# Chir Sanforì Rathy ferali <br> IN THE HEART OF THE WORLD'S GREATEST VEGETÁBLE SECTION 



First National Bank
A COMMUNITY BUILDER

## SOCIETY  <br> will entertain the membern of the IN COMPLIMENT TO MRS. PEZOLI $\begin{aligned} & \text { Duplicate Bridge Club at her home } \\ & \text { on Ninth streot. }\end{aligned}$ $\begin{aligned} & \text { Mrembers of the Thursday Social Club } \\ & \text { Friday evening of last wek at her }\end{aligned}$ <br> were among the and George <br> yesterday from Jackionville, <br> Mrs. R. S. Shelton, of New Smyrna, is visiting her dnughtor, Mrs. A. W. Fitts <br> Mri, J. W. Grant, of Waycdoss, was nmonig the arrivals here Monday and stopped at the Montezuma. <br> Wm. II. Wood and Mrs. Grace Ruck leis were among the arrivala here day from Concord, Mass. <br> Mra. S, Puleaton and Mrs. Thranher motored to Orlando <br> day where they spent a most plenasint <br> nnnounce May 14th. <br>  <br>  <br>  <br>  <br>  <br>  <br> "aitis <br> $\$ 15.00$ <br> F. P. RINES

## The Men's Chorus <br> at The <br> Presbyterian Church

Invites you to SING THE OLD SONGS With Them
EACH NIGHT AT 8:00 O'CLOCK



The Princess
EVA NOVAK WALLACE beery THE MAN FROM HELCS RIVER"

 TOMORROW ${ }^{\text {anifime }}$
"FURY"

## so far objecte

##  <br> RECUMA <br>  <br>  <br> UNION PHARMAC <br> ION PHARMA Sanford, Florida

WATCH OUT
-FOR
THE RED BRN

## 

$\qquad$

fiey are made in omlando
reached a height of everal foet. (rum the best materials and properly
From there it spread rapidy to a
filling station. The Oliver-Finnie gro- installod in Sanford or vicinity, if you From there it spread rapidily fo "
filling station. The Oliver-Finnie gro-
cery, the Anstallod ia Sanford or vicinity, if you
the Rosenthal shoo Etore, the office, Dixie
$\qquad$

$$
\begin{aligned}
& \text { DAUEHTERS OF WESLEY } \\
& \text { The members of the Daughters }
\end{aligned}
$$

$$
\begin{aligned}
& \text { The members of the Daughters of } \\
& \text { Wesley Cinat of the Methodist cluurif }
\end{aligned}
$$ werg entertuiged last ovaning by Mre

Dwight Babbitt and Mrs. Grover Sper sanford neights. and transformeor was opened en suite 1illies, daisles and roses, rollowed by a program whe included Later the hestesses served pink and
white brick cream iced in pink.


SELLERS
Awning Shop Phone $114-204$
S. Main St.
RLANDO $\quad \therefore \quad$ F. FLORID

Drive out Vermin


##  <br>  <br> Churchwell's BATHING SUIT LINE IS COMPLETE AND MODERATEY PRICED

Look them over and take one along with you Thursday Afternoon when you go to take a dip
Boye', Ladies' and Men's Bathing Suits, at, per suit__.98c Children's Bathing Suits, all wool; colors, green and navy blue, at, per suit.
Ladies' and Men's All Wool Bathing Suits; colors red trimmed in navy blue, navy blue with white, at, per suit
vyRMep's and Ladies' Bathing Suits, all wool, Copen and fight blue, at, per suit
$\$ 5.00$

