

SANFORD DAILY HERALD

IN THE HEART OF THE WORLD'S GREATEST VEGETABLE SECTION

SANFORD, FLORIDA, MONDAY, OCTOBER 4, 1920.

NUMBER 155

VOLUME 1

FARMERS WAGE SCALE GROWING IN FAVOR SITUATION EXPLAINED

Will Systematize Labor Conditions of the Growers RATES REASONABLE

GROWERS TAKING BIG CHANCES THIS SEASON WITH HIGHER FREIGHT RATES

The meeting of the growers and the shippers here last week in which they decided to have certain rates for wages of the laborers on the farms this season will have a far reaching effect not only in this part of the state but in many other parts of Florida and other states. This meeting was not called to bend down the price of labor but was called for the purpose of arriving at some conclusion as to whether the farmers would be able to pay the scale of last year or quit business and on the principle that half a loaf is better than none the laborers will be satisfied to take the wages that are based on actual costs and take it knowing that the growers are up against the hardest season of their career and it is a case of share and share alike with the farmer and help. Should the situation ease up before the crop is marketed or the railroads come down on their rates or the market is better than they expect these are not a grower in this district that will not feel like dividing some of his profits. If profits are made, with the men who helped him make it. The meeting was called in order that the growers would have some means of knowing what the crop would cost them to make and they could only determine with some degree of intelligence after the growers will pay more than this scale and some will pay less perhaps but on the whole the scale will be adhered to and the laborers will be better off with a scale fixed than they would be if every man was offering them different wages for different times of the year. The Times-Union of Sunday had the following editorial on this subject:

"The famous celery belt of Sanford has accomplished many things in the past fifteen years but the latest movement of the growers in that section will have a far reaching effect on the farm labor situation in Florida. At a meeting of celery and lettuce growers, packers, shippers and bankers it was decided to adopt a standard scale of wages for employees in the celery section in order to protect the growers and to assure them that they are the most needed. One of the chief sources of trouble in all sections in Florida has been that some growers, in their anxiety to secure help, have frequently offered higher wages than those in vogue in their vicinity and this would attract workers away from their regular employers and create dissension and dissatisfaction among the other workers, with the result that there would have to be a general rate all along the line. When this was accomplished the employer would be indifferent about the time employed, as they had only been accustomed to so much money and when they had earned that amount they would lay off and take time to spend it, so that the employer was no better off and at the same time was out the extra money paid by the day for less work. The scale adopted is fully one hundred per cent higher than was being paid five or six years ago and this should amply cover the extra cost of living, which is now rapidly descending. The growers have shown a liberal spirit in this matter and every one in that section should join hands in this laudable movement and stick to the schedule absolutely. The plan could also be adopted in many other sections of the state with beneficial results, as the employer would be contented and the employees would be assured of sufficient help to plant and harvest the crops. This is another demonstration of what co-operation and organization means to the farmers and should encourage the organization of county farm bureaus to be affiliated with the recently organized state farm bureau, which in turn will be affiliated with the national farm bureau, which now has a million and a half members in the United States and is growing at a wonderful pace. Such an organization, reaching to every producing center, will be enabled to insure better working and marketing conditions for the farmers. Fruit growers and live stock men and Florida should be one of the states to have a hundred per cent farm bureau.

Town Crier.

RETURNS GIVEN AT PRINCESS ON BIG GAMES

SANFORD FANS WILL HAVE WONDERFUL WIRE SERVICE AT THEATRE

The Sanford fans are there with the goods all the time and as usual they will have wire service on the big games that start tomorrow. This year they have engaged the Princess Theatre and the wire service will be given on the stage where a lighting system will give each play and every inning almost as realistic as though you sat in the stands in the big cities where the world's series is being pulled off. The boys, who have the series in charge are charging a nominal sum for a ticket that entitles you to all nine games and to sit in the theatre and see the series pulled off minute by minute is almost as good as seeing a game with Sanford and Orlando. Remember that the series will be shown by the latest electric light designs at the Princess beginning tomorrow afternoon.

WORLD'S SERIES MAY RESULT IN RECORDS

DOPSTERS BASE INFORMATION ON FORMER RECORDS AND BATTING AVERAGE

NEW YORK, Oct. 3.—A comparison of the offensive strength of the contending teams in the world's series, based upon unofficial records of the season's work, indicates that Brooklyn will enter the big games at a slight disadvantage when compared with Cleveland, assuming that the two championship teams in their respective leagues faced opposition that was approximately equal. The Indians as a team have accumulated a batting average of .303 for the season, while that of the Superbas is .279. Taking the regular players who are likely to appear in the world's series, the Cleveland infield has a batting average of .281 while the inner defense of the Superbas has batted .284. The Cleveland outfielders as a combination have batted for .304. O'Neill, for Cleveland, and Miller for Brooklyn, probably will do all the catching unless injury prevents and in this department the Indians would be stronger at bat as O'Neill has outbatted Miller during the season by 44 points. O'Neill's mark being .326 and Miller's .282. The question that will have to be answered in the world's series is "Will Cleveland be able to maintain its average in offensive work against the strong pitching staff of Brooklyn?" Baseball critics generally agree that Manager Robinson has the strongest and best balanced staff of pitchers in either league, having no less than six men, each of whom is capable of taking his regular turn in the box. Barb and Coveleski have done the brunt of the pitching for Cleveland with Caldwell as the next best performer. It may be possible that Manager Slocum will call upon Walter Mills the young left hander who has made a remarkable showing since joining the Indians late in August.

LOCAL AND PERSONAL

Town Crier.

Miss Nell Lane is being delightfully entertained in Sanford as the week-end guest of friends.—DeLand News.

Remember that the next meeting and banquet of the Board of Trade is next Thursday night and no tickets will be sold after Thursday noon. Get your tickets early and avoid the rush.

The Daily Herald offers so much more to the advertiser and to the general public. Now you can get your quick change ads in any time or your local news and get all the news of the world brought to your door every afternoon.

Judge C. W. Sessions, before whom Senator Newberry and 134 others are on trial in Detroit charged with corruption, conspiracy and fraud in the 1918 senatorial contest.

