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




## THE BIG FEED HOUSE

## Feed For Every Need

Groceries, Fertilizer, Crates of all kinds, carloads a speriat
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When You Want Ang:
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## BUSINESS CARDS



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WAcksonvile


 Hot and Cold Running Water in
Every Rom-Stem Heat
SPECIAL RATES FOR APRIL

| We |
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| Still Have Good |
| Envelopes at |
| 5c a Pkg. |
| HERALD PRINTING COMPANY |
| Ofice Supily Dept. |
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## Statewide Celebration



Tenth Anniversary of the state's largest business Institution and the most important factor in the development of the citrus industry in Fiorida

## Fcind rinideA win bo LAKELAND SATURDAY, MAY 31 <br> At the Big Auditorium

Ten years ago, with the citrus industry of Florida in a most perilous position, and after some growers had been compelled to sell their fruit as low as thirty cents per box, forty-five prominent Florida growers boarded the train for California, where they spent Bome tome
studying the methods in use by the already successful co-operative mat (keting agency of the growers there. Shortly following their return to Florida, they held a meeting with other growers
at the Tampa Bay Casino and the Floridg Citres at the Tampa Bay Casino and the Florida Citrus Exchange was
Ten Yeara of Succese

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## THE FAMOUS CHANDLER MOTOR CARS

## AUTO TIRES

We carry the most complete stock and the five most celect liaes the equn'y. 'Tires
postively graraveed.
TUBES, GASOLINE, MODHOLLS, GREASES, COMPLETE STOCK OF
AUTO ACCESSORIES. WHTE STMPE LEATHER FABRIC TIRE COVERS
Phone 16
IMMEDIATE SERVICE-YOU DONT HAVE TO WAIT-THERE'S A MAN
AT THE CURB TO SERVE YOU

Phone 16

## Wight Tire Company

SEMINOLE BANK ANNEX ON MAGNOLIA AVENUE

## COUNTY HAPPENINGS

A BUNCH OF INTERESTING ITEMS FROM COR-RESPONDENTS-EVENTS OF SEMINOLE COUN-TY-EFFICIENT REPORTERS FOR THE HERALD




 Mri. N. Nelson of Palm Beach going to keep pmost everything ooun
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THE FAMOUS CHANDLER MOTOR CARS REPUBLIC TRUCKS

You will actually lessen your tire cost per mile with Diamond Tires---ask the man that uses them DIAMOND - MICHELIN - PENNSYLVANIA

Phone 16

## Wight Tire Company

SEMINOLE BANK ANNEX ON MAGNOLIA AVENUE


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Six months from now YOU'RE satisfied with what$\mathbf{Y}_{\text {ever clothes you buy at the }}$ time you get them, or you wouldn't buy. If that's all the satisfaction you want, any clothes will do; they all look good when ther're new
Het

Sanford Shoe \& Clothing Co.
home of Hart Schaffrer and Marx cloth

HILL LUMBER CO. bUILDERS SUPPLIES

LUMBER, Laths, shingles SEWER PIPE and DRAIN TILE
E. O. PAINTER FERTILIZER COMPANY Setilizers, Insecticides, Sprayers, Poultry Supplies Fertilizers, Insectieides, Sprayers, Poultry Suppliex
For thity years wo have bern manufacturing fertilizers LE. Sptrilisg. Local Akent. SANFond), wia.

## WE HAVE FOUND IT!

 DAISY TILE
 Sur supply is limited only by our demand. solé agen ts in seminole, orange and lake counties, fla MAHONEY-WALKERCO.

## Hill Hardware Co.

SERVICE, QUALITY and PRICE
THE CANNING SEASON
IS Now Here-
have plenty of
GLass top and atlas
glass top

- PRICES RIGHT -


## Hill Hardware Co.

"CLOVER LEAF" AUTOMOBILE TIRES

| $30 \times 31 / 2$ | Nonskid | $\$ 17.00$ |
| :--- | :---: | ---: |
| $32 \times 31 / 2$ | $\#$ | 18.50 |
| $31 \times 4$ | $\#$ | 25.00 |
| $32 \times 4$ | $\#$ | 26.00 |
| $33 \times 4$ | $\#$ | 27.00 |
| $34 \times 4$ | $\#$ | 28.00 |

Sanford Cycle Co.

## THE BIG FEED HOUSE

Feed For Every Need"
Groceries, Fertilizer, Crates of all kinds, carloads a specialty, Cut-rat
Auto Tires, Gasoline, Oils. Sweet Potato Plants
When You Want Ang.
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WhenYour Spring Breaks

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## Rising Sun

## Self Rising Flour

It means flour which has a scientific baking efficiency and an inestimable food value. WIGHT GROCERY CO. Sanford, Fla.

Dixie Steam Laundry
leesburg, florida

Baskets Leave:

| Monday Return | Thursday |
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Robt. Glenn Igou, Agt.

Phone 43, Sanford, Florida






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Just stop and think a minute!




THESANFORDHERALD R. J. HolLIY, Editor
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APITAL $\$ 30,000.00$
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## POPIES BANK OE SANFORD


THE BANK THAT INSURES YOUR DEPOSITS
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HERALD PRINTING CO
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THESANFORDHERALD



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## Creating New Demand for Florida Fruits

## demand, prices alveys tall.

If the gain in production comes to far exceed that in consumption, producers face disaster.

Florida's sutput of grapefruit and oranges in a few years is cerlain to to enormously greater.

Unless the consumer demand for these fruits is made to keep pace with he enlarged prode tion, growers will then bo unable to obtain profitable returis for their crops.

Foreseeing this condition, the Florida Citrus Exchange for several years has been advertising and using other means. to more widely introduce. and popularize grapefruit and oranges.

The splendid success of the work of the Exchange in this direction is a praater or recorrd-lor instance, in the terrior the sales of the Sealdsweet brand were three. times as great as in the previous scason.
The Florida Citrus Exchange Has Done MuchSpeculative Marketing Agencies Nothing-Why?

In the task of developing demand for Florida citrus fruits, the factor.
Few marketing agencies have done anything along this line- the purely "speculative ones have done nothing!

Why? Because the speculators can make as much if not more money when fruit prices are low as when they are high.
For this very good Treason the speculative copcerns are not inter ested in the problem of providing
the wider markets which are nec.
essary to keep up prices in face of greater production.
So it is left for the growers who themselves market the fruit they produce, cooperatively through
thie Florida Citrus Exchange to ayl the educational work required all the educational work required
to build up demand.

These cooperating growers are fortunate in the fact that the plan of jointly marketing their fruit gives them net returns enough greater than would be allowed them by the speculators to several times cover the cost of the advertising and sales endeavor of the Exchange.

> Join, the Exchange now. do Your part of the work and share in the benefiti. Fof furrther particulan write, wire or phone

FLORIDA CITRUS EXCHANGE, Tampa, Fla.
L. A. HAKES. Manager

Orange County Citrus
Sub-Exchange FLORIDA
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CITRUS EXCHANGE $A$



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