## ChURCHWELL'S

 First Street SELLS IT FOR LESS Welaka BlockHIGGINBOTHAM GO ON TRIAL FOR LIFETODAY


| Tornado Hits <br> High Springs - <br> Destroly Property <br> HGGH SPRINGS, Fla., Mzy 17.- <br> Two persons were injured, one neriously, and property yalued at 810 ,000 destroyed here yesterday, by a tornado that swept a setign just west of the buninces disistict. The inJured nre: Fred Fdwards, who sufPered a Practured akull, and Dewey Fidwandn, bruined about the face nid head. <br> The twisier whiek eame during a rain shower demolished $a$ shed in whelf two Atlantle Coast-Line box e arawere housed, partly wrecking them, tore down a nmoke stack and part of tho boiler plant of the Growera Ire company uprooled all trees on one atrect, ant crashed many windaws. One house was lifted from its foundation, but not damaged badly. The tornado apent-its force in about ten minuter. <br> Thls year the Dixie Highway north of Tituaville to the Volusia courity line and south of Eiau Gillic to the St. Lucle county line will be straightened, widened to of feet, graded and culverted by the State Road Department. | Florida Medicoes <br> Annual Convention <br> Comes to Close <br> JACKSONVILLE, Fla., Nay 17- <br> The fiftieth annual conveation of the Florida Medical Association selected Orlando as its next convention city at the closing acssion yeateriday afterhoopn in a spirited contest with SL reitraburg. <br> Dr. II. M. TTaylor of Jacksonville was made president of the JinnociaLion and Dr. John C. Vinmon of Tampa, Dr. R. F. Goddard of Quincy and Ur. Hobaft iloLuor-al Jookonville wure elected first, second and third vice presidents respectively. Dr. G. E. Hinson, of Jacksonville wan reelected secretary and editor of tho ansociation's journal. <br> Dr. J. S. McEwan, Dr, william Henry Splern and other Orlando phyniclans who nttended the convention left for home lant night. <br> llock in being hnuled from Bunnell siding to the "lost mille" alonk the malit canal north nad south in the Biminl district, the contractors, Deen and Lichleitner pushing this work very rapidly so ns to five the farmers a complete fonnection from SL. Johns Park to Buimell. | Abolition of County <br> Bond Trustees Fails <br> TALLAHABSHE, May 17-A measure originally introduced by Representalive Merchant and rewritten by a committee to abolish county bond trustces wan lost in tho house Tues. day. On motion of Representalive from the bill and in their place was subatitued a clause that the trus. tees could under no circumatances be paid more than $\$ 250$ a year. <br> Daring the month of April a car a day of vegetables wh ympped from wreadia by expresis. The shlpments matoes and green carm. Most of the truck, was shipped to pointn in the wekt. The hhipmente have been llghter the last few daya and will not likely piek up until the water melon crop begins to move. A good many water melons have already been on the local market and groyers are expecting good profits this season. <br> From 15,000 to 20,000 acres of sit. rus frult are being plantel in rolk county this reason, according to roports that have been receivell at the Florida Cltrus Exchange headgunitlers. |
| :---: | :---: | :---: |

## A Real Bargain <br> FOR A QUICK BUYER

Neat little five room bungalow, completely furnished throughout, including Silser Sewing machine, and Graphophone-with large screened-in porch, fine linoleum floor on porch, awnings, beautiful lawn, roses and flower heds, house on lots, bize $182 \times 136$, five new
chicken houses, each worth $\$ 50,00$, over 500 pure strain chickens, valued at close to $\$ 1$, B00.00, in a nice section of Seminole county, on a good roud, not over fifteen minute Hrive from Sanford jostoffice, dose to large lake, 35 orange trees on phace. Peach, pe for hone use, and the whole works grees to the first one offering-

## \$3,850

## CHAS. L. BRITT, Agent

## "In Old Louisiana" <br> A Musical Comedy of the old South

IBENEFIIT HIGH SCHOOL A?HLETIC ASSOCIATION

## High School Auditorium

## Friday, May 18 <br> 8:30 P. M.

Dleceled by Musicnl Directors of Stetson -_ Given by DeLand High Glee Club

Admission, 35c and 50c

Sanford

## The End .- The Finish THESE PRICES ARE LOW AND FINAL FOR THE LAST DAY OF THIS SALE

The last day of this wondertul sale will see the greatest BARGAIN GIVING of the entire sale. The FINAL CUTS in PRICES will bring a TERRIEIC RUSH of Buyers. It will be the elimax of true VALUE GIVING on D. L. Thrasher's high grade stock. A landslide of BARGAINS that will sweep BINS and SHELVES like a blizzard.