THE HERALD NOW A UNION OFFICE

Under a contract with Orlando Typographical Union, No. 782, The Daily Herald is now issued from an office unionized in every department. The management believes that better results will be secured by this move, although this office has always paid above the union scale of wages. Under this condition we ask the united support of every union man and organization in this section.

SUPREME COURT CONVENES TODAY

DOCKET IS CROWDED WITH MANY IMPORTANT CASES.

WASHINGTON, Oct. 4.—The United States Supreme Court reconvened today for its regular term to find a docket crowded with important cases. Besides half a dozen anti-trust suits, matters pending included further attacks on the prohibition amendment, suits to test the constitutionality of the Food Control Act and of the Federal Farm Loan Act, appeals in the Newberry election case and many others. With the federal suffrage amendment ratified and proclaimed since the court adjourned early in the summer, court officials expect that cases designed to test the constitutionality of that amendment also will reach the court during the present session.

The first case to be argued at this term will be government appeals in the dissolution suit against the Lehigh Valley Railroad Company, part of the alleged anthracite coal trust. This case is set for tomorrow. By agreement of counsel argument of the other five anti-trust suits will be postponed temporarily. These suits are those against the Eastman Kodak Company, the Associated Posters and Distributors of the United States and Canada; American Can Company, Southern Pacific Railway Company and the Keystone Watch Case Company.

The prohibition amendment will reach the court again through petitions asking for a reconsideration of the decision of last June 7 in appeals of Christian Fierman, brewer of Newark, N. J., and George C. Dempsey, a Boston liquor wholesaler. A decision on a few weeks. A number of other cases involving interpretations of the enforcement act still are pending and further decisions amplifying the court's original opinion are looked for at this term.

Other cases of consequence before the court are those involving the constitutionality of provisions in the 1917 war revenue act levying an excise tax on profits derived from child labor; the boundary dispute between

ALL READY FOR BIG BALL GAMES

DODGERS WORK OUT TODAY BUT INDIANS HAVE NOT ARRIVED YET.

NEW YORK, Oct. 4.—(By Associated Press).—Preparations are all complete for the opening of the world's series baseball games tomorrow between Brooklyn Nationals and the Cleveland Americans. The Dodgers had a work out today but the Indians will not arrive until early tomorrow.

NEW YORK, Oct. 4.—(By Associated Press).—Brooklyn grounds will start at two o'clock, New York time or one o'clock, standard time.

EAT MORE SWEET POTATOES.

Patronize home industries so far as possible and keep the money circulating within the state. The sweet potato crop is reported to be larger than usual this year and the growers are having trouble finding markets for their early potatoes, although Irish potatoes from Maine and other northern states are being shipped into the state by the car loads. The sweet potato has more nutritive value per pound than Irish potatoes, and should be more generally eaten by all classes of people.

WEATHER REPORT.

For Florida: Partly cloudy tonight and Tuesday; unsettled in extreme South portion.

At the monthly meeting of the directors of the Lake County Chamber of Commerce a resolution was passed in protest against wild catting the lands and for encouraging real development work.

Orlando may shortly be in a class that own their own waterworks and electric lighting system. The city has asked the Orlando Water and Light Company to place a price on its two plants to the city, separately.

Oklahoma and Texas and the case of the United Shoe Machinery Company which comes up from proceedings originally instituted by the government in St. Louis under the Clayton act.

JUDGE C. W. SESSIONS



Judge C. W. Sessions, before whom Senator Newberry and 134 others are on trial in Detroit charged with corruption, conspiracy and fraud in the 1918 senatorial contest.

WILLIAM K. DRAPER



William K. Draper, the only delegate of her sex sent by the American Red Cross to the first general council of the League of Red Cross societies opening at Geneva, Switzerland, on March 2.

OFFICERS CAPTURED NEW RED BOMBER IN PITTSBURG YESTERDAY

STATE ROAD DEPARTMENT IN POLITICS

TIMES-UNION SAYS THERE IS NO DENYING THE FACT.

The Jacksonville Times-Union says:

The Metropolis of Monday contained two news items that were uninteresting, appearing as they did on different pages but that become interesting when brought together. One was the comment of M. M. Smith, chairman of the state road department on the report that Gov. Catts would not reappoint him when his term expired as it will next month. Mr. Smith said that politics and not his own record was the ruling factor and added:

"It will be a sad day for the people of Florida when the road department is dragged into the mire of politics. There hasn't been one scratch of politics in the department since its existence. The present board has studiously avoided getting into it."

On another page was a statement of what another member of the board, that according to the chairman has studiously avoided getting into politics, was up to. The story says:

"No better investment can be made by the men and women of this state than to vote in favor of the proposed constitutional amendment at the November election."

Ed. Scott of Arcadia, member of the state road department, while in Jacksonville Friday, Mr. Scott held a conference with F. O. Miller, chairman of the Florida State Highway Bonding Campaign Committee, H. H. Richardson, campaign manager of that organization, and other good roads enthusiasts, declaring that he came to Jacksonville as a citizen of Florida to help the cause along.

Mr. Scott should have kept out of politics at least for one day while Mr. Smith was making this statement of the non-political status of the board. But we will have to go outside the columns of the Metropolis to take another peep at Mr. Smith. We find him a little less than two months ago at St. Augustine presiding over the Constitutional amendment convention and the Florida Motorist says of his opening address:

Mr. Smith stressed the necessity for the meeting and further emphasized the fact that it was not a call made by the legislative committee of the Florida State Automobile Association, primarily, but a call of the legislature of Florida to the people of Florida of the state to vote for the amendment and provide funds to meet federal aid."

If this sort of thing is studiously avoided the students must be very dull for they do not learn anything, and, by the way, Mr. Smith has a queer idea as to the effect of the submission by the legislature to the people of a proposed constitutional amendment. When the legislature submits it it is through; it is then up to the people and it would be grossly presumptuous and grossly improper in the legislature to tell the people what to do.

