


A Pledge of Fair Dealing-...

THE strongest pledge of friendship and fair dealing known to the early Norsemen was the simple act of one man placing his hand between the hands of another Ruthless, terrible and cruel as the Vikings were, no man broke this pledge without forfeiting his honor and the friendship of every true man.
Today modern business forms friends in every corner of the world through the pledge of printed word. Ail vertisements are pledges made especially for you pledges that advertised goods you buy are exactly as claimed.
No sane business man would advertise an unworthy product. Nothing could bring ruin more quickly. Fol when a product is advertised, it invites the eriticism of millions of people. It must make good its claims, or it forfeits the patronage of thousands.
A product that is not advertised may be worth buying. But it is little known and its merit or unworthiness lies hid in comparative security. Evëry product you see advertised must be worthy. It is tested daily by thousands. It is proved in the pitiless glare of publicitypledged to you in the advertising columns regularly.
AN ADVERTISER'S PLEDGE CAN BE REDEEMED ONLY BY YOUR ENTIRE SATISFACTION

THE SANFORD HERALD
"Ahead On Its Merits"

## Sanford Grov

"Amid Majestic Pines"

## A Bounteous Future

The section of Sanford tow: which the building trend has been noticeable during the past year favored by many things other th the beauties bestowed by nature.

The city has done much, and doing more for southeast Sanfort New civic buildings are to arise there Arterial highways have been laid anf are now in use. The Internation Press Foundation, only a few mile further south, will bring many visitor and residents to Sanford---to south east Sanford.

In considering a homesite, study the advantages of Sanford Grove--ii southeast Sanford---and directly in the path of substantial development.

## SANFORD GROVE, Inc.

E. C. MILLER, President.

First National. Bank Bldg. Telephone No. 24

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For Negro Pupils. Has 8 Classrooms

SEE THIS LIST No doubt thore are at lenat a few
names on our firt of cuatomers that you will reoognike. Why not corrault yem as to the sdvisability of boying your Usod Car here? The liste is at

MILLER O. PHILLIPS

## OA USED CAR 15 ONLY AS DEPENDABLE <br> AS THE DEALER WHO SELLS IT



# Many Men Are Now Wearing Better Clothes 

\author{

- Because of Our Convenient Charge Service
}


## The Ten Pay Plan

## Men, Here Are Some Real Values

## Prices Extraordinary in Men's Fine CLOTHING

We have just received a shipment of men's suits from Peacock, noted tailor, and for a few days only these suits are to be sold at huge dis-counts-many of them are at half-price.

Woolens-Linens-Gaberdines-Palm Beach
Mohairs and Spanish Linens are all included in this wonder opportunity.

SEE THEM EAR̆LY FOR GOOD SELCECTGNTHEY ARE HONEST VALl

## Laney Drycleaning Company

110 E Second Stext


Men who thought fine clothes beyond their reach find this service provides a way to purchase the best.

Better clothes are economical. Every man finds this to be true.

## Siritety ? ran (Tluther

are so genuinely good that we featurt them in a big way in connection wif this broad charge service. Your suit ${ }^{\prime}$ hd O'Coat for fall may be purchased tifo way if you wish.

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