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The
Yowell Co．


For Wednesday July 13th

Offering An Array Merchandise In Silk And Cotton Piece Goods， Silk Hosiery，Ladies＇Ready－to－Wear，Men＇s And Boys＇Furnishings


ENCLISH PRINTS
32 matu wherenin coum


Plain Colored Silk One Talbe For This Sale Regular
Special At $\$ 1,00$ A Yard

colorin voiles


LINGERIE CLOTH


COLORED PERCALE $\underset{4}{\substack{\text { Yards }}}$ 4 Yards COLORED VOILE LINGERIE CLOTH
to 40 Inches Wide
$\$$ 4 Yards

EXTRA SPECIAL $81 \times 90$ SHEETS MADE in THE＂Fruit of the loon＂mlils SPECIAL WEDNESDAY $\$ 1.00$ EACH

42x36 PILLOW CASES TORN，HEMMED AND SAFT FINSII THESE ARE EXTRA VALUES
WEDNESDAY，FOUR FOR $\$ 1.00$

Extra Special－－Boudoir Pillows SQUARE，ROUND AND HEART SHAPES PINK，BLUE，MAIZE \＆ORCHID made of fine grade cotton，with beautiful Lace，trimaed with round thread lace begli ove

## $\$ 1$

$\square$ GUARANTEED ALL PURE LINEN OFLS EXTRA GOOD
GRADE，REGULAR 45c To Goc VALUES SPECIAL WEDNESDAY， 3 FOR $\$ 1.00$ BATH TOWELS
HEAVY DOUBLEETHELAD， $18 \times 36$ SPECIAL WEDNESDAY， 6 FOR $\$ 1.00$ Special Dollar Sale HO SLERY

## Ladies＇Summer Hats <br> values Up To $\$ 5.00$



ONE TABLE OF BEAUTIFUL HATS
Special Wednesday At $\$ 1.00$

Prints and Percales

Guaranteed
Fast Colors

SPECIAL AT $\$ 1.00$ EACH
Pretty House DRESSES

## BRASSIERES

CUTAIN SALE Ruffled－21／4 Feet Lons
In White and Ecru In White and Ecru $\$ 1.00$ a Pair
BRASSIERES
＂Model＂and Other
Standard Makes
Regular $\$ 1.75$ Value
$\$ 1.00$ Each

DOLLAR SPECIALS ON MEN＇S AND BOY＇S FURNISHINGS AND ACCESSORIES
 THE YOWELL
${ }^{1}$ hoenix Socks
for Men
Silk nd in All
lors Regular 85 c
Value
2 Pair

| ${ }_{\text {rag rugs }}$ | Fanes Lace Pieces |
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|  |  | $\begin{gathered} \text { KOTEX } \\ \text { A Special for Dolar Day } \\ 2 \text { Boxes } \$ 1.00 \end{gathered}$ |
| :---: | :---: | :---: | Men＇s

Handkerchief Boys＇Cover－
 Boy＇s
Shorts and
Blouses
Values Up to $\$ 1.50$
Special at
 －Wedn ssday



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## Social and Personal Activities-: <br> fice Telephone 148 MRS. FRED S. DAIGER, SOCIETY EDITOR Residence Telephone 859-J.

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| THURSDAY Neighbors of A merica wim 8 oclock at the old Masónover the Baske meeting of the W. C. T.Mrs. Otto Schmehl on the $\qquad$ |  |  |  |
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Beauties of Two Lands Meet


Bobby Jones Equals Head Of Children's Links Record When Home Is In Sanford He Turns In Fine 68 OnHis Annual Visit



Regulpr Trips To
GREEN SPRINGS PARK Every Thursday, Saturday

Roand Trip 50 Cents Including Admissi
YACHT WELAKA
Also Ayailable for Char
Reasonable Rate

Smith Plans Return $\mid$ Leper Escapes From Flight, From Honolulu Southern Leper Camp


DICKSON-IVES CO
Very Special For MEN




## Oh Boy, How Good! "SONG BIRD" CREAM

$\prod \begin{aligned} & \text { HE hit of the season. Because } \\ & \text { of its rich, delicious flavor }\end{aligned}$ and its reputation for absolute purity, "Song Bird" Ice Cream is in great demand everywhere. Sold to enthusiastic consumers at all soda fountains.

50c BY THE QUART.
Birdsong Ice Cream Co.

--a personal message
to Sanford merchants
Does stagnation reign when you lock
your store?
Does your business "stand still" dur
ing the night hours?'
Do your sales stop when your sales
men start for home?
Locked doors shouldn't mean suspen
sion of merchandising.
Your salesmen cannot visit people a Your salesmen cannot visit people at
their homes in the evening; but you












hour through the right newspaper by
advertising regularly in
The Sanford Herald





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