

Do People Read Advertisements?

In this day of advanced sales methods, modern merchandising and advertising, everywhere you turn you are confronted by an advertisement, inviting, urging, compelling, selling, selling, selling! No doubt the average person often wonders "do people read advertisements?"

And this same question is asked

by the merchant who does not advertise, who would like to but has not the faith in himself or his business to justify trying advertising systematically. He daily sees the store of his competitor, who advertises, full of people, buying, buying, buying! He often wonders "do people read advertisements?"

Judicious Purchase of Space in the Right Medium

plus attractive, compelling copy, will always insure your advertisement being read by the buying public. You not only have the great merchants of the big cities who have built immense fortunes and mammoth businesses from judicious advertising, but right here in Sanford are examples for the skeptical.

*Do People Read Advertisements? Well here you
are at the bottom of this one!*

THE SANFORD HERALD

BANK RESOURCES FOR FLORIDA PUT AT 637 MILLIONS

Annual Survey Shows Total Deposits of Approximately \$550,000,000; 36 Millions Represent Capital Stock

TALLAHASSEE, Fla., Mar. 18.—The total resources of Florida banks, both state and national, on January 1, 1927, amounted to \$637,115,000, according to a compilation by the International News Service.

Individual deposits in Florida banks on January 1 of this year amounted to \$294,168,000, time deposits amounting to \$175,800,000; and trust deposits, \$7,600,000.

Under the list of liabilities, capital stock of Florida banks amounted to \$36,507,000; surplus, \$21,429,000; undivided profits, \$21,000,000; dividends unpaid, \$396,000; and other liabilities, \$1,298,000.

New Dodge Line Is To Be Announced July Dealers Hear

Public announcement was made in January that Dodge Brothers, Inc., will enter the market this summer with a car in the higher priced field.

"We are pleased to advise Dodge Brothers' dealers that progress on the supplementary car is through."

Buick Sets Mark In February Delivery Sales Report Shows

With retail deliveries amounting to 14,328 cars, the month of February just past showed the largest sales volume ever reached by the Buick Motor Company during this month.

"1927 production for March has been scheduled for eleven hundred units a day in order to keep pace with this unusually heavy demand."

The total sales of 1927 models in the seven months up to March 1, 1927, exceeds the high record of 1926.

Sunday Afternoon Concert Announced

- The program for the regular Sunday afternoon concert by the Sanford Chorus, directed by Joseph Retzer, is to be as follows: 1. March, 'Australia'—Hjogor. 2. Sacred Selection, 'Providence'—Tobias. 3. 'Fox Trot, "It made you happy" —Donalson. 4. 'Stein, Cole & Kregler'—Mill. 5. 'Vocal Solo, Selected'—Mrs. Ella Harris. 6. Intermission. 7. Operatic Selection, 'Bohemian Rhapsody'—Jette. 8. Sextette from 'Lucia'—Donaldson. 9. 'Indian Novelty, "Semolina King" —Waters. 10. 'Waltz Song, "In a Little Spanish Town" —Mabel Wayne. 11. Overture, "La Hilarionne" —Hjogor. 12. 'Outing, "The Star Spangled Banner" —Key.

"Mystery S" To Hold First Test Tuesday

DAYTONA BEACH, Fla., Mar. 18.—(INS)—The first test race for the "Mystery S," six-cylinder motor vehicle creation brought over from England in which Major H. O. D. Segrave will attempt to attain a speed of 200 miles an hour on the sand beach here, will be held at 4 o'clock on next Tuesday afternoon.

Graham Brothers Trucks!

