85c
Miller's Butter Nut Bread	10-15	
Florida Beef Steak, lb	-	.35

Our Refrigerator

is equipped with the most improved Toledo Electric Refrigerating plant -- absolutely sanitary.

We are now located in our large and commodious quarters in the Welaka building, and most cordially invite you to call and inspect our really up-to-date establishment, where we will at all times handle only the best and freshest goods in our line. Our delivery is prompt, our prices are right and you will receive a hearty welcome here.

Opening Specials

Western Round Steak, lb	.50
Western Porterhouse, lb	.55
Western Loin Steak, lb	.55
Florida Pork	.35
Western Pork	.50
Florida Beef Stew Meat	.20
" " " 2 lb	.35
Florida Pork Stew	.35
Smoked Sausage, all pork	.35
Homemade Sausage	.25
Hamburger	.25

Welaka Building, Cor.
1st and Railroad Way

THE CITY MARKET

GET YOUR TICKETS FOR BOARD OF TRADE BANQUET

Get your tickets for the next Board of Trade banquet from any of the three Sanford banks. The banquet will be held at the Valdez Hotel on Tuesday night, November 2nd (election night) and after the banquet the guests can get the election returns at the Princess Theatre for an extra 25 cents. The banquet this time will be \$1.25.

SOME ALLIGATOR HIDE IN BALL HARDWARE WINDOW

In the winow of the Ball Hardware Co., is stretched a hide of an alligator that measures 14 feet and 7 inches in length. It is not stretched either, it is just placed in the window being rather stiff after tanning. The gator was killed by Link Kennedy on Lake Jessup and the hide in the window is only the under part or belly of the gator as the upper hide or back was so filled with hard

scales that it could not be cut from the carcass. It would have made a beautiful trophy had a taxidermist been near when it was killed and could have mounted the entire hide. Big gators are plentiful enough in the bayous running into Lake Jessup and campers over there in the spring can hear the big fellows roaring all night.

ROYAL NEIGHBORS OF AMERICA

Catherine Hanson supervising deputy of the Royal Neighbors of America for the state of Florida was with us and conducted a school of instructions Oct. 8 and 11 which was a great help to us.

Apart from the high position Mrs. Hanson holds she was so lovable and kind we learned to love her so much we insisted on her leaving the hotel and was entertained by Mrs. Lucy Foster, Mrs. G. W. Vernable, Mrs. John Stimper, Mrs. Anna Speer, Mrs. Jacob Bailey, also while in the city

she sang a solo morning and night in the Baptist Church a solo at the Congregational church, which was appreciated very much and we all extend Mrs. Catherine Hanson a cordial welcome again in our city.

REV. PAUL BURHANS WILL PREACH HERE

Rev. Paul C. Burhans has arrived in the city and will occupy the pulpit of the Congregational church Sunday and may be called to take it permanently as Dr. Brower is thinking of going to another field. Rev. Burhans came to Florida from Texas about one year ago and like everyone else, fell in love with Florida and decided to make it his home. He and his family will be welcomed to Sanford if he decides to remain here.

GUESTS AT THE SEMINOLE

Those arriving on Thursday, Oct. 21st, were: W. J. Cantrell, Jacksonville; R. S. Best, Jacksonville; J. G. Lege, Ocala; O. G. Hasband, Jacksonville; L. C. Foster, New Orleans; R. M. Lanier, Waycross; C. E. Rhodes, Jacksonville; S. O. Vickers, Atlanta; J. N. Crotty, Jacksonville; P. F. Van Deusen, Lakeland; E. W. Keik, Jacksonville; G. F. Blomberg, Jacksonville; J. A. Greppi, Jacksonville; B. F. Camp, Jacksonville; Paul J. Jones, Dublin, Ga.; Herman Leg, Dublin, Ga.; L. J. Gestwick, St. Augustine; G. C. Liege, Jacksonville; T. R. Baker, New York City.

NATION-WIDE STRIKE IN MEXICO

(By The Associated Press)
MEXICO CITY, Oct. 22.—Nation-wide strike is threatened as a result of the controversy over the strike of the dock workers.

HOUSE-CLEANING SALE

Here's a chance to make your Dollars work harder. We've an accumulation of Shop-Worn

SASH and DOORS

which we are going to close out at before-the-war prices. You know what that means. Just the thing for that woodshed, washroom, or any other cheap building you have in mind. Come pick out what you want; first comes first served

Hill Lumber Company

The House of Service, Quality and Price

Office and Yard, Cor. 3rd and Myrtle. Phone 135

SEE US! WE HAVE IT!