# Sale Positively Ends Saturday, May 19 BRILLIANT, UNMATCHABLE BARGAINS <br> Prices that Toll Out a Swift Decision 

## MENS SOX

Look, Men, at this extra fine lot of Pure Thread
it
ill , Al the popular shades and all sizes.
 ular si.00 values. All go last day, at-

49c
STRAW HATS
The Season's latest styles. New lot just arrived
All the popular shapes. See this lot, Men!
Former Values $\$ 5.00$,
Santurday
Fins.
Former Values $\$ 3.00$,
Saturday

$\$ 2.95$
$\$ 1.95$
ATTENTION! LADES!


$\$ 1.95$
MENS OXFORDS


## $\$ 4.95$

WORK SHOES


$$
\$ 3.65
$$

Muy Your summer Spuply of
SHIRTS

bran-new Shirts of
PEBBLE CREPE
PEBBLE CREPE
CORDED MADRAS
, WHITE OXFORDS



нйе
$81.49{ }^{\text {Now: }}$
FELT HATS

$\$ 1.95$


SHIRTS


LISLE HOSE
Ladies! This is for yout Ard it
meins just what it says! Plait
colors, some fancies, some checkcolors, some fancies, some check-
ed -Beauties all Jus comeend look! You'll fight for them. ,ind SEMIIDRESS PANTS Some men may think their dol-
lar is worth more tha nothers
but their $\$ 2.65$ won't buy equal value. Good $\$ 3.50$. $\$ 2$ equa
vals., going at ........ $\$ 20$


Thousands of dollars, worth of high grade Shoes go
out regardless of cost. It's the last call, only one out regardless of cost. It's the last call, only one
more day and your chance to buy and save will be over. Quick action means money to you. Drop everything and attend this sale before it ends SATURDAY NIGHT, MAY 19TH.

OVERALLS

$\$ 2$
BOUS' PANTS Khaki Pants, double stitched,
side and hip pockets, sizes $\underbrace{\substack{2}}$ s
"
MENS BELTS



MEN'S
sox
I ure I'hread Silk Sox, ull
sizes, and all the deried com
malr, now go
Ing at-
39c


WOMEN'S TO \$10.00 FINE KID
OXFORDS AND PUMPS $\$ 1.95$

Special for Last Day Fine Footwanr, like this, in Desirable Siyles is Farely found on the bargain Counter. Altare ex cellent materials, superi) workmunship and be
ful fit-several hundred palra to pick srom.

SILK HOSE
Ladies, you cannot affurd to miss this. Renl \$3.75 and $\$ 3.00$ values, P:ancy Sllk Hase, Brown, Mack
and White-. 95e
LOOK, LADIES
 Pumplis. Furmeriy sold up to so.rio-
\$2.95
CHIDRENS SHOES
 liint and l'atent leather. Mothers, Suok at this lat $\$ 1.95$
BABY SIIOES
 49c
MEN: BOYSt
now woul. you nuke to muy
SHOES AND OXFORDS
 $\$ 4.95$
It's not of ten that we can offer valuen of this kind. But, here they are. Come in a hurry the best in cholcess foolwear made in the country, yond that a $\$ 5$ bill would not buy at the factory today. They comprise our braken lots and there are not mapy
sizus of any parlicular kind. But you'll find your sizes of any paricutar kind. But youll find your
size and no end of atfactlye styles in all leathers.

IIEN! ONE HUNDRED BRAND NEW SUITS Whipped into a Price Jellyand "MONEY" in the Pockets Besides $\$ 18.00$ PALM BEACH SUITS, $\$ 12.85$
A bargain sensation that will stand unsurpassed! Al advance offering that will be grasped with riplish by the wise, forehanded $\quad \$ 12.85$

## D.L.THRASHER

Lemers
Sanford

## -and MONEY in the Pockets Besides-

Ought to stir your bottom dollar, and raise out. These Suits are made of all Wool Serge of
excellent medium weight, always a favored and reliable fabric. The styles and workmanship are all you could wish for-and the price. Why, Men where, when have you seen it's equal? For un


The "Town
Sol Slloly of sumford vinters wit

## Dery un of yorre.


$\square$



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THE HERALD'S PLATFORM FOR 1923

1.     - A new Library Building in the conter of the city.
2. -xtemsion of the present bukheal on the lake shore 2. - Rxtension of the present bulkhend on the take shore.
3.-The new pier aud hoat hasin fininhed becore January,
 - New home for the Campliell-Lossink Post, American
f.-A Commmunity chest out or which all funds will be
 9. Soytumatic mosquito campusign andel clemuer city.