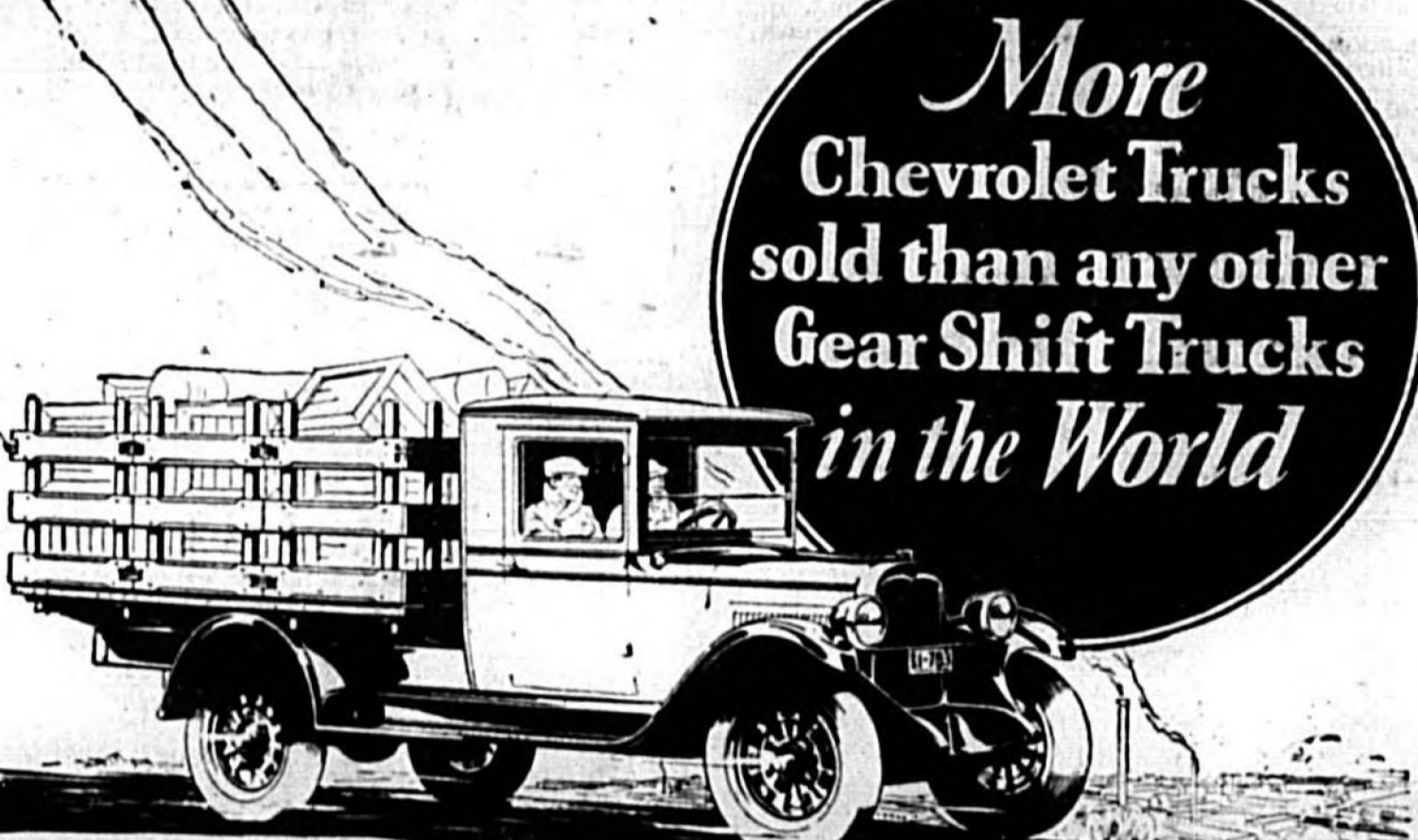
Yearly sales of Graham Brothers Trucks are shown in the table below. It begins with 1921 and goes through 1926.

Table with 2 columns: Year (1921-1926) and Chassis Type (3.4 Ton, 1-Ton, 1-1/2 Ton, 2-Ton). Sales figures increase significantly over the years, peaking at 37,463 in 1926.

This steady growth is complete and convincing proof that the public has recognized the superior value in Graham Brothers Trucks.

Miller O. Phillips, Inc.