City Property, Building Lots and Farm Lands
C. A. MATHEWS and A. P. CONOLLEY

Bicycle Accessories

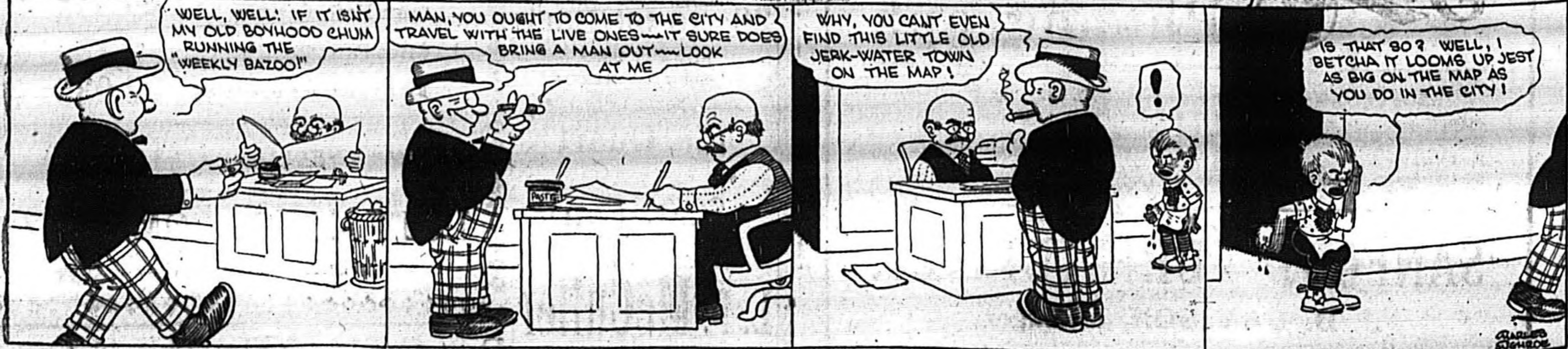
Everything for the Bicycle Bicycle Repairing

SANFORD CYCLE CO., Park Av.

MICKIE, THE PRINTER'S DEVIL

By Charles Sughroe

He Defends the "Best Town on Earth"



**In and About
The City**

TRAIN SCHEDULE

No.	Arrival	Departure
No. 82	1:55 a. m.	2:05 p. m.
No. 84	11:45 a. m.	12:05 p. m.
No. 80	3:05 p. m.	3:25 p. m.
No. 83	2:43 a. m.	2:58 a. m.
No. 27	8:40 a. m.	8:40 a. m.
No. 89	3:05 p. m.	3:25 p. m.
No. 85	7:30 p. m.	7:35 p. m.

Trilby Branch
No. 100 8:00 a. m.
No. 24 3:25 p. m.
Leesburg Branch
No. 158 7:50 a. m.
No. 22 7:35 p. m.
Ovelto Branch
No. 127 3:40 p. m.

The rain is welcome today. The special sales being put on by Sanford merchants are bringing the people to Sanford. Many out-of-town people were here yesterday being attracted by the many bargains being offered through the Sanford Herald.

If you do not get your paper promptly by carrier boy phone F. P. Rines, No. 481. We want you to get it promptly each night.

Stewart Dutton is back home again after spending the past year in Illinois in a business college. His many friends are glad to have him back home again.

Mr. and Mrs. Whitcomb and family of Geneva, will occupy part of the N. H. Garner home on Park avenue for the winter. Their many friends are glad they will be here instead of going to another city to reside.

Hon. Forest Lake has returned home from a business trip to Jacksonville.

Gillon & Fry are now happy in their new home in the J. B. Lawson garage building where they have opened up a fine line of electrical supplies and will do all kinds of contracting and wiring.

The big Sanford Weekly Herald is out today with 14 pages filled with good reading matter and advertisements. The Weekly Herald goes everywhere and an advertisement in the Weekly brings results.

J. E. Snyder, the live wire merchant of Chuluota, was in the city yesterday and carried back with him a new Ford Sedan purchased from Edward Higgins of this city. Mr.

GEOLOGISTS HERE
E. H. Sellards, who was formerly state geologist and who is now in Texas engaged in the same work and State Geologist Gunter, of Tallahassee, were among the prominent visitors to the city yesterday. They are interested in the salt wells and salt lakes of this section and will inspect some of them before returning to their homes.

COOLIDGE TALKS IN CIRCLE IN VIRGINIA SPEECH
(By The Associated Press)
DANVILLE, Va., Oct. 22.—Governor Coolidge in a speech here said American institutions has been threatened in the North and they needed the help of the South to combat the menace. He urged the people to vote as Americans and not as partisans.

Don't forget the big Democratic rally in Sanford Saturday night. The speakers will have something to tell you about the vital issues of the day. The meeting will start at eight o'clock at the corner of Park avenue and First streets.

Dr. S. S. Jones, the leading chiropractic of Orlando, with his family were visiting in Sanford yesterday afternoon.

Dr. E. D. Brownlee and H. C. Dubois have returned from Plant City where they represented the Sanford branch at the St. Johns Presbytery meeting.

N. P. Yowell, of Orlando, was in the city yesterday the guest of his brother, Arthur Yowell. Mr. Yowell is the head of the Yowell-Drew Co., one of the largest department stores in South Florida and has many friends in Sanford who are always glad to see him.

