# GROWERS AND BUYERS MUST GET TOGETHER FOR MUTUAL BENEFIT Thp Sanfurn \#atly Herali <br> IN THE HEART OF THE WORLD'S GREATEST VEGETABLE SECTION 



SOCIETY

## URE, PRED DAIGER, Bocicis

## Mr. and Mrs. Jno. S. Rozelle, of Lakeland, arrived hore yesterday for a brief visit.

## Jeanete diams, of st. Petersiurg, was among the arrivals here sester-

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$\qquad$

Jacksonville, were among the visitors
here yesterday stopping at the Monte-
zuma.
$\qquad$ heen stopping
now pleasantly
I'hillips Apart

yesteriay wher
pileasant aftern

## has come to Sanford to make hix fu- used with charming offect in the var- wan, Mrs, F. M. Galloway. Mra ture home and has acepted a position

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## in the grocery lusince

## HUNTS PHARMACY <br> Buy Your Drugs, Toilet Articles and Sundaes from Us and Spend the Difference <br> This Sale Lasts 10 Days Only



tollet waters | $\$ 2.50$ Dier-Kiss Toilet Watcer |
| :---: |
| 83.00 Mary Garlien Toilet Wat |



ROyGES
Gic D Dije- Kiss Rouge
Goc Doran

face powder

We Serve the Best Soft Drinks
Money Can Buy
Remember, We Save You 25 per Cent on Your Prescriptions


The Princess
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HEART"


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sethor with her trith
the malkes this one of the banmer at Added Attractions Included

CLAY AWAY THE YEARS





## THE CHURCHWELL COMPANY

Sanford's New Store——Phone 127


## Ladies' Summer Hats

Just arrived-Straws, Braids and Silks. All colors, large and small ahise $\$ 5.00$

## Ladies' Dresses



## churchwell's

First Street SELLS IT FOR LESS Welaka Block

Sanford Daily Hérald


## MAGIC NAMES

The influence of advertising is apparent in every turn of my daily life. I find I cannot dis with me, guiding me in with me, guiding me in
my pleasures and in my my pleasures and in my
duties, telling me what duties, telling me what use and what I should buy for my family
find that there is on the tip of my tongue multitude of names the mention of which will bring from some shelf nearly everything that I can use in my daily life and in the daily life of my family
In every instance that
name means a very def name means a very definite promise and assur-
ance of something sub ance of something sub
stantial and which will make me feel completely satisfied about having exchanged my money for it
Let me say a few things which these na mes- these. old friends of the newspa per and magazine pages to me
They mean good taste For certainly I desire to
do the thing that I be lieve discriminating peo ple have judged best.
They mean conven ence. It is not neces sary to describe the thing I want. Even the most intimate articles may be purchased with out embarrassment
since the advertisers since the advertisers have given us handy
names.
They mean assurance in shopping. There is no indecision. Even before enter the shop I know

> 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 gain assures me that it tands for a product of quality. In speaking that name to the clerk I know I am asking for the best.

I am, a more judicious 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


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Ihe mords and remit aceordingl.
FOR SALE




 For SALEE Beautrual byilding lot
 $\frac{3}{\text { FOR SALE-Lot close in on First } \mathrm{S}} \mathrm{S}$ $\overline{\text { FOR SALE-Bungalow, practicall, }}$ new, grage and cement walks. Als,
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terms. Inquire 1103 Oak Avenue. $\underset{\text { FOR SALEE-Dvienport, dining tat }}{\text { bie, chairs, chiftioniere, iron bed, al }}$
 FOR SALE OR TRADE-A danty
room cottage on fine building only four blocks from Orange
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 FOR RENT Fok RENT-2 furnished housekeepp.
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WANTEI) WANED-A chance to build
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WEEKLY WEATHER


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## B SAFORD HIGH SCHOOL NOTES

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IS YOUR SAVINGS ACCOUNT GROWING?
IF NOT; WHO IS TO BLAME?
You have steady work and Our Savings Department is always ready to receive your deposits.
Take advantage of both every pay day, and make your Savings pay day, and make your savings
GROW with frequent deposits and the $4 \%$ Interest.