But as a matter of fact the state road department is in politics up to the neck. It is fighting for this bond amendment and snarling like a dog gnawing a bone at anyone who interferes with its plans. If this bond amendment is defeated the state is in the long run will raise more money for roads than if it is adopted for it will pay out nothing for interest, but future boards will handle the money and get credit for what is done. If the state planks down five million dollars a year to this board, without any directions as to the interest the bond shall bear without any command to sell them for not less than six per cent, this board will be able to do as it pleases. It reports biennially as it is under no restraint except the fact that it is required to tell the people what it had done not less than two years after it did it.

This board was created to build roads and see that in their construction the people get their money's worth. It was not created to tell the people how much to spend on roads or how to get the money and when it does this it plunges into politics in such a way as to deserve to lose the confidence of the people.

POPULATION NEW YORK STATE SHOWS BIG GAINS

WASHINGTON, Oct. 4.—(By Associated Press).—The population of New York state is announced as 10,232,000, which is not quite half of which is embraced in the city of New York.

Said To Have Been in New York at Time of Recent Explosion

FOREIGNER AS USUAL

AND HAD SUIT CASE FULL OF DYNAMITE AND EVIL INTENTIONS

NEW YORK, Oct. 4.—(By Associated Press).—An investigation of the recent Wall Street explosion that has been renewed with vigor resulted in the arrest at Pittsburgh yesterday of Florenz Zelenaka of this city, by government officers assisted by the local squad. Zelenaka was arrested in a hotel room with a suitcase full of dynamite after he is alleged to have told a man he intended to do a better job than was done last time, meaning no doubt, the Wall Street disaster of a few weeks ago in which fifteen people were killed and many injured, all of them being innocent bystanders. Investigation here shows that Zelenaka left his room an hour before the explosion and his room was also found to contain a lot of radical literature. The officials believe that in this latest capture they have the real perpetrator, or at least one who knows something about this outrage on the commonwealth.

COX TALKS TO THE WOMEN ABOUT WAR

SAYS LEAGUE OF NATIONS WOULD STOP WARS AND WOMEN SHOULD HELP STOP THEM.

DAYTON, Oct. 4.—(By The Associated Press).—Although supposed to be resting for two days after his eleven thousand mile trip that covered the western part of the United States, Governor Cox today continued his plea for the League of Nations in an address to a body of women. The Governor gave many reasons why women should support the League as they were the chief sufferers in any war. He reiterated the League would stop the wars and not encourage them as the Republican opponents have charged.

MASKED BANDITS CLEAN OUT RESTAURANT

NEW YORK, Oct. 4.—(By Associated Press).—Six masked bandits stood forty-five patrons of the Lenox Avenue Cafe against the wall early today and robbed them of five thousand dollars and some jewelry and escaped.

GRAY-CLAD VETERANS MEET AT HOUSTON TOMORROW

HOUSTON, Tex., Oct. 4.—(By Associated Press).—Thousands of gray-clad veterans began arriving here today for the annual reunion which opens tomorrow and lasts until Friday. The city is gaily decorated with the stars and stripes mingling with the stars and bars everywhere.

SOCIALISTS WILL MAKE GAINS SAYS MR. DEBS

ATLANTA, Oct. 4.—(By Associated Press).—Great gains for the Socialist party in the November elections are predicted by Eugene Debs, the party nominee for the presidency, after a conference in prison here with members of the committee, who are here to discuss the campaign. Debs is serving a term in violation of the espionage act.

MacSWEENEY WEAKER, BUT HANGING ON

LONDON, Oct. 4.—(By Associated Press).—Lord MacSweeney was reported not so well Sunday. Said by prison doctors today to be better after some sleep last night. This is the fifty-third day of the hunger strike.

MEN ONLY

The Princess Theatre, Sunday, April 25th, 3:30 P. M.

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erty the Hapsburg monarchs took possession of this palace in Rome and turned it into the seat of their embassies to the popes, and afterward to the Quirinal as well.

During the late war the Italian government expropriated it as Italian property and housed there the thousands of art treasures brought from Venice and the Venetian plains when the Austrians and Germans invaded Udine and Belluno. Those works of art have now gone to their proper places again and the Italian government has restored the famous palace to its ancient splendor, making its huge rooms and halls look as they did when Pope Paul II and Cardinal Lorenzo Cybo occupied them in the fourteenth century and beginning of the fifteenth.

IRRIGATED LAND OPEN

Ten Thousand Acres in Wyoming and Nebraska.

Approximately 10,000 acres of reclaimed land in Wyoming and Nebraska will be open to homestead entry early in March, according to an announcement made in Washington by the reclamation service.

The North Platte valley tract, part of a project of which hundreds of thousands of acres already have been reclaimed by storing up the waters of the North Platte river behind the Pathfinder dam, will be opened on a water service rental basis for the first three years.

The 10,000 acres in this tract constitute the largest area of reclaimed land opened to homesteaders in more than five years.

ALLIGATOR IN NEVADA RIVER

Trapped After It Had Killed a Number of Calves on Frey's Ranch.

Winnemucca, Nev.—James Bryant and William Brennan, veteran Nevada trappers and hunters, arrived here recently with a tale of having trapped an alligator on the Humboldt river, near Frank Frey's ranch, west of Winnemucca.

Bryant and Brennan trapped the alligator after it had killed a number of calves on the Frey ranch and put the entire district in fear of going near the river. The trappers say it was an alligator that escaped from a circus train

at Hulay a few years ago and has been living in the Humboldt river ever since. The alligator skin will be made up into a traveling bag by Frey. In addition to the alligator the trappers secured a large number of muskrats, beaver, otter, coyotes and wildcats.

BERLIN POPULATION 3,801,235

Effect of War is Shown in Big Decrease in Males According to Census.

Washington, D. C.—The city of Berlin with adjacent districts now includes 3,801,235 inhabitants, according to recent issues of the Berlin press, which published results of the census started October 8, 1919. The most remarkable feature of the census was the considerable decrease in the city proper, census reports showing a loss of more than eight per cent since 1916. The effect of the war was seen in the fact that the number of males in the suburbs of Berlin increased only 933, while females increased 15,057. In Greater Berlin males decreased 54,000 and females increased 124,800.

DRIFT 15 DAYS ON ICE CAKE

Three Eskimo Hunters Arrive in Nome After Braving Perils in the Bering Sea.

