

Three Wise Men Are Showing The Way To The Biggest Sale Event In Sanford Follow Thern-- You Will Bo Rewarded In Our

CConsolida Goinng

Sale
trepe Frocks 31.98

SLLK FROCKS
 82. 88

SILK FROCKS
Here is a bargain if you were over or-
fered a barmain, fered a bargain. 812.95 to
dressen

### 84.05

$\$ 27.50 \mathrm{TO} \$ 35.00$
Here is a barorain that your cannota al
ford to miss whethor ? dres neal : $\$ 7 .{ }^{2}$


Every Dress
MORNING FROCKS


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Ladies' Dainty Underwear
White Batists Gown Colored Voile Gowns
Funey Voile Gown: Tuncy Vollo Gowns....
Ratyon Colored Coms Colored Sith linit towns sab: Silli Vests Slemonatis
Voile and Sills.

 Bloomerssitk layon .........1.26 White crope and lome cloth 6ok White Batiste © Colored Colored Silk 'Teds.......... 1.10 | Colored Silk 'Jeds |
| :--- |
| Fancy Colored Volos $\quad 1.159$ |
| 10.5108 | Fancy Colored voilos ... S. 2.98

Silk Crepo De chine

All InATS Must Cio!
Beemutitully wimmed tux thi
 \$1:1014 8.00

## 49c

Inaties sult Prenger
Rain Coats
Now werchanmion spy whem now muly
\$6.75

Prices Cur In Two In Picce Coods
$\qquad$




## CREPE SPREADS

$72 \times 90$ White erepe sinn
$81 \times 90$ White crepe sinta

Doors
Open Sat

Big Bargains For Men

Sanford
Diy
Goods
Company

# CLOSING OUR DOORS! 

Our Life in Sanford is almost over as our doors must be closed Saturday night

## SHOP THIS WEEK

with us and buy The Biggest Bargains in the history of our Store. We must sell out this week. Shop here and NAME YOUR OWN PRICES
THIIS WEEK IS POSITTVELY OUR LAST IN SANFORD. Sanford Dry Goods Company



## WASLINGTON LETTER



## WHICH IS YOURS

There Is
No Substitute For RESULTS
A. B. C. Circulation gets


## Advertising or RESULTS?

WHEN you buy Printer's Ink which do you get---mere advertising or RESULTS that come from a purchase of publicity justified by A. B. C. Circulation? Printer's Ink without circulation among a class of people interested and able to buy your product is advertising wasted--coupled with this powerful factor it is the cheapest, surest and quickest method of creating a market.

## Womer Readers

MODERN women are busier than ever before--their mornings are crowded with household details so that their afternoons may be free for club meetings, civic and social activities of many sorts. It is only in the evening that your advertising will be READ. Reach the Woman and you have penetrated the greatest buying factor in the world.

## A. B. C. Circulation

IF a magazine, or other periodical is not worth selling it is not worth advertising in--if people are not glad to pay for it, eager to have it at the appointed time, your message is lost. Herald circulation is PAID circulation, each evening its readers are eager to turn its pages for news of the world and store--to shape their plans for tomorrow. You, as a merchant, shape their destiny--when you buy Herald advertising you get RESULTS!

## ©he Sanfurd ispralix



Social and Personal Activities-:
Social alander

Little Miss Katherine EFFORTTO BREAK ENGINEER RAPS
Newell Entertains At Newell Entertains At
Party Here Saturday DEADLOCK NAVAL STATEMENT BY Party Here saturday DEADLOCN NAVAL ${ }^{\text {G }}$


The Little Gray Shoppe

[^0]


Fancy That! Judge White Hears Six Liquor Cases
In Municipal Court In Municipal Court


TheWorld has never known such Value!
All furner standarda of motor car value fell when Buick for 1928 swept into view. Here are listed all 16 Buick modeld for 1928, with their prices, so that you may see for yoursets bow
little Buick couss, when you consider how much Buick given


BUICK fiv 1928 Sanford Buick Co.

## Sanford Is Defeated By:MiamillHustlers In Sunday's Contest

Four Run Lead Made
By East Coast Out
Rickard Is Likely By East Coast Out- Rickard
fit In First Frame To Make Decision Too Much For Feds On Big Bout Today
Casares And Pug
Allen Hit Homers
Dunbar Poles Double In Ninth And Comes Home On An Error



LeamueStandings


## "It"s toasted"

No Throat Imitation-No Cough.

## TMake these dassified columy your MARMMII PMACE $\star$


[^0]:    New Linens
    Cards For All Occasions
    New Books in the Lending Library
    The Little Gray Shoppe