## First National Bank

A COMMUNITY BUILDER

## Are You Going to Build or Repair

My advice regarding roofing, won't cost you a cent!
BIRD'S ROOFS-A roof for every building
Leroy P. Chittenden
Tel. 137-W. Address, 911 Elm Avenue

## needs it just as badly as the gent who buys a carload. If the Missus wants a shelf



## .Something New. <br> SOMETHING FINE

CONGREGATIONAL CHURCH
EVERY SUN. NIGHT, $80^{\circ} \mathrm{CLOCK}$
MOVIE JOURNEYS TO AMERICA'S BEAUTY SPOTS

APRIL 8 8H—Hot Springs, Arizona, and surroundings, Pet-
rified forests and Painted Description of Arizona. The Cliff Dwellings of Ariz., and the Grand Canyon APRIL 15TH-The Panama Canal THIRD
APRIL 22ND-The Yellowstone Park, Glaciers, Canadian
Rockies, and a trip through the Rocky Mountains. FOURTH
APRIL 29TH-Niagara Falls, Summer and Winter; New
England Coast Scenes and New England Historic
Mr. Burhan's Messages will be short and up"GOD AS REVEALED IN NATURE"
Do Not Miss These Opportunities Cut This Out to Keep the Dates

SUBSCRIBE FOR THE HERALD TODAY!
TRY A HERALD WANT AD FOR RESULTS


SANFORD NOVELTTY WORKS
V. C. COLLER, Prop.
General Shop and Mill Work
CONTRACTOR and BUILDER
B. W. HERNDON


## S. O. Shinholser <br> Contractor and Builder

$\frac{\text { Banfond :- Florida }}{\text { A. P. Connelly \& Sons }}$




STEWART The Florist

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Cyllinder Grinding
Autompbile Repain Acetylene Welaing



| THE FIRST METHODIST CHURCH <br> W. J. Carpenter, Pastor. <br> Our Sunday school meets at $9: 30$ <br> a. m. <br> The pastor will preach at $11 \mathrm{a} . \mathrm{m}$. <br> The evening service will be under the nuspices of the Epworth League, being Anniversary Day for that organization. An interesting and captivating pageant will be given. The exercises begin at 7:30. <br> All members of the Scrap Iron Class will be present in their best "bib and tucker." Some of the boys have been hiding out and warrants will be issued for their presence. <br> . CONGREGATIONAL CHURCH <br> We are looking forward to a fine day tomorrow in our church work. The day will begin with the Bible School, at which we hope to see a large, attendance of men, as the subject is of great interest to men. After this will come the morning preaching service, at which Mr. Burhans will begin a serjes of sermons on "Building a Life.' <br> At the night service in connection with the Movie Picturee, Mr. Burhans will speak on the subject- "God as Revenled in Nature." The pictures wil! show us some of the wonderful |  |
| :---: | :---: |







$\$ 1.00 \quad$ SUNDAY, APRIL 8 NTH $\quad \$ 1.00$

Seminole Cafe

## IF

Sunday Specials
THAT GOOD HOME COOKING-Excellent Table Service
WELAKA DINING ROOM
TRY A HERALD WANT AD FOR RESULTS!

MAE MURRAY in a Scono from "JAZZMANIA"
At the Princess Theatre Monday and Tuesday

## Going to Buy a New Car This Spring? ,

 -Then Consider These Facts: The "Mileage-Basis" Mann$\begin{gathered}\text { Main Bearings-- 40. } 000 \\ \text { miles or morec without }\end{gathered}$
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Catching Moths By Lights Will Not Solve Difficulty of Grower
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and all kinds of lights that would at
Don't forget the One Cent Sal Thurrday,
c. Bower.