Nome, Alaska.—Three Eskimo hunters came into Nome over the sea ice out of sight of land.

They said they had suffered from cold and hunger and that while hunting seals they camped on the ice on the mouth of a river 150 miles south of Nome. One morning they awoke to find a gale had torn their ice cake free and had carried it to sea. They did not sight land again until March 2.

The men reached Nome by working their canoe through the loose ice until they reached solid shore ice.

Learned the Rules. "Does your husband expect you to obey him?" "Oh, no! He's been married before."—Life.

Spiders and Good Fortune. Spiders, according to superstition, are omens of good fortune, therefore to kill them provokes wrath and invites disaster. Superstitious people will tell that the bride who finds a spider in the folds of her wedding gown may look forward to a married life of great prosperity.

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TOURISTS SHUT OUT OF ITALY

Shortage of Hotel Room is Keeping Them Away.

COUNTRY NEEDS THEIR MONEY

Never Before Were There So Few Americans, Whose Money Was Reckoned on to Relieve Kingdom's Financial Straits—Venetian Palace Is Set Apart for Entertaining Visitors, but There is No Provision for Lodging.

Luigi Luzzatti, formerly minister of finance, and Italy's most prominent financial expert, tells the New York World correspondent he is much worried about the lack of American tourists in Italy. He says the money they would bring in would go a long way toward solving the country's financial difficulties. Italian cities are crowded but with Italians. Never were there so few American and other tourists.

"Americans are not encouraged to come," he explained. "All our cities and many small towns which attract Americans by their beauty and history are short of hotels because during the war they were taken over by big banks and large industrial concerns.

No Room for Visitors. "Italy used to gain more than a thousand millions a year from tourists. Where can we lodge them now? Where can we find sleeping room even for the crowds of Americans who want to see our beautiful country, our splendid art treasures, and perhaps buy some we can spare? I have asked big hotel-keepers this question and their answer is that there is no room in Italy for American tourists, that government must help build hotels or give back those it sequestered, that big business houses must resell hotels they bought for offices if the tourist trade is to flourish once more."

Minister of Treasury Schanzer shares Signor Luzzatti's opinion as to the need for attracting as many Americans to Italy as possible. He said in the chamber of deputies that the tourist trade is essential to the national budget. The budget for 1919-20 shows a deficit of \$563,000,000 and that of 1920-21 fore-shadows a deficit of \$520,000,000. The money now being spent so lavishly in Italian hotels by native war profiteers does the country no good. American gold is wanted and Minister Schanzer promised the chamber to do his best to attract Americans into the country again.

Venetian Palace for Banquets. When the next prominent American statesman visits Rome officially he may have trouble in finding a room and bath but he will be sumptuously entertained to luncheon, dinner and tea by the Italian government, which has prepared the historic Venetian palace for the purpose of receiving distinguished strangers.

The Palazzo di Venezia, as the Romans call that magnificent place, was built by the Venetian republic in the fourteenth century to house the republic's ambassadors to the Papal state. When Venice became Austrian prop-



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UNION SHOP.

In the face of many shops making "open shops" on account of labor troubles, the Herald Printing Co. has come to the conclusion that union men are the most desirable in the printing business and we print the union label on our paper and job work hereafter firm in the determination that with a union shop we can get the best results. The Herald has always paid above union wages but did not have a union or organized shop heretofore and we take this step with the belief and the trust that the union men who are working for us now and will work for us in the future will give us the best they have in eight hours labor and that hereafter we can bank on the men who believe with us in the principles of organized labor. There have been mistakes made by employer and by employee in the past but the Herald believes that a better day is dawning for labor and capital under the plan of better co-operation and a better understanding.

THE DAILY HERALD

The Daily Herald resumes today after a vacation of six months and returns, we hope, for all time. Despite the fact that help is scarce and newsprint paper is five times the price it was last year the management of the Herald feels that the people of Sanford should have a daily paper and while it comes out this week in four page form it will be eight and perhaps sixteen before the winter season is over. It is four pages just as a starter but it is as large as many of the daily papers in the state at that and we hope it will grow from time to time as the patronage grows and we can get another machine to take care of our constantly increasing business. The daily is given to you today in the same old but feeling good that Sanford must have the daily earlier than last year and know that it will be welcome if the anxious inquiries about the daily mean anything. There are several departments that will be added in a few days to take care of all the news of the city and county and we want the patrons to send in all the news of their respective sections and let us have it either by phone or letter. We want every one to feel that the Herald is your own paper and will take an interest in its welfare. Those who get the paper by carrier will be solicited by the boys or you can phone F. P. Rines who will have charge of the circulation this year, having handled it satisfactorily last year. Or phone the Herald office. The daily will be fifteen cents a week by carrier or six dollars per year, being one of the commodities that has not raised the price since last season.

THE DUTY OF DEMOCRATS IN FLORIDA
The idea that Florida can be separated from the solid south as the result of the present campaign, is an ignis fatuus which may have taken possession of a few hopeful republican politicians, but had no

foundation in fact. It is a rainbow chasing dream which will not be realized. The most that can be hoped for, is a vote that will entitle the party to a place and standing on the ticket in future years. Even that can, and should be prevented, and will be if the democrats of Florida, stand loyally behind their ticket, and vote their full strength. The main element of uncertainty lies in the vote of the women, but that is not so uncertain as it may seem. The white women of Florida have imbibed from birth the democratic doctrines held so firmly by their fathers and sons and husbands, and so far as they vote at all, will vote in that faith. It is inconceivable that they should do otherwise. They will stand as a unit for white supremacy, and all that it implies. If they all vote, as they should, it will simply double the white democratic vote. The voting negro women will of course vote the republican ticket, because that party freed them from slavery fifty years ago, but the numbers voting, except in a few isolated instances, will be negligible, and will have little influence on the general result.

At the same time it behooves the democratic party of Florida to get out its full voting strength. It will not do to assume, as it has in years past, that a primary nomination is equivalent to an election, and let it go at that. We are facing today a vigorous and determined enemy, who will scruple at nothing to insure success. Every white democrat owes it to his party and his country to get out and cast his vote for white supremacy and good government.—Tampa Times.

