



# TRADE EXPANSION SALE

SANFORD  
FLORIDA

## THE YOWELL COMPANY

SANFORD  
FLORIDA

### TO BUILD THEIR BIG-BUSINESS--BIGGER!

We Are Not "GOING-OUT" Of Business--But "GOING-OUT" After New Business  
It Takes A Progressive Store To Stage A Successful--Store Wide Bargain Sale



THE YOWELL COMPANY  
ENTIRE STOCK ON SALE!

**BRASSIERES**  
All kinds, all sizes—Beautiful quality—50c values on sale Special at

**45c**

**CORSETS**

This Bargain Lot \$3.50 were some of these corsets also corsets in all kinds and now

**\$1.49**

**FLAT CREPES**

Exquisite pastel shades—\$1.50 per yard—quality 40 inch material on sale now.

**\$1.29**

**TAFETAS**

New Bedding Taffeta \$3.00 quality attractive shades Beautiful finish sale price

**\$1.98**

**GEORGETTES**

All shades in new fine quality silk Georgette full width—super value new range \$2.50 price on sale now as a special leader.

**\$1.79**

**SPECIAL**

Starting Tomorrow we offer a table off all kinds of materials—your Bargain Picking opportunity and now

**15c Yd.**

**SILK-UNDIES**

This special table values to \$3.00. Line including V-B-T-X—Liners, Steppings, Short and Taddies, now special

**\$1.95**

**SILK-UNDIES**

This table special consists of values to \$7.00—Knicker—Steppings, Gowns, Pajamas and Dance Sets

**\$2.95**

PRICES—YOU'LL BE SURPRISED.

YOWELL'S—Your Assurance Of Quality.

**MILLINERY**

An opportunity of unusual values. Combining the three essentials—Style—Quality—Price—This one group of Ladies' New Hats—Values to \$8.50 and now on sale—

**\$4.95**

**SALE**

Continues All WEEK

### SILK DRESSES

Miracle Values Any Way You Compare Them!

New Smart Dresses. This is Group No. A and a great many of these retailed for \$13.50. The materials? Many varied and good with new seasonable shade and color effects. Long sleeves and sleeveless. Such garments call for enthusiasm silently, and why not? This is your first opportunity at a Store-wide-Drastic-Price-Reduction on the Entire "Yowell" stock Never before, and perhaps never again—such values as these.

**\$6.95**

ALL SPRING COATS, DRASTICALLY REDUCED!

**PRINTED FROCKS**

New washable Dresses—Here's where the thrifty save—This "Yowell" special we venture to say is the best you ever experienced—"Yowell's" quality all the way! And now you have here a value appreciated only when seen... Your choice of these sleeveless and with sleeves. In handsome models, of the finest and newest wash materials. Correctly designed and styles for early Spring and Summer wear. Exclusive Frocks values to \$6.75 and now on sale at

**\$3.98**

**LADIES GOWNS**

Special value—special showing and now reduced from \$2.50 & \$2.25 original prices—They are Voiles, nainsook and other summer materials.

**\$1.85**

**TRUNKS**

Now Discounted—Twenty Percent—20%

**TUESDAY—SPECIAL**

To encourage early morning shopping—Promptly at nine o'clock when we open the doors on this store-wide trade expansion sale—we will sell in the first fifty ladies obtaining tickets, a package containing a large towel—(Size to children).

**1c** Package

**BOYS BLOUSES!**

The "Bell" Blouses and Shirts of all material and sizes in attractive models strongly made—special group offering here—

**89c**

Tomorrow SPECIAL

An Event Decidedly Uncommon



Decidedly Different!

