#  <br> IN THE HEART OF THE WORLD'S GREATEST VEGETABLE SECTION 

 SOCIAL CALENDAR
Wednesday - Misses Hary Hoyesd
Coraloe Tills, Mary Irvin, Mnd
Ruth Gillon will entertain the Prihome of Miss Hownrd, it 8 p.
Wednesday-Mrs. Fred Wnisma bridge at the Welaka Lobby it $3: 30$
onference,
 tables were cleared and hild with
tuainty coverra, and centered with
crystal baikets of pink siveet peas
and purple pansies. Refreshents of
n delicous salad course, with Heed
tens, were serred by Mrs. Hal Wight
 Mrs. Raymiond Phillips, Mrs. F. E.
Housholder, Misses Eern Ward, and
Florence Henry, Mrs. J. D. Woodruff.
and Mra, W. . Hill.
During the refreshment hour, Mrs.
A. M. Phillips sang a
Sanford is getting in the big con-
vention city class and expects to en-
tortain several big parties during the
spring and sumimer.
$\qquad$


Highest Authority
in Rhineland Abolished
By High Commission







## 








memner the literary spirit of Charles
Dickens is set forth upon the scren
and by what processes of elimiation and by what processes of climination
the marrative as composed by the im reduce the story-mutter to the limits
of a creen presentation.
That Frank Lloyd, in making the judgment and keenest kympathios i tonanimously agreed by Princess pat
rons; that the production is all that was claimed for it is likewiso agreed
and that little Jackie Eogana, the
are bright star of a brilliant aggregation
of players, is at tho very mpex of his
matured yet youthful art is over whelmingly conceded. and aweet peas were used, while Dhae and tan, quanitities of Califorof the playe
cannations.

$$
\begin{aligned}
& \text { Mra, Galloway greeted her gyeats; } \\
& \text { upoa arival, wearing in smart costume }
\end{aligned}
$$

mis. galdoway intertains. The lovely country home of Mrs
Ernest McCowan Galloway, was the given in Sanford in some time, whe ries of bridge parties, yeserday nfter
noon. There were twelve tables of

The spacious rooms of this attrac live home were opened a huge flower garden with its decorations of cut flowers an quisite. pink roses, spicy carnation corge Siegmann, Lionel Belmor

$$
\begin{aligned}
& \text { upon arival, wearing a smart costume } \\
& \text { of white and green. The tally cards }
\end{aligned}
$$

$$
\begin{aligned}
& \text { were given out by Ara, walter Mor } \\
& \text { gan. }
\end{aligned}
$$

$\stackrel{\text { gam, }}{\substack{\text { gin }}}$ H. Marcus, Aggio Herting, Ca Stockdaie and Eddie Boland are bu
ffew of the many distinguished ris to give Jackie ideal support
his, his fis Jikka Cookan vill be shown. Th Tonist" at the Princess Ti tre tonight for the last time. .


$$
\begin{aligned}
& \text { thit the ai valorem tax for the } \\
& \text { pose would not exceed ten mills. }
\end{aligned}
$$

TEST OF STRENGTII
OF HOAD DEPARTMEN TALLAHASSEE, April 17.-What
was doscribed in somq quarters as a was described in soma quarters as a
tesf of strength on the state road
department came in the houso today when that body yoted to hane the de-
partment submit a detailed analysis of its cost of operation, and mainte-
nanace, even to the cost per mile or
building a road and its accomplish puilding a road, and its accomplish
ments. This action/was taken on viva voce vote, bat the so-called sho
of strength came of the efforts to
sond the resolution calling for th analysia to a committe
The resolution was iutroduced b
Repiesentative A. O. Weks of Boni fay, and called for an exhaustive re
port not ordinarily covered in the de partment's biennini statementa. Chatles E. Ruthenburg, of Cloveland O., rationally known liboral, the sec
ond person to fnce prosecution unde Michigan's anti-syndicalism law, was ordered to trial today a litule less tha viet willinm Z. Forter, of Clicag the first defendant tried under that law. Ruthenburg; as was Foster,
charged with askemblint with an or ganization devoted to gregal method
for byinging abeit reform.


CLisier and very graceful





## 1

 one. It has an ortisticaped youthinum
buttons anpeckir at thit thoudder either
for decorative or utilitarian purposes.