PAID FOR HIS PAPER AND THE COSTS

The court of common pleas of Lawrence county recently decided a small case involving \$5.40 in the interest of a newspaper published in that county. It appears from the evidence that a carrier delivered a paper for a year and several months to one Henry Ceiber, who refused to pay for it because he hadn't ordered it. Selber accepted the paper and the family read it. The court in instructing the jury said among other things that Selber in not refusing the paper, was a party to an implied contract to pay for it. He got on deliveries groceries to the wrong house and the person who got the groceries and used them was liable, or a man called to a day's work in a garden and gets in the wrong lot and works a day with the knowledge of the owner of the lot, the man who received the benefit of that man's work was under obligations to pay for the labor, or the man who cleans another's pavement while the owner looks on without ordering the workman to stop, there is an implied contract to pay for that man's services. The same principle of law holds good, said the judge, when you receive a paper through the mails. In accepting the paper there is an implied contract to pay for it. The decision by the court in directing a verdict against the man who read the paper in favor of the publisher is not new, as the question has been decided by many of the lower courts and upheld by appellate courts of nearly every state in the Union.—Huntington, Pa. News.

THEY DIDN'T ADVERTISE

In Jacksonville last week the largest and most pretentious shop store in the city was forced to close its doors, and the stock is now being liquidated. Among those who knew the Cole Shoe Company was considered to have the highest class of shoes as a whole of any establishment in Jacksonville. It had the best appointed store, the best kept store, employed the very best salesmen possible.

The store was located on Main street, between Bay and Forsyth, where the Jacksonville Observer points out, more people pass in a day than on any other street in Jacksonville. Other shoe stores in the city prospered and enlarged, but at a time when it should have been at the very summit of prosperity this firm

was forced by its creditors to close its doors with a stock of shoes valued at many thousands of dollars. People marveled at the lack of business, and there was little surprise expressed when it was announced that the firm would be forced to close its doors and liquidate in favor of creditors.

The management of the Cole Shoe Company did not advertise. They knew they had the goods, but the public didn't know it. This management placed its judgment opposed to advertising against that of all other business enterprises. The result was inevitable.—Palatka News.

ADVERTISING MEDIUM.

Advertising figures, rate cards, circulation statements, dry statistics, tell a newspaper's story. But they tell only half of it. And advertisers today are demanding the other half of it.

Men who advertise are beginning to measure editorial quality as well as circulation quantity, to realize that how reader attachment is formed is quite as important as how many readers are affected. There is quality to subscription lists as well as quantity.

Advertisers are basing their judgment of newspaper advertising value on personality as well as on technicality, on reader prestige as well as on advertising patronage. A newspaper must be a good newspaper before it can be a good advertising medium.—St. Augustine Record.

OUR MISTAKE

In the last issue of the Weekly Herald the type read 25 pounds of Irish potatoes for 50 cents when it should have read 15 pounds. McCuller is reducing the high cost of living but he does not want to reduce it this fast and we hasten to correct this mistake in this issue for the people have "ganged" his store ever since the ad came out. However, his ad is in this issue and will be in every issue of the Daily and Weekly giving prices and it will pay you to read them.

HOSPITAL MEETING TOMORROW NIGHT

The Executive Committee of the Fernald Loughton Hospital will hold their regular meeting at the office of H. C. DuBoise tomorrow night at eight o'clock to transact business of importance and every member is urged to be there and also the physicians of the city and any one who is interested in the hospital.

Daily Fashion Hint



SMART IN DIMITY.

Some of the prettiest frocks for children are made of polka dotted dimity, the dots being in bright red or blue. In the model pictured there is a straight skirt gathered to a short-waisted bodice. The front, neck and cuffs are edged with narrow frills of self-material. Medium size requires 3 yards 36-inch material. Pictorial Review Dress No. 8146. Sizes, 2 to 6 years. Price, 20 cents.

REAL ESTATE

Farms, Groves and City Property
For Rent and For Sale
J. E. SPURLING
The Man Who Belle Dirt

Announcing the Change of Hudson AND ESSEX SERVICE

We have contracted with the B. & O. MOTOR CO., Sanford, Fla., to do our service on Hudson and Essex. Effective

Monday, Oct. 4th,

all service on cars sold by us will be done by the above concern. A complete stock of parts will be carried as before by us.

Mr. Loveless, who formerly had charge of Hudson and Essex service, will now be found at the B. & O. Motor Co., having taken charge of the Service Department of this Company, and will also give service on Hudson and Essex.

Walthall Motor Co.

By W. E. WALTHALL

H. B. Parrish, the manager of the Coca-Cola plant here, has returned from Philadelphia where he has been for the past two months in a hospital. His many friends will be glad to learn that it is entirely recovered.

C. A. MATHEWS
REAL ESTATE
A New Man With the Old Firm
A. P. Conolly, 108 Magnolia Ave.

Specials for Today
Milk Fed Veal
Spring Lamb
BROWN'S MARKET
Phone 22

TRY A HERALD WANT AD

Let Everyday be Post Card Day in SANFORD Get Them at the Herald Office

New Interest Quarter

OCTOBER FIRST begins the new interest quarter. Deposits made up until the tenth draw interest from the first. Get your deposits in before the tenth to get interest this quarter.

First National Bank

CAPITAL AND SURPLUS \$120,000.00 RESOURCES \$1,150,000.00
F. P. Forster, President, B. F. Whitner, Cashier.
A. L. Betts, Assistant Cashier

Helpful, Friendly Management at Your Command Here

OUR OFFER IS TO PATRONS AND NON-PATRONS OF THIS BANK, ALIKE.

If there is any particular in which we may be of service, our management will highly appreciate your call.

Our service is justified only as it is helpful to you, to this community.

WE ARE YOUR FRIENDS, HERE.

STRENGTH SERVICE
SEMINOLE COUNTY BANK
HOME INSTITUTION

If You Do Not Have Faith and Confidence

in yourself you cannot expect others to depend on you

If you do not save money how do you expect others to lend you money? "To those that have will be given" is true in the business world as in the Bible. The moral lift it gives you will bring you success besides the interest it accumulates.