## HERALD COLLECTIONS





## ...MAGIC NAMES

The influence of atvertising is apparent in every turn of my daily life. 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 the tip of my tong multitude of names the mention of which will bring from some shelf bring from some serything 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 inite promise andl assurance of something sub ance of something sub-
stantial and which will stantial and which will
make me feel completely satisfied about having exchanged my money for it.
Let me say a few things which these n ames - these old friends of the newspapel and magazine pages r.rean to me

They mean good taste. For certainly I desire to
e thing that I be lieve discriminating peo ple have judged best. They mean conven ience. It is not neces sany to describe I want. Ben the most intimate articles most intimate ar be purchased with out embar rassmen since the advertiser: have given us handy names.

They mean assurance in shopping. There is no indecision. Even before I enter the shop I know I enter the shop I
what I want to buy

And certainly they mean satisfaction. Fol the advertiser whose product is not good can not continue to advertise. The fact that I have seen a name l'epeated over and ovel again assures me that it stands 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 shopper because I buy
advertised goods. I patadvertised goods. I pat-
ronize the shop that sells them.

## 1 [ . (This was written by a woman)

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




# 9DAYS SPEER'S 9 DAYS MAY WHITE GOOD SALE 

## Nine Day Sale Starts Friday, May 18

We find all Departments in our store overstocked, so have decided to reduce stock during May while seasonable merchandise is wanted, rather than to sacrifice stock during the late Summer months when desirable merchandise have been picked over. That's what makes the event of great importance. Come in and be conyinced of the big savings possible here during this 9-Day Sale.

Frolaset Front-Lace Corsets To Close Out
In the lot we have about 100 Corsets ranging in price from $\$ 3.00$ to $\$ 10.00$. Sizes 21 to 27 , which wo will close out at

\section*{| $\$ 1.50$ | $\$ 2.50$ | $\$ 3.50$ |
| :--- | :--- | :--- |}

Corsets, Brassieres and Girdles Madame Grace Corsets and Girdles. We have just added this line of Corsets to our stock, on which we are having wonderful succcess. Wide range of shapes and an experienced corseterier
10 assist you in making correct fitting. Special-

## $\mathbf{\$ 2 . 5 0}$ то $\mathbf{\$ 6 . 0 0}$

Turkish Bath Towels'
18, 36, Special 50c value....................1/2 PRICE Pillow Cases
of good quality, specina :
25 c
9 and 10/4 Sheeting
55 c axd 59 c
Less than it will cost to replace
Draperies of Every Description
Tusconets, Cretones, Marqusettes, Sunfort, Voiles,
Madras, Pongee, in fact every wanted curtain malerial


Gordon's Hosiery


Gordons Pull
Fashion... Gordon's Seam-
back
Gordon's Smock
back
$\$ 1.00$


Stylish Stou

Bleached Napkins
35 doz. slightly soiled Napkins, priced at

about................... PRICE $\frac{\text { about }}{\text { Pure Linen Hemstitched Napkins }}$ \begin{tabular}{l}
Every thread flax, attractive <br>
prices <br>
\hline 1075

 Sheets Hemmed Mohawk and Pepperel $\$ 1.95$ Hemstitched Table Cloths 

Made of fine Mercerized Damask, <br>
$58 / 58$ inches ........................... <br>
\hline 100
\end{tabular} Fine Hemstitched Huck Towels 18 each inches, Bed Spreads

Hemmed and Scalleped Spreads, extra large size, $\$ 2.75$. siv $\$ 3.75$
Percales! Percales!
Bungalow Aprons and House Dresses, are only two items housewives make from Per-25C
cale, one quality and the best.........25
${ }^{2} 5$ c


Voiles and Voiles! Colles still lead as a most desirable, serviceable
and economical fabric for dresses. Printed ones

## 25 c 59c

Printed Silk and Cotton Crepe In a splendid yariety of the new dle-
sigus and colors, 36 -in.

