# Sanford 輯aty Herald 

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CITY NEWS PARAGRAPHS
THIS WEEK IN SANFORD




 IMPORTANT CASFS
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HAVE PUBLIC
INSTALLATION Col. Theoderven innane con

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SANFORD CHURCH RING FOLLOWGRN HAS BIG GROWTHPAY TRIBUTE TO



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Today. 'THE CALLOFTHE FHLD' London the Gold rush da along the Yukon trail. Yu"ll
lose your heart to "BUCK" Hero

Comedy-"Ileary Seas"

Tuesday-Rupart Hughes
"Souls for Sell" wilh Specin?
Orclictra

## Ten Years of Service



aEPORT OF CONDITION

## Seminole County Bank

As calded for by the comptrolledr at close of businass Decémber 31st, 1923


THIS INSTITUTION has made a remarkable growth in deposits churing the past year because of it's policy ness prineiples. The appreciation of Sanford and Scminole county people is shown in the steady growth of our deposita. Let ansprve you during the year
ofricens:
FORNEST LAKE, President
A. R. KEY, Vice-President and Cashier
W. Spenceri, and Vice-President

DIRECTORS:
Joe Camerson

1. P. MeCuller
Fios. E. Wison
A. C. Bennett
Forrest Lake
A. P. Conenely
A. R. Rey
A T. Ronselter
C. W. Spencer

## Income Tax Flelps







## In The World Of Sports

 GUYON HAS MADE CHAMPION TEAMS'GRIDIRON COVER COOD AS A COACH MEMBERSASKFOR MAY BE BUIL T JACKSON, Tenn. Jan. 8.-TheSootball scason of 1923 enabled Jo
 Guyon came to Union in the fall
of 1919 to conch fortbil. At hat
tme the school was fuit bginhn




Orlando Will Enter
F:S. Baseball League



## SUNPROOF

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DEEL, NOR BLSTHR, NOL BLISTHIR
CHALK OFF

SOLD GNAYBT
ANFORI PANT store Welaka Bldg. - WARD

## SALARY INCREASE



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## After the Showdown

The great "buyers' strike" of 1920-21, a never-to-be-forgotten event in the economic history of this country, proved a point which must henceforth be recognized as basic and incontro vertible.
It was discovered by merchants and jobbers everywhere, in practically every line of merch andise, that it was the trade marked and adequately advertised brands of goods thet got the lion's share of the business there was to get, while the preponderant loss of sales fell on the unbranded and unadvertised goods.
This was a great "showdown" for Advertising. Its position as a factor in economic life was on a factor in economic life was on
trial. Had it really done what hed always been claimed for it? Ha dit created consumer preference that would hold against the keen competition of a sacrifice price on unmarked goods?
The verdict of the buying pubic was unqualified. It was not s straw vote to determine popuarity. It was the final test of
willingness to buy. The ballots willingness to buy. The ballots
were doilars. And the preponderant majority voted with theil dollars that they proferred to licep right on buying advertised groods.
With the whole country on a reduced schedule of production anl sales, the factories that were able to keep on producing, in anything like normal quantities, were invariably those making trademarked and nationally adcertised goods.

All over the country today manufacturers, jobbers, and merchants are giving serious consideration to this important and conspicuously demonstrated fact: the public prefer to buy nationally advertised brands of merchandise. And public demand is the last word in all economic situations. No one can go aganist it and long endure.
This will mean, then, that more and more manufacturers will seek out ways to make their products worthy of a distinctive trademark and a sustained plan of advertising. It will mean that merchants will more and more give preference to their socks to advertised brands. It wil mean that the jobber's will more and more arrange to supply the merchants with advertised brands.

But new advertisers, manufacturers who are finally convinced that their future lies in the direction of an advertised product, will discover that the magic power of advertising cannot be applied overnight. It may require sustained effort to attain a position equality with competitors who have been advertising for many years. This will be an unwelcome discovery But it will be found to be the truth, and will be their only pope of gaining a substantial foothold in what, from now on, must continue to be a more keenly competitive market than we have known for a generation.

