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# THE PERSONAL ELEMENT 

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# MAIL ORDER CATALOGUE 

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In our initial little mossage on the spirit of neighborliness as exemplified in the borrowing of a cup of sugar, we emphasized, if you'll remember, the personal element in prompt, efficient, honest service. You know that it's good sugar that is immediately handed over the fence because it comes directly from your neighbor's table.

Now, where or how you buy is your affair. And to our mind, a would-he neighbor who interferes in your affairs ceases to be a good noighbor. He's a busy-body.

But may we offer this surgestion? After you"ve looked through the mail order catalogue, would it be worth while to compare the pictured articles with those right at hand--that you can see and touch and instinctively determine the quality because a neighborly sales person offers you a choice across our counters? Then compare the neighbor's prices with the catalogue quotations plus postage and postal delays? You may be surprised.

It's just a suggestion, from neighbor to neighbor.

# The Retail Merchants <br> OF SANFORD 

This Advertisement Paid For by the Following Merchants and Business Houses:

The Yowell Co. Woodruff and Watson Lloyd Shoe Co. Inc. McKinnon-Markwood Co. Gonzalez Grocery Co. Sanford Drug Co. Geo. A.Speer and Son The Outlet Miller Furniture Co. Inc. Rond-Hill Lumber Co. Sie's Place<br>Hill Hardware Co.

Edgewood Grocery<br>Celery City Lumber \& Supply Co.<br>Kilgore Seed Co.<br>L. P. McCuller<br>Sanford Feed and Supply Co.<br>Churchwell's<br>B. I. Perkins.<br>Thrasher and Woodruff<br>Smith Bros. Inc.<br>Laney's Drug Store:<br>Roumillat and Anderson<br>The Sanford Bank and Trust Co.




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