##  <br> White Crepe de Chine

 $\$ 1.79$ and $\$ 2.50$ White Canton Crepe $83.25^{40-\mathrm{in} \text { wide }} 84.00$ Jap Sport Silk in wide all shades,$\$$
Indian Head Suiting
86-in. Suiting, colors suaranteed or price refunded.

1,000 Yards of Yard-wide Nainseok
 Longeloth $\$ 1.50 \quad \$ 2.00 \quad \$ 2.50$ Pajama Checks This is a fine grade in the small check 20C
always in demand, at Domestic
36-inch Unbleached
15c
Silk Underwear
Crepe de Chine Gowns,
Flesh only, $\$ 6.50$ and $\$ 8$ values, at $\$ 5000$
Crepe de Chine Teddies, values 8375
Camisoles, Crepe and satin. Values \$2.50
:up.to $\$ 4.49$.
$\$ 2.50$
Glove Silk Vests and Bloomers, Van Raalte and
Kayser Glove Silk Vests and Bloomers, colors, White, Flesh, Orched and Peach, Sizes 36 to 42
$\$ 2.25$ axi $\mathbf{\$ 3 . 2 5}$
Satine Princess Slips-Flesh and
White, shadowproof, strap shoulder \& $\& .75$
Hosiery Specials Name Speaks for Quality
Iolenproof Full Fashion
Holeproof Thread Silk
$\$ 1.95$
Seamback ................................
Holeproof
Lisle
Lisle Full line of shades in all grades..... 4 C
Imported Voiles
40 and 44 inch, Fancy Floral Patterns, at
89c 98c
Dress Linens


Imported Ratines
tout 40 pices to choose rom all

| attractive styles and lookers .... |
| :--- |

Woven Tissues
In a great variety of designs and
49c
White Sport Skirting
$\mathbf{\$ 2 . 5 0} \quad \$ 3.50 \quad \$ 4.00$
White Satinback'Crepe
40 -in widé,
$\$ 3.39$
White Wash Satin
$36-\mathrm{in}$. material, quality
$\$ 1.98$
White Radium Silk

## $\$ 2.50$ and $\$ 3.50$

Paisley and Crepe Dresses
We have 19 Drosses in this lot of 10 y
to close out at

3


Swiss-madé Organdie Dresses White, Yellow:
Solid Colors, Lace
trimmed
dé Organdié Dresses
$-\quad 818.75$
$\$ 16.75$
SPEER
\&
SON
White Silks

White Silks for Summer Dresses, for Spore wear.
White Georgette Crepe

White Gearsette Crepe,
40-ib, wide $\quad \$ 2010$

THE SANFORD DALLY HERALD, THURSDAY, MAY17, 1923

| BASE BALL <br> FOOT BALL <br> BASKET BALL <br> TRAP SHOOTING | RFATMM OF SDORTS | GOLF <br> BOWLING <br> TENNIS <br> BOXING |
| :--- | :--- | :--- | :--- |

BASE BALL NEWS
 YANKS ROMP ON
BROWNS IN SIXTH, ATHLETICS WIN

 Hoyt mund
and Severvid
$\qquad$

 GROWERS HIT CRAIGHARD





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$\square$


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

Our orders are coming in so fast that if it were not that kept prepared to render rea! ser
not handlo them.
PHONE US
WE DELIVER
and wo deliver prompt, any where, any time. And if you do
not drink Elder Water now-you will,
after one till joun
fter one trial
Aldar: Snr

## 2 <br> 

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## On The Second Every Second

Human wants are constant and continuous. Food, clothing, sheltere, and their infinite subdivisions are daily needs.

There is not a clock tick that does not register a million human desires

The newspaper is the closest thing in the world to the people's daily wants. It is an expression of the ever pressing desire for news

The advertiser who uses the Daily Herald reaches people with his message at exactly the right moment.

Somewhere, with some person wanting something, newspaper advertising registers every second of the day.

It brings the seller and buyer together because it brings the right message at the right time.

There is no advertising medium so close to the people as the newspaper.

The Daily Herald places you in position to reach the


