# Uhe Sanfori Bathy Heralit <br> IN THE HEART OF THE WORLD'S GREATEST VEGETABLE SECTION 

| URE COS TO WORR |
| :---: |
|  |  |
|  |  |

## WOMANS MISSIONARY CONFERENCE have fine progray all ready fOR MEETAG HERE TOMORROW <br> Will Be One of Largest Conventions Held Here <br> ill Be One of Lais Season




 but wish hened of:
witcomplilihncenge ko fre have deante ar been no diaposition to throw Only one genernl measuru had pass
保 od beth houkes when they adjourned
ver the week-end Fridyy: Thite was

## ator Phill Brinkey, Columbla

columbla county. The amount in
400 but it met with bitter moppositio
would lay down the bars for mamer-
STATE SUPREME
COURT DECISIONS
 INSANSALVADOR

CONSPRICY TO FEAKEN MINSTRY OF GREIT BRTTAN SAYS PARTISAN NEWSPAPER

NEW RECORD FOR FLIGHT<br>SUSTAINED FOR ILL HEALTH

WIIRRE VIITIORS HERE WILL BE ENTERTAINED


## SOCTETV

 Motiless Club.
Mra. W: Morton Thigpen ent

motorew do Ft. Pi Pic
the will pend the
guests of friends.

Gu. .
$\begin{aligned} & \text { M. Z.undort, of Ballimore, was in } \\ & \text { the city Thurday transacting busi- }\end{aligned}$

Beach, arrived here yesterthy and
spend $n$ n few days here with her
Amang the tourits arriving hieroThursalay were Mras. Ruth Smith,
Potutstown, and Mry. Margaret C
teller, of Shamokin.
Snm, who have poent the winter hewith her mother Mra. E. A. D. Dougla
bave gone to Allantu, Cua, wherThey were joined here by Mr Mor str
mant, whe hase been in Ortando
mis. bathife entelttins
Thembers of the Thurday Socicil Cowbeautifllly docorated with reinn an
cit fowern. At Ave odlock thecuss served deliclous refreckhmente


The Princess

"WHEN
KNIGHTHOOD WAS IN FLOWER ${ }^{\text { }}$
 lic before. The famous Ahery
the bewitching Royal Mada tho nirted with kings and dete A cast of in a million dollar settig.
a
cat Monday and Tuesday OLIVER TWIST
F. P. RINES

105 Palmetto Ave. Phone 4si.

HERE'S YOUR STAFF OF LIFE, IN EVERY DELICIOUS VARIETY
$\qquad$
$\qquad$
ROUTH BAKERY Next to Princess Theatre

THE CHURCHWELL COMPAN
Sanford's New Store

## Ladies' Shoes

WHITE CANVAS 1-STRAP PUMPS, pair
$\$ 2.00$
WHITE EVE CLOTH, 1-STRAP PUMPS, pair...... $\$ 4.00$
WHITE KED OXFORDS, pair
WHITE 1-STRAP KED, pair $\$ 3.00$
BLACK LACE OXFORDS, pair ............................. $\$ 3.50$
BLACK OR BROWN 1-STRAP PUMPS, pair..... $\$ 3.50$

## Boys' Suits

BOYS' PALM BEACH SUITS, 2 PANTS
$\$ 10,00$

BOYS' BLUE SERGE SUITS, 1 PANTS ... $\$ 9.00$

[^0]Sanford Daily Herald The Herald Printing Co.


(4) (4)

THE HERÃLD'S PLATFORM FOR 1923
1.-A new Library Building in the center of the city.
2.-Extension of the present bulkhead on the lake shore. 2.- Extension of the present bulkhead on the पake shore.
3.-The new pier and boat basin finished before January
1924.
4.-A Aig Auditoriu mthat will seat at least 5,000 people
5.-New home for the Camplell-Lossing Post, Ame

- New home for the Camplell-Lossing Post, American

Trawn. mill tax for publicity purposes.
7.-Two mill t
oft water wher works and
Systematic mospuito campnign and cleaner city

HERALD COLLECTIONS







| Legislature goes to work | Kiwanians Courtesy |
| :--- | :--- | Week Will Be Observ ed by Sanford Club

cesy Week in necordance with ,
tesy week he necoraince with
made by the Kianif Club Inte
tional, Preaident J. G. Sharoil of
$\qquad$



OVIEDO

| E | Sh |
| :--- | :--- |
| - |  |

Heed the Smal
of conscience which tells you to save SOME of your money for fu ture use, instead of spending all for living and PLEASURE.

