# REDPATH CHAUTAUQUA, SANFORD, FIVE DAYS, MARCH $31 \cdot T O$ APRIL. 5 Che 象anform Bathy Heralio 

IN THE HEART OF THE WORLD'S GREATEST VEGETABLE SECTION

## VOLUME 11

## FIFTYTMO COUNTIES WORK ON MOSOUTO ERADCCTTON IN STATE OF FLORTDA

## ROTARY CUUB WECKLY MEETING AT VALDEZ HOTEL



IMPORTANT WORK

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CALLED DIVINE

## CELERY MARKETS ALL FRANCE

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## MAGIC NAMES...

The influence of advertising is apparent in every turn of my daily iife. I find I cannot disregard it. It is always with me, guiding me in my pleasures and in my duties, telling me what I should eat, wear, and use and what I should buy for my family.

- I find that there is on the tip of my tongue a the tip of my tongue a
multitude of names the multitude of names the
mention of which will bring from some shelf nearly everything that $T$ can use in my daily life and in the daily life of my family.

In every instance that name means a very definite promise and assurance of something substantial and which will make me feel completely satisfied about having exchanged my money for it.
lot me say a few things which these names - these old friends of the newspaner and magazine pages
-mean to me.
They mean good taste. For certainly I desire to
do the thing that I believe discriminating people have judged best. They mean convenience. It is not necessary to describe the thing I want. Even the most intimate articles may be purchased without embarrassment since the advertisers have given us handy names.
They mean assurance in shopping. There is no indecision. Even before I enter the shop I know what I want to buy.
And certainly they mean satisfaction. For the advertiser whose product is not good cannot continue to advertise. The fact that I have seen a name repeated over and over again assures me that it stands for a product of quality. In speaking quality. In speaking know I am asking for the best.
I am a more juclicious shopper because I buy advertised goods. I patronize the shop that sells them.

## (This was written by a woman.)

Published by the Sanford Herald in co-operation with The American Association of Advertising Agencies


Must not be confused with fake circuses, traveling Gypsey camps and so called carnivals

## Always fit for the whole family With Purity of Presentation as Sweet as the Odor of Magnolia Blossoms

WHY MEN BECOME CANHIBAL

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JOHNN JONES EXPOSITYON
OPENED LAST NIGHT FOR
WEEKS ENGAGEMENT HERE Bunch of Good Attractions Brings Out Big Crowd
on Opening Night

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## BASE BALI <br> FOOT BALI <br> BASKET BALL <br> TRAP SHOOTING

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