Newer Groups Newer Prices Quick Action Demanded

**SALE**

Continues All WEEK

### SILK DRESSES

Our entire stock of new Silk Dresses, values including dresses to \$18.50 new Spring models. Great things will happen here that never happened before—This is one of them. Unadvertised Bargains are plentiful!!! But this one is Extraordinary. Here are street Dresses, Ensembles, Semi-Dinner Gowns and Sports Models. Beautiful new Frocks and out they go at

**\$12.95**

ALL WINTER COATS—1/2 PRICE

**DRESSES**

Here we offer Group No. C. Dozens of beautiful new arrivals, and we say values here up to and including \$18.50. As thrilling in beauty as in price reductions. Here are values now combining the three essentials—Style, Quality and Price. Do not confuse the "Yowell" stock with the ordinary so-called store-wide bargains. These are Exceptional Values—now

**\$12.95**

All Higher Priced Dresses Reduced Accordingly

**LEATHER LUGGAGE**  
Now Discounted, Special 1-5 of 20%

**TOMORROW—SPECIAL**

Washable smart Frocks—From the ready-to-wear department—2nd floor Welcome this unexpected Dress surprise promptly at opening hour Monday (June 3rd) be here early—the first time this is in Sanford—Voiles-Dimities—Prints—smallest little sun-bath—Tomorrow only—

**BOYS HATS**

One special lot "wash hats" Caps and etc. values to 75c in this group—Yes—odds! and ends! All kinds but the sale price says come—Now!

**15c** Each

**98c** Each

Unadvertised Bargains Are Plentiful! Quality Without Duplicate IN VALUE GIVING

# STUPENDOUS Markdown Sale

It Is An Overshadowing, Outstripping, Underselling Chance of a Lifetime. BUILDING A BIG BUSINESS BIGGER!

**CHILDREN'S DRESSES**

One special rack values to \$1.75 and sizes range 2 to 14 years new styles—novelty figured patterns cleverly made—just another "Yowell" offering and drastically reduced—

**95c** Each

**CHILDREN'S DRESSES**

This rack contains values to and including \$3.75 in sizes ranging 6 to 11 years—from materials of a wonderful value—in the newest styles on sale now

**\$2.95**

**MATERIALS**

Figured Lawn—Batiste and novelty materials. 36 in width now's the time to get the saving habit—No guessing—the savings—No doubting the values—a big price advantage is here—"Yowell's"—23 years of sincere service—Quality here 50c to 65c yd. and now—

**39c**

**WASH PRINTS**

Dimities—Prints—Batiste—Voiles—36 inch up to 56c yard Bargains in quality and value that will make you grasp this opportunity to economize—Time is money—To delay is expensive—"Yowell's" setting the pace for economy. Special Bargain Table

**21c**

**THE ESSENTIALS—QUALITY—PRICE**

New Lower Sale Prices

**VICTROLAS**

The cases alone are worth the price asked. A sale of discontinued models \$200 to \$300 They once were and now your choice—Perhaps sensational but—never the less true—

**\$25.00**

**CHILDREN'S**

Three quarter socks on sale special 50c quality now 3 for

**\$1.00**

Children's anklets—socks Phoenix make novelties 50c quality now

**39c**

**TOWELS**

Large Heavy Turkish Towels 35c quality on sale while a limited quantity lasts—These are wonderful values sold in 4's only four for

**89c**

**MEN'S**

Athletic underwear a complete line of sizes—in each pattern values to \$1.50. Also a few odds and ends in this group much bigger in price but all go at—

**\$1.29**

**NECKWEAR**

This special rack of exceptionally fine quality silk neckwear now

**\$1.29**

**MEN'S SHORTS**

Sports underwear all new pattern exceptional value—quality and on sale—

**39c**

**MEN'S CAPS**

The entire stock of woolen caps, light and medium weight—lined and unlined—new styles.

\$3.50 Caps **\$2.95** Now—

\$3.00 and \$2.50 Caps **\$1.95**

\$2.25 one Lot **\$1.79** Caps

The Sanford Herald... Subscription Rates... The Herald, Sanford's largest newspaper...

BIBLE VERSE FOR TODAY... A VITAL TESTIMONY... PRAYER: In the fear of the Lord...