朝 6

## in

Sanford Daily Herald
 sionnry Society of the Wurn's Mis-

fROM OTHER SANCTUMS
 $\qquad$ This une fact would Justify



## AN INDEX

## TO CHARACTER

There could be no better lindex
T. This will serve you well at all times and $\int$ THE PEOPLES BANK of Sanford yourself

PEOPLES BANK OF SANFORD Sanford, Florida

## ANNOUNCEMENT!!

To the Farmers of Seminole County

We expect to organize, the urowers ivith us hy showing them th

## J. and G. LITTMANN

Santord, Florida
DAYTONA BEACH AND SEABREEZE



Supporters of Bonar Cleveland Girl
Law Resent Opponents Long Distance Champ Attack Through Press
LOND The Aptocited Prent

| supporters |
| :--- |
| Lanw anm |
| dignant |

Law am
dignant
spiray




 spiracy to Lo. ord

participate in the severnment. They $\mid$ was still koing stroums at the finish!









CO. D NEWS NOTES
$\qquad$
$\qquad$
$\qquad$
First National Bank
A COMMUNITY BUILDER

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

Our orders are coming in so fast that if it were not that wo kept prepared to render real service we could

PHONE US $\qquad$ WE DELIVER
and we deliver prompt, anywhere, any time. And if you do after one trial

## Elder Springs Water Company

SUBSCRIBE FOR THE HERALD TODAY!

## Winter Park is to have a fify $y$-r hotel, costing $\$ 0,00$, buill by a

Let US do Your next Job Of PRinting

## How to Insure Sales for Your Product!

The chief asset of any business is the demand for its product. As long as that demand continues, the business is on a sure foundation. . But let that demand subside, and every other asset of the business is in danger of becoming a liability

In times of prosperity and a rising market there is a general demand for the profucts of industry that comes to be ac eepted as a matter of course. It is sel dom listed among the assets of the busi ness-it is simply assumed that it will al ways be there.

But, overnight, conditions may change-as they have done before-anil the matter-of-course demand becomes conpicuous by its absence. The business once strong and flourishing, is -suddenly found to be in a very tight place. The de nand had not heen insured-and yet the entiro business depended upon its contin uance.
, economical way to insure the market for any reliable product is by Advertising to the public which consumes it. Advertising creates a steadily increas ing number of customers who desire the product, and $p$ kk for it by name,

Changes in business conditions have little effect on a steady consumer demand for trade-marked articles of common use. The dealer may carry a lighter stock, and for a sbort time the demand through the jobber may seem curtailed; but just as sure as customers are calling on the dealer for the product, he is sure to supply it, and orders soon begin to flow in to make up for the temporary curtailment. The total consumption continues about the same.

Any manufacturer who has an article for popular consumption that ean be trademarked has the opportunity to insure his consumer market and retail sales means of Advertising.

During the present business condion the manufacturers who have insured their demand by Adyertising are in a far better position-in every way-than those that was not of their creating

Published by the Santord Daily Herald In co-operation with the American Association of Advertising Agencies

BASE BALL
FOOT BALL
BASKET BALL
TRAP SHOOTING

REALM OF SPORTS
CHAS. L. BRITT, Editor


轎
fore Record Breaking Crowds
CINCINNATI, April 18.-The Reds
CINCINATL, April 18.-The Reds
opened the National League season

here yesterday hy winning ne well | played eleven inning game from the |
| :--- |
| St. Louis Cardinals, 3 to 2 . Horns. | 7:00 a.m. Departs



Bulldogs Los Another While Lakeland Continues Winning Streak TAMPA, Apriil 18 . By connecting
for eleven safetes off Woorls
Nelivery yesterday, the Smokers took the
second game of the series from orlando by the
by innings:
 Tampa, Berkley and Nance.
LAKELAND, April 18,-Tom Gul
ley tripled in the ninth with Giladu on first and Lankeland romped nway
yesterday with the second game of the Daytona series 6 to 5 .
Daytona
Lakena For Lakeland, Luther and Smith
Daytona, Kohn, Elrod and Munn. st. petersburg, April 18.-A eighth inning rilly which netucd the
locals five runs, spelled defeat for

Bradentown in the second kame of | score of 5 to 3. |
| :--- | :--- |
| Branentown | Bradentown, Frank and Johnson.

 Foley Kidney Pills, und before I used Midney and bladder trouble requires
prompt
treatme


3:40 p.m.
${ }_{x}^{\mathrm{NNo} .12}$ $\qquad$ 3:40 p.m.
heart. BUTTTER The Best Try
CHURNGOLD OLEO GREFOND Home-Made MAYONNAISE
L. P. Mcculler

CLOVER HILL MEADOW GOLD
$\square$
$\qquad$ ruit Producers' association, 15,000 Citrun Eexe manketed by the Floridn the product, und the fondness of
and
lifornfaizans for Florida grapefruit. Quarantine laws forbid shipment of
resh grapefruit to California.
The Daily Herald, 15 c ! !er week.