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

PEOPLES BANK OF SANFORD
WE WANT YOUR BUSINESS

Meats

Of Highest Quality

PURE FOOD MARKET

Prices and Service Just Right

Choice Native and Western Beef, Pork
Veal and Sausage

Phone 105

402 Sanford Avenue

The F. & G. Lumber Co.

Building Material

On A. C. L. Tracks, between Oak and Myrtle Avenues

PHONE 62

It Will Pay You To See US
BEFORE BUYING YOUR LUMBER

Little Happenings
Mention of
Matters in Brief
Personal Items
of Interest

In and About The City

Summary of the
Floating Small
Talks Spectacularly
Arranged for
Herald Readers

Town Crier.
Mr. and Mrs. H. C. Waters and family spent Sunday in Eustis and surrounding hills and dales of Lake county.

Mrs. Sam Younts has returned to Sanford after spending the summer at points in the north and San is happy again after a summer's "batching."

Mrs. H. B. Lewis returned Sunday from Ohio and Michigan and other points and with Mrs. Lewis will have apartments in the Welka Block this season.

Mr. and Mrs. H. P. Latspaugh and boy from Eustis have moved or will move shortly into their new home on Magnolia avenue recently purchased from Mrs. Kolb and occupied by Mr. and Mrs. Harry Lewis.

Mr. and Mrs. Deane Turner and Mr. and Mrs. R. J. Holly visited Mr. and Mrs. Roy Syme and family at their beautiful home in Winter Park. The party made the trip in Mr. Turner's car yesterday.

Weldon Henley was circulating among his Sanford friends here on Saturday. Weldon was formerly manager of the Southern Utilities Co. here and has many friends who are glad to know that he is prospering.

Mr. and Mrs. J. M. Wallace have removed from the Herndon apartments over the Herald office to the Leonard home on Palmtoth avenue. Mrs. H. B. Coney and family will occupy the apartment in the Herald building.

Mr. and Mrs. Reginald Holly and Mr. and Mrs. Edward Betts left Saturday for Palmetto and other points in South Florida. Mrs. Holly will visit her parents, Mr. and Mrs. James Woods at Ellentown and they expect to return tomorrow.

Miss Carrie Gray, who expected to retire from the restaurant business and recently sold her fixtures and business on Park avenue, has listened to the call of the hungry and opened a ten room and quick lunch in the Welka block on Railroad Way.

Allen Jones was here Saturday and Sunday from the University of Gainesville and is enroute to Key West where he will be in a government hospital for treatment to his ear. Allen received this injury to his ear while in the service of Uncle Sam and it will be up to Uncle Sam

to repair the damage. Allen has just entered the university to study medicine and his enforced absence will interfere with his studies but his many friends hope for his speedy recovery.

Mr. and Mrs. F. B. Langley have moved from the Pace house on Park avenue to their home on Tenth street recently purchased from M. A. Fleischer. Mrs. R. L. Jones has purchased the Pace home and will move there this week.

Mr. and Mrs. Vivian Speer have returned from New York and other eastern cities where they enjoyed a three week's vacation. Vivian attended some of the big dry goods openings and got a line on the new stuff and the conditions of the big markets. He will tell his story in the Daily Herald tomorrow.

Town Crier.
Get your advertisement copy in early. The Daily Herald will be read by 1,500 people in Sanford and surrounding territory every evening of this week and by 2000 or more next week and thereafter. It gets results and the live business men will take advantage of it.

Miss Margaret Roberts had her car badly smashed near Winter Park yesterday afternoon by the impact of a motorcycle against the radiator. The motorcycle was ridden by a negro man who evidently lost his head while trying to avoid a passing car and rammed into the Roberts car. He has offered to make good the damages.

George A. Pierce and family, of Eustis, were in the city yesterday coming over to see his brother who was expected to visit the Herald for the day. Mr. Pierce is from Louisville, Ky., and was in the printing business there, having a large plant for the printing of bank work. He is treasurer of the newly organized Lake Region Printing Co. of Eustis.

Town Crier.
Mr. and Mrs. J. C. Hutchinson have returned from a trip to South Carolina and other points. Mrs. Hutchinson visited the Hutchinson home in South Carolina while Mr. Hutchinson visited the various markets in the east and middle west and has some valuable information that he will impart to the growers of this section. Mr. Hutchinson is the manager of the Sanford Truck Growers Inc. of this city.

"A HUMAN CULTIVATOR". DO IT NOW.

10.—For the person who has been through a strenuous day of work or worry, a long drive in an Auto or any unusual strain, mental or physical, the "ENERGIZER" affords almost immediate relief. Many cases of SEVERE HEADACHE which resist all other methods have repeatedly been stopped by a single "ENERGIZER" treatment. It is a peculiar FACT that a "sore spot" which you would not touch because of pain will go right through a full treatment without your even feeling or knowing that the place has been covered. This is true simply because the motion of the process is perfectly SMOOTH, rapid and even.

"ENERGIZER" CANNOT harm even a frail person. The action is entirely SOOTHING and AGREEABLE, even pleasant in EVERY case. 11.—There is no provision in the human body for storing surplus fuel or supplies, as we have in commercial matters. If we do not consume all that our Stomach (Factory) produces each day it must follow that there is a crowded condition set up here and there in the body. This condition starting very small gradually spreads through the years from about Twenty on, until something in the Human Machine has just got to have attention. In commercial affairs we call it "Strikes"—Embargoes, "Floods", "Fires", "Wrecks", Poor Material Overload Etc., Etc.—In the body we call it "Sickness", in the Thousands of different terms and titles. But the beginning is usually except in straight accidents the result of an unbalanced condition as of the Diet, Water and Exercise. It is a safe statement to make, that the Lord Mayor of Cork may be going without Food, but that he has been exercising to the extent of Physical ability each day, else he must have passed on ere this. "Balanced" Exercise is a basic.

"ENERGIZER" Process REGAINS and MAINTAINS—BALANCE. DO IT NOW. 12.—The real measure of Gauge of Human Intellect is, how long it takes a person to see the merit of a New thing or process. Monks and Parrots are very good at doing the same thing over and over again. "ENERGIZER" is New to most People. But there is already a long list of Sanford Citizens firmly convinced of the wonderful value of "ENERGIZER" Treatments. People who are "ALL RIGHT", and are just wise enough to understand what it takes to "Stay all right" and mighty pleased to find such a Quick, Pleasant, Economical method available right here in Sanford, the only "ENERGIZER" Service in this part of the Country. There are less than fifty of the Machines in the World at the present time.