RECIROCITY... "You'll have to learn to earn your right to die..."

Several exhibitors... The San Francisco Exposition... A girl who lives in Redville...

William J. Hower... Arthur Brisbane advertises Florida early... A paper published in...

Clarice Burton... The "making paramount of politics in any legislative body..."

William J. Hower... "The people of Florida settled their gubernatorial battle almost a year ago..."

Franklin C. Hoyt... "The people of Florida settled their gubernatorial battle almost a year ago..."

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Mr. Mead Acknowledges His Mistake

Several weeks ago The Herald received a letter from Theodor L. Mead, a learned scientist who resides in Oviedo, to the effect that the Mediterranean fruit fly was familiar to many of the old-timers in this county, and for twenty-five years had been known among them as the "skipper maggot"...

I wish to acknowledge that I was misinformed as to the skipper maggot being identical with the Mediterranean fruit fly and so far as I know there is no definite proof as to when the Mediterranean fruit fly first appeared in this county...

It is one thing to make a mistake; it is quite another to acknowledge it. The most skilled scientist, or artisan, frequently makes mistakes, but unfortunately they will not always admit they are wrong when they are so. That Mr. Mead, of his own volition, makes this public statement as to his error, proves him to be not only one of that large and splendid class of beings known as humans, but also a gentleman and sportsman of the first order...

But the Mediterranean fruit fly is an entirely different sort of a pest, far more dangerous and destructive than anything with which Florida has previously had to contend. It must be completely eradicated, down to the last female fly, before the citrus industry is to be saved...

It seems doubly deplorable that at a time when everyone is calling for tax reduction, petty politics in the legislature should be so rampant... The people of Florida settled their gubernatorial battle almost a year ago...

"The people of Florida settled their gubernatorial battle almost a year ago but for the last sixty days have been engaged in a struggle to elect their representatives to the legislature for the next two years..."

THE ROMANCE OF FLORIDA TOWNS... Florida Association... Did it ever occur to you that your town's name might have an interesting story back of it?

Franklin C. Hoyt... "The people of Florida settled their gubernatorial battle almost a year ago but for the last sixty days have been engaged in a struggle to elect their representatives to the legislature for the next two years..."

WAYBRIGHT BARKS UP WRONG TREE

Saturday's news dispatches from Tallahassee told of Senator Waybright, of Duval county, exclaiming during the closing hours of the senate's session on Friday night that the legislature was the chief executive of the state with full responsibility for the session of the state legislature...

The economic changes embodied in the new bill have already passed the House in a far from mature, affecting practically every citizen of the state...

The annual meeting of the Florida Chamber of Commerce... The annual meeting of the Florida Chamber of Commerce will be held at the Florida Hotel in Tallahassee on Tuesday, June 9...

Miss Irene Brandt... Miss Irene Brandt entertained with a party on Monday afternoon at her home on West Park Street...

School To Hold Third Graduation Program... The auditorium of the Seminole High School will be the scene of the annual night of the third program of the commencement exercises...

ATTEND ELKS MEETING... Among those from Sanford attending the State meeting of the State Elks Association in Orlando...

STUDENT FOUND DEAD... WELLESLEY, Mass., June 4.—(AP)—Miss Louise M. Mead, 21, died last night at Wellesley College, a sophomore...

Social And Personal Activities

Piano Pupils Present Program On Monday... The piano pupils of the piano school of Mrs. Emma Stenslie...

PERSONALS... Mr. and Mrs. W. A. Fits III are visiting the latter's mother...

WEDNESDAY... The annual business and social meeting of the T. E. L. Class of the First Baptist Church will be held at 2:30 o'clock...

THURSDAY... The annual meeting of the Florida Chamber of Commerce will be held at the Florida Hotel in Tallahassee on Tuesday, June 9...

FRIDAY... The annual meeting of the Florida Chamber of Commerce will be held at the Florida Hotel in Tallahassee on Tuesday, June 9...