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## Some One is Trying to Reach You Through One of These Ads



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Satrwaze: S. Wakefeld $\$ 2 @$
C50
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Celery: Cal. 3, N. Y. . 2 , N. J.
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Income Tax Helps.
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whoz

## Your Fortune is hidden

 in your salary check I makes no difference whether a hundred dollars a month or a thousand-it holds a fortune for you. Many men who probably make less than you have found the one sure, infalible way to wealth thrnugh investing a fixed portion of Bonds.Our partial payment plan yas in vented for you. It enables you to accumulate a comfortable fortune at a rapid rate, for you receive $7 \%$
while you save-and $7 \%$ is a great multiplier of dollars.
As small a part of your check as ten dollars will make the first payment on an $7^{\text {ch }}$ interest bearing Adair Protected Bond., Then nin mour and you own the bond Each payment cans $7 \%$ the bond from the day it is received by us.

58 Years without los.s
These bonds, secured by firs mortgages upon the highest type of income producing propertics in Southern cities, are created, ap
proved, safeguarded and recom , Reatry \& Trusir

## Sanford Loan and Savings Co. INCORPORATED

WILL open for business January 9th, at 209 Magnolia Avenue, in the new Bishop building three doors south of the new Milane Theatre,

## The Public is Cordially Invited

 to Call and Get AcquaintedTHIS is a home institution, and we invite the full co-operation of every citizen in Sanford and Seminole County.
F. W. PLEDGER
President
J. P. CHAPMAN
Manager



Holfdays Are Orer-Stock Must Be Mowed Cet In The Rece JANUARY CLEARANCE SALE, Beginning January 11 th, Ending January 21 D. L. THRASHER NEXT TO THE FIRST NATIONAL BANK, SANEORD, FLORID D


ATSTATECAPITAL


## Making New Markets With Printer's Ink

One of the most striking changes of the past ten years is that which has come about in the important business of housekeeping. In this short time the broom and the washboard have vanished from the housewife's coat of arms, and the comic pictures in which Mary hurls the flatiron at John don't ring true, as they once did.
Broom, washboard and flatiron have given way to suction sweeper, clectric washing machine and electric iron. And Mary doesn't hurl the iron at John any longer, not simply because itt's fastened to a cord, but be-
What has brought about this new and agreeable state of affairs? Well, how did Mary happen to buy that new iron which has proved such a boon to herself--and John? She saw it advertised, of course. And the multi-
plied Mary's of today represent a great market created largely through national advertising.
No wonder the alert retailer and the wholesaler have come to hold na-
tional advertising in high esteemfor besides making casiel for them the sale of goods with long-established markets, quickening their turnover, protecting them against infer-
ior merchandise and bencfiting them
in many other ways, national adver tising is constantly creating markets for new merchandise and opening up new channels of trade

It is because America reads adver tising that the new idea today so swiftly supplants the oid. Advertising changes deep-rooted habits. Advertising creates new desires. Advertising sets new and better standards. And all this it does with amazing swiftness - for advertising speaks to millions simultaneously.
The safety razor, the player piano massage cream, the glass baking dish
wallboard, fireproof roofing, the talking machine, soap flakes, canned soup -one could go on indefinitely ex tending the list of products which today testify to the ability of national advertising to create new merchandise demands.
There is probably no industry today for which advertising has not blazed new trails. There is no merchant, wholesale or retail, the scope
of whose business it has not greatly of whose
widened.

But the main thing which advertising does for the retailer is to speed up his turnover; that's what makes


# The World Of Sports 

 JACK DEMPSEY IS ENJOYING VISIT```
TO "MAGIC CITY"
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Connie Mack Signs

Did you ever stop to think that no self-made made man ever achieved success until he first learned to save. We do not believe in stinginess, but we do believe in Thrift.

ORDINANCE NO. 70


 CITY hall AND AD
TRATION BUDDING.

Fond, Florida:
Sect lo
 (875,000.00) Dollars,
derived from the

Batter
exile






\section*{ORDINANCE} NO. 69


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