FIND OUT FOR YOURSELF. DO IT NOW. WHY. EVENTUALLY!
Phone 124 Box 399.
Sincerely and Respectfully,
L. C. CAMERON.

REUNION OF THE CONFEDERATES AT HOUSTON, TEXAS

Predicted Will Be Grandest Ever Held—All Railroads Grant 1 Cent Rate.

Houston, Tex.—Houston's gates now stand open to do honor to the thousands of Confederate Veterans, their relatives, friends and visitors who will meet at Houston October 5 to 8 in one grand reunion.

The other conventions to meet in Houston during week October 5 to 8, in addition to the United Confederate Veterans, will be the 25th annual reunion of the Sons of Confederate Veterans and the 21st annual convention of the Confederate Southern Memorial Association, to all of whom Houston extends a cordial welcome.

Miss Sadie Ruth Aldridge of Phao is sponsor in chief of the United Confederate Veterans for the reunion. Miss Aldridge is eligible for membership in all the national patriotic women's organizations in America and is also entitled to membership in the Daughters of the Republic of Texas. She is therefore considered a happy choice as chief sponsor to the veterans. Miss Aldridge is the "daughter of a daughter" of the Confederacy.

Miss Lillian Webb of Jackson, Mississippi, will be sponsor in chief for the Sons of Confederate Veterans. She is a daughter of General John A. Webb, adjutant general of the Mississippi Division of the U. C. V.

Houston expects to have a camp of Sons of Confederate Veterans more than 1,000 strong, to greet the veterans and visiting Sons and act as official hosts to them. When preparations for the reunion were started the local camp of the Sons of Veterans was wholly decayed. A new camp was organized and named Albert Sidney Johnston Camp, after the great Texas general. In four weeks it has grown from nothing to 602 members. The Wednesday before the reunion had been declared Sons' of Veterans Day in a proclamation by Mayor Ammerman and teams of Sons, approved by teams of Daughters of the Confederacy were to work for "distinguished service" awards, signing up new members. Though the applications are not all in, it is considered certain that the camp roster has passed the 1,000 mark, making it twice the size of the next largest camp, that at Atlanta, Ga.

All over Texas the reunion is stimulating Sons of Veterans to organize camps and revive old ones, to attend the reunion and welcome the hosts of the Confederacy of Texas for what will no doubt be the last time.

Carl Hinton, adjutant in chief, who has moved his headquarters from Denver to Houston, until after the reunion, reports the organization of 21 new camps of the S. C. V. in Texas.

Veterans who attend the reunion need not worry about getting lost in Houston. Arriving at the station they will register and be assigned to quarters. A Boy Scout will take each one to his destination, and every motor car owner in Houston will gladly pick up a veteran and get him down wherever he is going.

All veterans who expect to be quartered free, as is the custom, are again warned by the reunion committee to bring their own blankets. The war department refused cots and blankets for a camp, on a technicality, and congress was not in session to correct the error. The reunion committee was forced to buy mattresses and will "bill" the veterans in schools and downtown buildings where they will be both comfortable and safe against bad weather. Efforts made to rent 30,000 blankets, to give each man three, failed completely; they simply can not be obtained unless they are bought outright. So each "Johnny" will have to tote his blankets as he did during the war.

A rate of one cent a mile with "stop over" privileges, effective October 1 and good until October 31, has been granted by 74 railroads east of the Mississippi river and 51 west, to members of any Confederate organization and their families, who want to attend the Confederate reunion.

General N. B. Forrest, commander in chief of the Sons of Confederate Veterans, in speaking of the granting of the rate, said: "Now get ready for your crowd. This means that people can come to Houston from any point in the confederacy for 1c a mile—and the regular fare is now 3 1/2c. They can stay until the last of October, take side trips into Texas and see their friends, relatives or the country; can attend the Dallas Fair for \$11 a round trip, come back to Houston and start home; stop off at as many places as they like for 1c a mile, which is almost as cheap as traveling on a pass."

More than 100,000 identification slips have been sent out from the Confederate reunion headquarters at Houston to the various Confederate organizations in America, which will entitle members to the reduced rate.

Town Crier.

BUSINESS PICKS UP.

Business has been good in Sanford all summer for Sanford has never been a "winter town," but business has picked up even more since the cool spell came down so suddenly and the merchants are getting out the winter goods and arranging for more space in the Daily Herald.

ENLARGE THE HERALD FORCE.

The Herald Printing Co. is enlarging all the time not only with new equipment but with new men and among those going to work this morning are the following:

Ralph K. Gore, who with his family, arrived last night from Bradenton to make their home in Sanford. Mr. Gore is one of the best linotype machinist-operators in the state and all last season was in Orlando on the Reporter-Star and the Sentinel. G. Bassett Smith, of St. Petersburg, who will be one of the job compositors, comes highly recommended for the position.

J. R. Klausner of Indianapolis, who with Mrs. Klausner, were here last season and will be here all this winter. "Dad" as he is known among all the boys, is an expert "ad" man and job compositor and having lived in Sanford once cannot keep away. These, with the good ones already on the force, will give The Herald what is needed in the way of service to the public.

WILL REPAIR HUDSON AND ESSEX CARS

In this issue is the announcement of the Walthall Motor Co., that they have turned all of their repair work and parts to the B. & O. Motor Co. of this city who in the future will do all of this work for the Walthall Co. The B. & O. have engaged the services of Mr. Loveless in conjunction with their force of mechanics and are better equipped than ever to take care of the large volume of business in the repair and mechanical department. It might be well also to mention here that the B. & O. Co. have made a new ruling that all repairs are for cash only giving them the opportunity of serving the public in a better manner and enabling them to add to this important department in the way of quick service and the best of mechanics.

TRAIN SCHEDULE

No.	Arrival	Departure
No. 82	1:59 a. m.	2:03 a. 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.
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.
Ovelo Branch		
No. 127		3:40 p. m.