SATURDAY... Plans for the garden party of the Garden Club of Sanford are being made...

PLANS ARE MATURING FOR FLOWER DISPLAY... Mr. Henry Wiele plans for the garden party of the Garden Club of Sanford...

MISS BRANDT HONORS WEDDING ATTENDANTS... Miss Irene Brandt entertained with a party on Monday afternoon at her home on West Park Street...

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MIZZAPAH CLUB IS GIVEN PARTY LAST MONDAY... The members of the Mizpah Club were honored with a party on Monday evening at the home of Mrs. Frank Melick...

FASHIONS FOR THE SMART WOMAN... The members of the Mizpah Club were honored with a party on Monday evening at the home of Mrs. Frank Melick...

SLICE OF BREAD... BREAD... A slice of bread is a piece of bread, a piece of bread, a piece of bread...

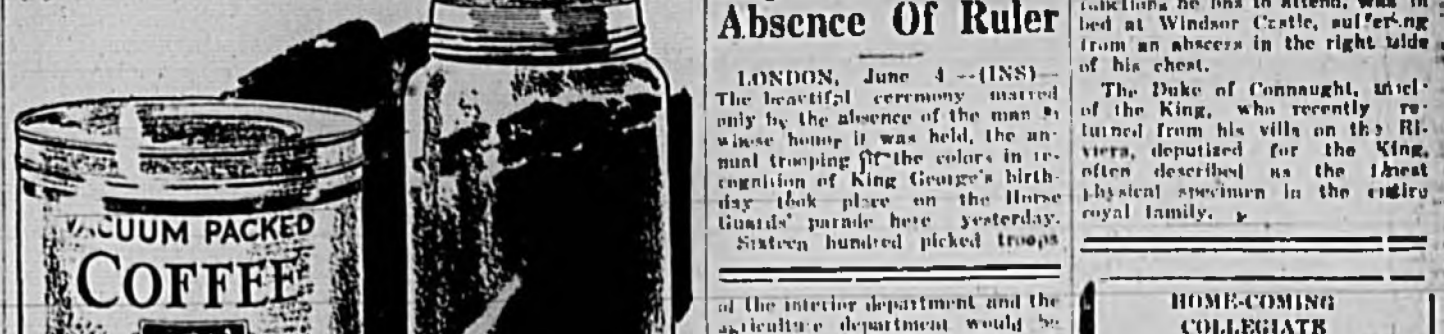
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Keep Your Coffee Right



The only way in which fresh roasted coffee can be kept fresh and flavorful is by packing it in a vacuum which is airtight...

The regular business and social meeting of the Woman's Guild of the First Baptist Church...

Mrs. Kanter Honors Her Niece With Party... Mrs. Kanter honored her niece with a party on Monday afternoon at her home...

SENATE COMMITTEE APPROVES BILL FOR MODEL FARM IDEAS... The Senate Committee on Agriculture and Forestry has approved a bill for model farm ideas...

COLLEGIATE DANCE TO BE AT COUNTRY CLUB... A homecoming College Club dance will be given at the Country Club on Tuesday evening...

ANNOUNCES A CHANGE IN POLICY... Pertaining to Thursday Half-Holidays...

BY UNANIMOUS VOTE OF EMPLOYEES... During June, July and August EACH employer, EACH week, will have one entire day off with pay and...

THE BIG STORE WILL REMAIN OPEN ALL DAY EACH THURSDAY... Jacksonville Papers for Thursday Afternoon Specials...

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Madames Paul And Bannan Have Party... Mrs. Peter Paul and Miss Katherine Bannan entertained at bridge at the home of the latter...

PIANO PUPILS PRESENT PROGRAM ON MONDAY... The piano pupils of the piano school of Mrs. Emma Stenslie...

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Lucky Strike Cigarettes advertisement featuring a man's face and the slogan 'IT'S TOASTED'.

Advertisement for 'The Big Store' with text: 'The Big Store Will Remain Open All Day Each THURSDAY'.