Make it today for starting the account with Dur Saviags De partment and you'll never regret

Interest allowed.

## First National Bank

Community builder

## IT'S PURE That's Why It's ...Popular...

purs are cume in ar fur that is it were not that wo. int prored to remuler real , PHONE US $\qquad$ WE IDELIVER

num we deliver prompt, innwhery

my time. And if you do

Elder Springs Water Company
SUBSCRIBE FOR THE HERALD TODAY! LET US DO YOUR NEXT JOB OF PRINTING


Wian aring Depmitment, in other worts our Wurhing ant Polithing eepartment, cam not ho Your car is given a tholough washing, removing each on the car thoroushly Iried with Chamoise kins, then pollshed with our fine non-grease polish, leaving the car an though it came from the factory with a bright lustre finish.

REPAIR DEPARTMENT

## Sanford Buick Co.

## \#ELELM OF SPORTS <br> CHAS. L. BRITT, Editor



## Leesburg Going in Strong for "Home" Boys on Ball Team <br> 


night it was nlanned to organize
baschall circuit with Leeesburg. $T$ a
 and to play two kames each week
There had been talk of an orkaniza

 $\substack{\text { Orang } \\ \text { posed } \\ \text { pluyers: }}$


CLOVER HILL MEADOW GOLD BUTTER The Best Try
CHURNGOLD OLEO GREFOND Home-Made MAYONNAISE
L. P. McCuller

## By making direct financial connections with one of the largest Mortgage Companies in the

Country we now have

## MONEY TO LOAN

IN AMOUNTS FROM $\$ 500$ TO $\$ 10,000$ ON IMPROVED REAL ESTATE

## MAXWELL \& BRITT, AGENTS <br> Real Estate _ Fire, Auto and Casaulty Insurance _Loans and Investments



## Your Protection from Windstorms

lies in coming to this shop where profuse promises, exag-
gerated statements of quality and values, insistent urging,
THE MERITS OF OUR VULCANIZING SERVICE are what we rely upon to patronage. You'll find it com-
fortable and pleasant to come here and miore profitable too

## Kent Vulcanizing Company

Oak $A$ venue and Third Street
PHONE 17 SANFORI, FLORIDA
SUBSCRIBE FOR THE HIRALD TODAY!

## MAGIC NAMES

TRAIN SCHEDULE


## South Hound

The influence of advertising is apparent in
every turn of my daily every turn of my daily
life. I find I cannot disregard it. It is alway with me, guiding me in my pleasures and in my duties, telling me what I duties, telling eat, wear, and should eat, wear, and use and what I shoul
buy for my family.
I find that there is on the tip of my tongue a multitude of names the mention of which will bring from some shelf nearly everything that I can use in my daily of my family.
In every instance that name means a very def inite promise and assur ance of something substantial and which will make me feel completely satisfied about having exchanged my money for it
Let /-me say a few things which n th ese names-these old friends of the newspaper and magazine pages
mean to me.
They mean good taste. For certainly I desire to
do the thing that I be lieve discriminating peo
ple have judged best. ple have judged best.
They mean conven ience. It is not neces sary to describe the most intimate articles most intimate articles out embarchased 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 can not continue to adver tise.' The fact that I have seen a name re peated over and over again assures me that it stands for a product of quality. In speaking quality. In speaking that name to the clerk I know I am asking fo the best.
I am a more judicious shopper because I buy advertised goods. I pat ronize the shop that sells them.

## (This was written by a woman)

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[^0]:    CHURCHWELL'S
    

