

THE "SELL"

W-I-L-L B-E

IN CELERY NEXT WINTER!

SANFORD CELERY is going to be in demand next winter, is going to bring a profitable price ... because its going to be advertised! The national advertising campaign is practically an assured success with the rest of the state over the top and 75 per cent of the Sanford acreage pledged, with every indication of an additional 10 per cent being signed before the end of the week.

WHEN CIGARETTE manufacturers want to increase consumption of their products, they advertise ... when they wish to stifle competition ... they advertise ... when they over-produce and have a surplus to sell, they create a new market and a new demand by advertising. These modern and practical methods are going to be applied to celery next winter ... and Florida celery is going to be in demand ... everywhere!

THE NATIONAL ADVERTISING campaign is the choice of the majority with three-fourths of the local acreage signed up. Let's give this campaign 100 per cent support, growers! Let's have everybody united in a common cause. The majority endorse the campaign and pledge their support—don't stand on the outside looking in—be on the inside, looking out—when Association celery is in demand next winter!

LET'S MAKE IT UNANIMOUS!

JOIN THE BAND - WAGON BEFORE THE DRIVE GOES OVER

The Undersigned Believe In Celery-And Believe In Advertising-To Make It Pay!

- | | | |
|---------------------------------|-------------------------------|------------------------|
| Wagoner Furniture Co. | Hathaway's | Edward Higgins, Inc. |
| Haynes and Ratliff | Nell Bottling Co. | B. L. Perkins |
| Oasis Cafe | J. C. Penny, Inc. | Hill Lumber Co. |
| Laney Dry Cleaning Co. | Lloyd Shoe Store | Myrtle's Doughnut Shop |
| Mobley Drug Store | The Yowell Co. | Stokes Seed Co. |
| Sanford Drug Store | Kilgore Seed Co. | Hill Hardware Co. |
| T. W. Lawton | "A Believer In Advertising" | Jno. F. Pearson |
| Western Union Telegraph Co. | Seminole Tire Shop | E. H. Ashcraft |
| First National Bank | Geo. H. Cairns | Central Florida Press |
| J. L. Marentette, Mlanc Theatre | "A Supporter of the Campaign" | Sanford Printing Co. |
| Sanford Atlantic National Bank | White-Highleyman, Inc. | Martin Paint Store |
| | McCracken Concrete Pipe Co. | |

CLASSIFIED SECTION BUY AN AD SELL HERE

WANT AD RATES
Sanford Daily Herald
Special Cash & Advance
Business ads, will be received...

(16)—Houses For Rent
FOR RENT—Furnished five room cottage with piano and garage...

LEGAL NOTICES
IN THE CIRCUIT COURT OF THE TWENTY-THIRD JUDICIAL CIRCUIT...

LEGAL NOTICES
MAN D. GIBSON deceased and at said time, then and there, make an affidavit...

Colored Churches
TRINITY METHODIST EPISCOPAL CHURCH
Rev. Harry L. Burns, pastor...

Morning services at 11 o'clock.
Evening services at 8 o'clock.
ST. JOHN'S BAPTIST CHURCH

Rev. K. S. Johnson, pastor
Sunday School at 10 A. M.
Praying at 11:30 A. M. Love feast second Sunday...

PROVIDENCE M. E. CHURCH BOOKERTOWN
Rev. O. S. Sessions, pastor
Sunday School at 9:30 A. M. Praying at 11 A. M. S. P. M. and S. P. M.

ANNOUNCEMENTS
SANFORD DRUG CO.
We Deliver—Phone 325

FOR RENT—10 acre farm, 2 wells, and tenant house. Phone 3312, Mrs. S. D. Hart.

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SATURDAY JUNE 29 IS FREE CLASSIFIED AD DAY
To acquaint everyone in Seminole County with the results obtained by Herald Classified Ads, Saturday June 29 has been designated as FREE CLASSIFIED AD DAY.
PLEASE OBSERVE THESE SIMPLE RULES!
1. ADS must not exceed Six Lines
2. ADS must be brought or mailed to THE HERALD OFFICE—they will not be accepted over the phone.
3. ADS to be inserted free must be in the office not later than 6 P. M. Friday, June 28.
4. Not more than 3 ads will be accepted from each person or firm.
THIS OFFER IS OPEN TO EVERYONE—
Individuals — Families — Homes — Business Houses
GET BUSY TODAY - FIX - UP YOUR ADS OR COME IN AND WE'LL HELP YOU
THE SANFORD HERALD CLASSIFIED AD DEPARTMENT

CLASSIFIED BUSINESS DIRECTORY
CUT OUT FOR HANDY REFERENCE
WATER For LUMBER
PUMP WATER For AUTO REPAIRS
FURNITURE Lumber Building MATERIALS
CALL Hill Lumber CO.
SHEET METAL
Zip Service Phone 135