Elm Avenue at 13th Street



DODGE BROTHERS MOTOR CAR Facts that Draw Crowds and Sway Buyers

Little wonder Dodge Brothers Motor Cars today are accorded such widespread and enthusiastic commendation... Smart new body lines and attractive color combinations... A new seating arrangement that provides still more roominess and comfort...

Santford Buick Co. MILLER O. PHILLIPS, Inc. MAGNOLIA AVENUE

More Chevrolet Trucks sold than any other Gear Shift Trucks in the World



Chevrolet stands unchallenged as the world's largest producer of gearshift trucks... This leadership has been won entirely on the basis of low first cost, low operating cost, slow depreciation...

Table showing Chevrolet truck models and prices: 1-Ton Truck Stake Body \$680, 1-Ton Truck Panel Body \$755, 1-Ton Truck Cab and Chassis \$610, 1-Ton Truck Chassis \$495, 1/2-Ton Truck Chassis \$395.

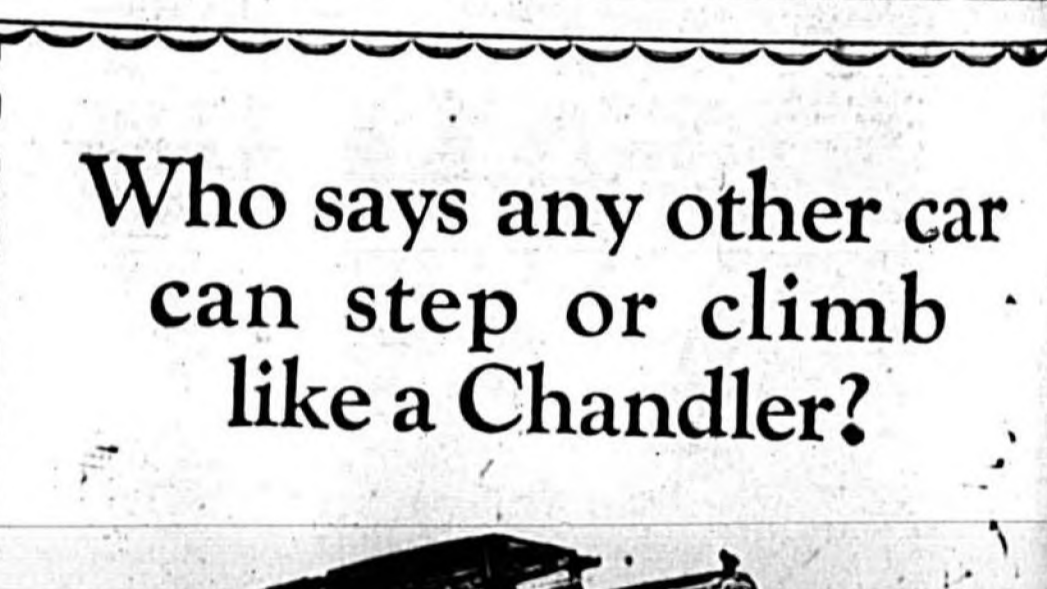
White-Higleyman, Inc. 10th Street at Sanford Avenue WORLD'S LOWEST PRICED GEARSHIFT TRUCK

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Miller O. Phillips, Inc. Elm Ave. at 13th St.

Who says any other car can step or climb like a Chandler?