## BOYS---FREE

Come in and get your baseball score card and Look over our

## Gloves, Bats, Balls Etc., Etc.

Remember, every one is guaranteed to be a good'un
THE BALL HARDWARE COMPANY
st. detersburg, it in lor
lor opinion. Some of city
cical
 Eustisocintion of Florida meeting ership of a dead whale found several
y, Ieading hitter of the National
ceague, did not get one safe hit in
$\begin{array}{lllllll}\text { St. Louis... } & 000 & 000 & 110 & 00-2 & 13 & 1 \\ \text { Cincinnati } & 010 & 001 & 000 & 01-3 & 9 & 0\end{array}$ Batteries-Pfeffer, Sell and Ain-
mith, Clemons; Donohue and Wingo. BROCKLYN, April 17.-Brookiyn
nid Philadelphia batted, 14 innings to nid Philadelphia battled, 14 innings
$n 5-5$ tie, to open the season here yes. delphians seven straight last season,
went the entire 14 innings. The visiTors used four pitchers. Score:
Phila.,$\ldots 10022000000000-5$ Hrooklyn $10001300000000-513$
Hubbell, Mitchell, Winters, Betts and Henline; Ruether and Deberry. BOSTON, April 18.-McQuillan of a four to one victory over the
Biaves ha the opening game yester Gry. Groh's triple and home run, both
of McNamara accounted for three $110000200-48$
$001000000-14$ ${ }^{001} 000000-14$ Eattaries-Mc Quillan and Snyder
MeNamara, Marquard hadd O'Noill.
CHICAGO, Aprit 18 .- More than record to witness an opening game in
Chicago, packed the reconstructed Chicago Nationals' ball park yester-
day, and saw Pittsburg vin the first
same of the season, 3 to 2 .
 Morrison and Schmidt
Kauffman and O'Farrell.
NOTICE TO ALL. CONCERNED: The Sanford Carpenters Local 125
contemphates a raise in scele to 75 s
per hour, taking effect May 15, 1923.



## BUSINESS <br> DIRECTORY

You can find thio name of
erery live Business Man
In Sanford in this Column

ick Service Transfer
Storage Facllities

- please ou, tell others
tell ou. Phono 498
 WORKS
V. C. COLLER, Prop.
neral Shop and Mill

Work
TRACTOR and BUILDER
Commercial Street-Sanford, Fla.
Commercial Street-S sunford, Fla
$\underset{\text { ins munance agency }}{\text { into }}$

. P. Connelly \& Sons




## BUILDERS

 HARDWARE
## Blue prints have been made for new eteminals at Cedar Keys, to hente the Sus

## employment stituation <br> employment situation improves and salabies

show general increas
WACHINGTCN, Arril 17.-Gener
 mopth of 2,2 per cent (ne the neecumbe
of employes, a B per cent increase Lotal wigesespuid and 423 per cen
inctease in the averake weekiy wag

 employes with a pay roil or 86,088,
78 , omparcd with 2,02928 and
weekly payroll of $551,065,55$ in Feb . ruary.
Incereses in in cmployment wer
shown








 Tallahassee Is Paying PropositionWant $\$ 30,000$ This Year
 The following from the Orland
Sentinel is interesting to Sonnord peo
ple: Th
ax
adided

Orlando Finds Publicity Harding Appreciates



$\qquad$
$\qquad$
 husen, who had charge of the pres
dents's trip. The letter follows:

The white house
"Washington, April 9, 1923.
entemens.


Your Protection from Windstorms ies 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 more profitable to fortable and pheasant to come here a and more profitable
than going where the windstorm habits are practised.

## Kent Vulcanizing Company

PHONE $17 \longrightarrow$ SANFORD, FLORIDA

BANANAS, Special per doz. 20c-25c BANANAS SANFORD FRUIT AND VEGETABLE CO.

SUBSCRIBE FOR THE HERALD TODAY!

## MAGIC

NAMES..

The influence of advertising is apparent in every turn of my daily life. I find I cannot disregard it. It is always with me, guiding me in with me, guiding me in
my pleasures and in my duties, telling me what I duties, telling me what
should eat, wear, and use and what I should 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 life and in the daily life of my family

In every instance that name means a very def inite promise and assur 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 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 believe discriminating people have judged best.
They mean convenience. It is not necessary to describe the thing I want. Even the most intimate articles may be purchased 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 cannot continue to adver-
tise. The fact that I tise. The fact that I peated over and over again assures me that it stands for a product of quality In speaking that name to the clerk-I know I am asking for know am asking for 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 Herala in co-operation with
The American Association of Advertising Agencies