CHEAPER LUMBER
The Hill Lumber Co., have an advertisement in this issue calling attention to a house cleaning sale in which sashes and doors are being offered very cheap. If you are contemplating building of any kind see the Hill Lumber Co., and read the ad in this paper.

FOOD PRICES FALLING.
See the change of advertisement in this issue of L. P. McCuller. He will have many changes in prices from day to day and it will pay you to watch the Herald. Save money by shopping in the Daily Herald.

SOUTHWARD-LEE.
Miss Myra Lee and Mr. Southward were married in Tampa on the 7th inst. and only broke the news a couple of days ago. Mrs. Lee had cousins from Ala. visiting her on their wedding trip, who took Myra with them on a tour of the West Coast and Mr. Southward met them and the young people were married in Tampa. It was a complete surprise to the young lady's mother and friends.

Lexington



Minute Man Six

At present we have no cars in stock, having delivered our last car Monday. But a carload is now in transit from the factory, which should reach Sanford not later than Nov. 15th. We have been promised one car from the Hulseley Automobile Agency this week. This carload of Lexingtons are Special Jobs, consisting of Tourings and Thorobreds (Sport), one of which is sold. Call and place your order at once for one of these cars. Demonstrations Gladly Given.

B. and O. Motor Co.

Distributors for SEMINOLE LAKE, VOLUSIA, ORANGE AND OSCEOLA COUNTIES

BEEN TO THE BIG SALE YET?

DURING THE PAST FOUR DAYS WE HAVE HAD MORE PEOPLE CALL ON US THAN WE EVER HAD IN ANY FOUR DAYS SINCE WE WERE IN BUSINESS. AND EVERY ONE OF THESE PEOPLE THAT MADE A PURCHASE, AND MOST ALL OF THEM DID, LEFT OUR PLACE FULLY CONVINCED THAT THERE WAS A

GENERAL PRICE SLASHING

GOING ON AT OUR PLACE. IT IS VERY, VERY SELDOM THAT YOU HAVE ATTENDED A SALE WHERE EVERYTHING IN THE STORE FROM HATS TO SHOES WERE CUT, AND SUCH A BIG CUT. FOR THE FIRST TIME, IN SANFORD, EVEN COLLARS ARE ON SALE.

If You Haven't Been Around, Do It. It Will Pay You.

Perkins & Britt

"The Store That Is Different"

BRIGADIER-GENERAL BIDDLE IS RETIRED FROM ACTIVE SERVICE

(By The Associated Press)
WASHINGTON, Oct. 22.—Brigadier-General John Biddle, commander of the American troops in England during the war, will be retired at his own request December first after 43 years active service.

LUTHERANS WILL PLANT MANY MISSIONS

(By The Associated Press)
WASHINGTON, Oct. 22.—The planting of strong missions in large cities in charge of capable men was advocated in a report to the convention of the Lutheran church here today.

"ENERGIZER"

The Logical Treatment
For Many Human Ills.
Any "CROWDED CONDITION," anywhere, anytime, makes INCREASED PRESSURE,—which in turn makes GREATER FRICTION or work on the Heart, and reduces or restricts FREEDOM OF MOVEMENT.
And "Movement" or Activity,—PHYSICALLY—is about the ONLY thing that will use up Human Fuel NATURALLY. Thus begins sickness.

Get your office supplies and school supplies at the Herald Printing Co., where you can get what you want at very reasonable rates.

Big Bargain
10 ACRES ORANGE GROVE
6 ACRES LAND
800 orange and grapefruit trees; three hundred boxes of fruit ready to ship for Christmas trade. Located 4 1-2 miles from Sanford on hard road on a beautiful lake. Ideal place to build a home. Price \$3,150. Must be sold at once.
E. F. LANE
"The Real Estate Man"
Phone 35 204 First Street

Lord's Purity Water
As Good as the Best
Daily Service Phone 66
Box 399 Phone 184
L. C. CAMERON

SPEER & SON'S
SELECT YOUR FALL APPAREL

Saturday and Monday

Where your Dollar buys the most. Make every Dollar buy one hundred cent's worth of quality, style and satisfaction. You can if you buy at THIS SALE.

Suit Group	Coat Group
\$29.50	\$29.50
Values Up to \$50.00	Values Up to \$50.00

RESPONSIBILITY

RESPONSIBLE banking is the policy under which this institution has been managed since the first day the doors were opened.

That this policy is appreciated is indicated by the constant and gratifying growth in business.

It is the desire of the officers of this Bank to continue adding new accounts of those individuals desiring most efficient and responsible banking

On our record of RESPONSIBILITY your patronage is invited.

Seminole County Bank

Is owned, controlled and managed by home people, who are interested in the development and upbuilding of Sanford and Seminole County

With our large resources and strong financial connections, we are in position to assist our customers at all times in the handling of their financial needs. LET US SERVE YOU.

4 Per Cent Interest Paid.

Seminole County Bank