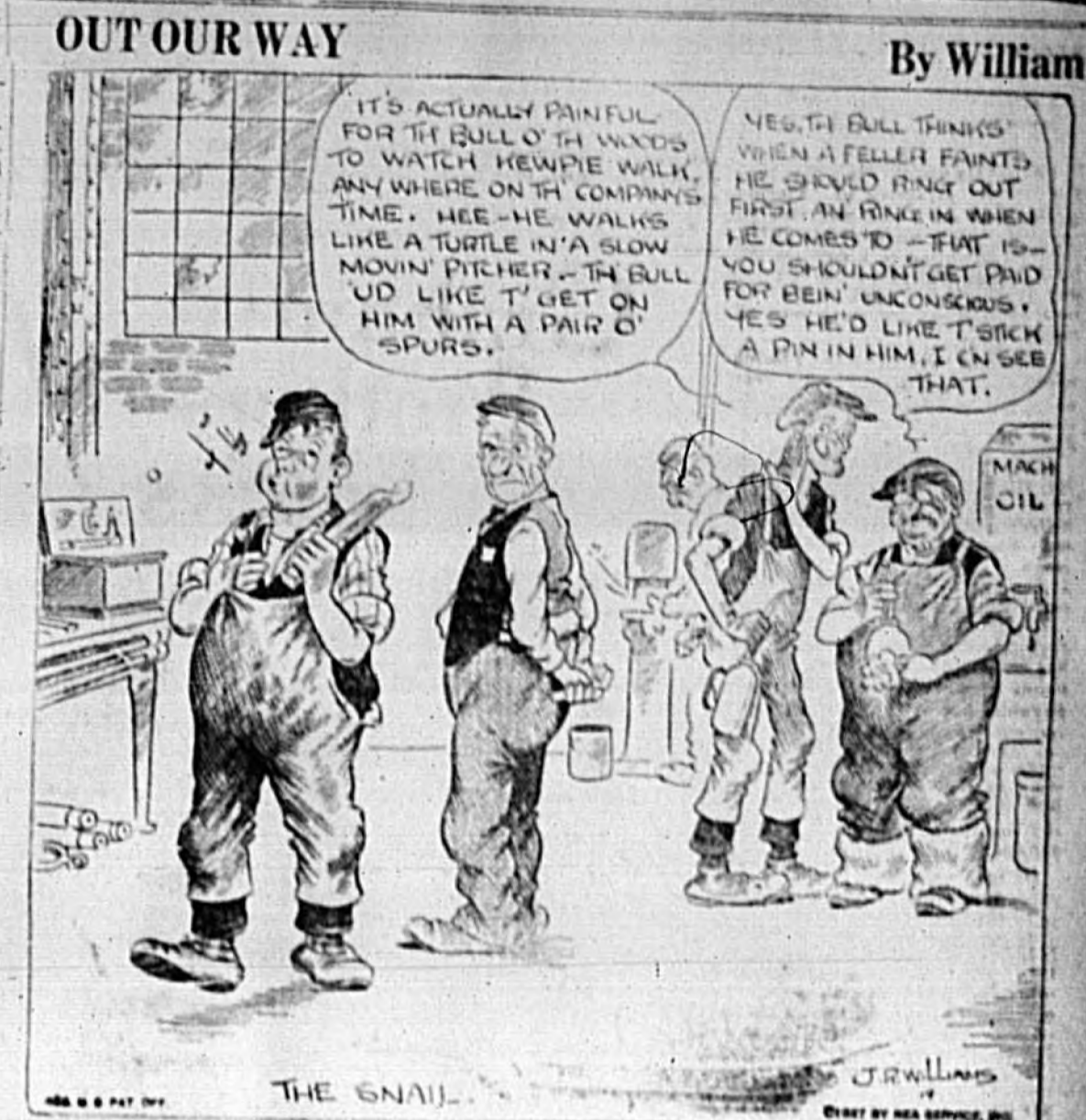


THERE'S nothing like performance to reveal the true worth of an automobile. Put any car you please on a chalk line, nose and nose with a new Chandler. Signal "Go." See which car outsteps the other in the get-away.

Florida Chandler Motor Co., Inc. CHANDLER Commercial Street

Want Ads Are Quick, Inexpensive; Read For Profit---Use For Results

Classified Rates table and various advertisements for real estate, businesses, and services. Includes sections like 'Automobiles', 'Help Wanted', 'Business Service', and 'Real Estate'.



Advertisement for Meyer Both's illustrations and copy, featuring the slogan 'Step Up Your Profits with Meyer Both's Illustrations and Copy free'.