THIS

The first appearance of the DAILY HERALD marks the beginning of the 1920-1921 season. The bigness of this season depends a whole lot on the Sanford people themselves: so lets all get together, stay together and make her hum.

TOMORROW

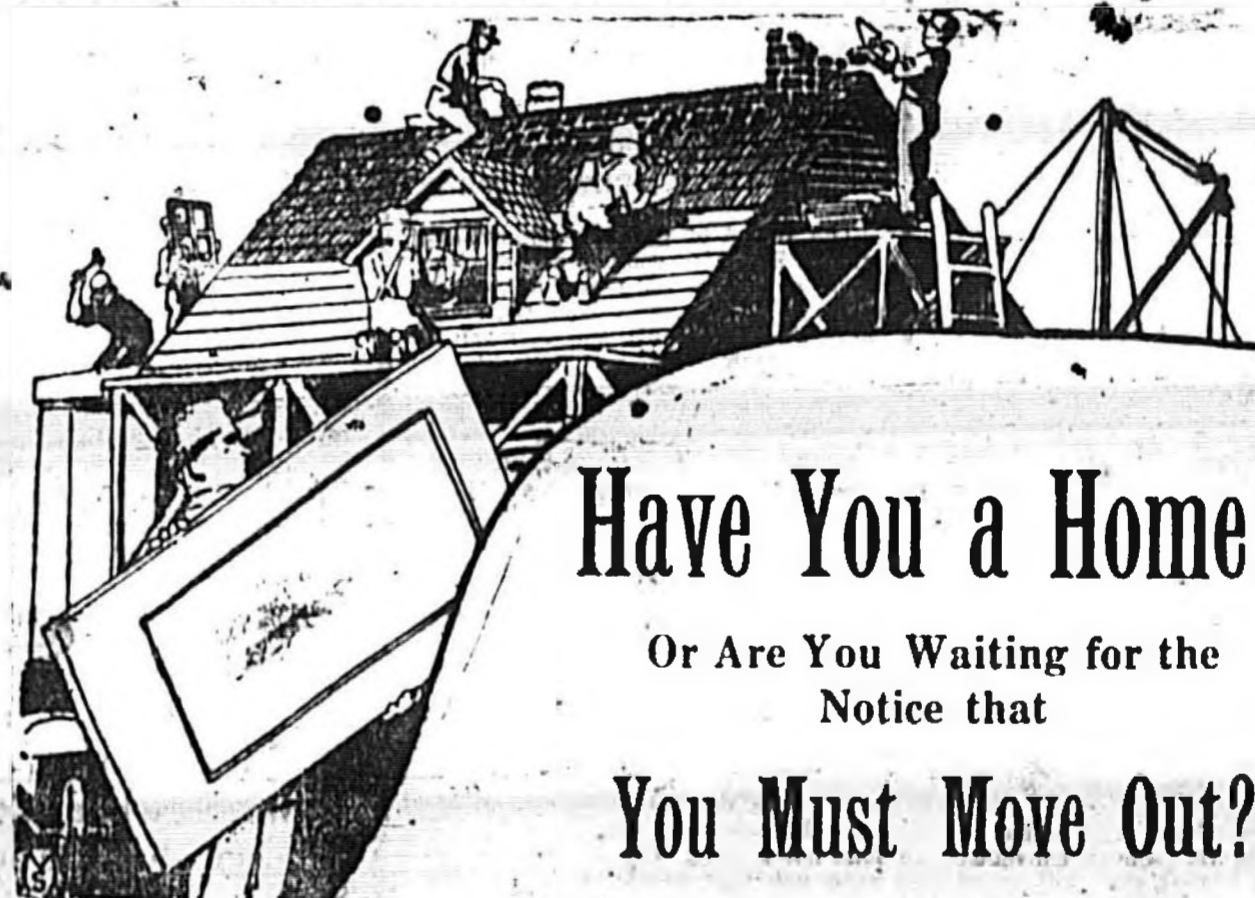
is the third day of OUR BIG WEEK, and from the way things have been going so far it looks as if tomorrow is going to be one big day, because it is

SCHOOL BOYS'S DAY

And we give a free pair of trousers with each suit, a shirt or blouse with each pair of trousers and a pair of stockings with each shirt. And other big specials run right on thru the week also.

Perkins & Britt

THE STORE THAT IS DIFFERENT.



Have You a Home?

Or Are You Waiting for the
Notice that
You Must Move Out?

In these days of high rents, uncertain ownership, dearth of houses to rent, the chances slim that you can rent a desirable house and if you do that it may be sold over your head in a few days or weeks: you should own your own home.

Have You Ever Tasted the Delights of Ownership?

To live in your own home, to plant a tree, a flower, a bit of grass, to know that it is your very own, that no one can put you out and that your family is protected with something as good as life insurance.

This is the Time to Build Your Own Home

And in building be sure that your costs are figured right and that your home or rentable property is built along economical lines that will prove a real investment to you.

We Can Build You a Home Complete in Sixty Days

We have some brand new BUNGLOWS, the last word in Bungalow design, for sale now on MAGNOLIA AVENUE. We would be glad to have you inspect them. Note the type of construction, the materials and the workmanship. Also note the attractive designs, the convenient arrangement of rooms, large closets and the little things that make a home a delight.

We also have some very desirable building lots for sale on Magnolia Avenue between Tenth and Thirteenth Streets.

WATCH THIS SECTION GROW

GEO. W. KNIGHT CO.

Engineers and Contractors

PHONE 304

SANFORD, FLA.

Granulated SUGAR PER POUND 18c

- Irish Potatoes, 15 lbs. 50c
- 1 lb. can Crisco 30c
- 1 1-2 lb can Crisco 50c
- 3 lb can Crisco 90c
- 6 lb. can Crisco \$1.75
- 1 qt. can Wesson Oil 75c
- 1 pt. can Wesson Oil 40c
- Everbest Nut Oil 40c
- Allgood Oil 45c
- Churngold Oil 50c
- 1 gal. cans Peacock Syrup \$1.35
- Morris Creamery Butter lb. 68c

L. P. McCULLER
Sanford, Florida