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SPETAL TARM OF
COURT I CALLEN ON NEXT MONDAY

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 6．Arpecto To bermant 竞 Mayor Wolker Ends Tour Of Europe And Takes Boat Train For Port Of Havre





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Once Nine And Eight


114
 Blg Diruah Oi Frne Mat Moderate Weather Expected Tomorrow

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& \text { Grover C. Bergdoll } \\
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SHMoLIRS ATLegion Consention PICHIT CAMPS Suggests Separate TOORIIC HARD A erial Department


Recolution Bads In A Addition Of Phrase


In the World ofsports Whang sTLLLJack Dempsej Insists: He Whe IDGE UPOX Will Kñock Gēne Tunney 2 2TI RLACE CLUBS

 Out In The Fourth Round

# Covering 

 TheField6-6g To buying advertising a merchant must conisider what pottlon of the tertitory served the medium selected wilf cover. The cost of advertising shootld always Be fudged by results, for testits alone are what count.

## Reach Sarforlds Trading Teritiory At One Cosit  <br> Through The Herald, the only A. B.

 C. Waph tiser can at one cost put hís messige before 90 per cent of the people that live in Sanford's trading territory. No risks, no if's and's and but's about th-The Herald covers the ffeld thoroughly.
## Economy lif Advertising Appropriation

Thröugh Fhe Herald af advertilet can reach 90 per centof the peobic wow bly in Sanford-this medium needs ho bup plementary publicity-The fifuta if an evening paper, a papér which gi\% home and is read by all the family.


## Social and Personal Activities-: <br> MRS. ERED 8. DAIGER SOCIETT EDITOR

## Social

 Calendar|  |
| :---: |
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|  |  |

Mrs. Chares M.Powell Nine Million Japs
Entertains Circle Of
Presbyterian Church Presbyterian Church $\left\lvert\, \begin{aligned} & \text { Get Ror The First Time }\end{aligned}\right.$



Banker Finds SilverPiece Recaling
Memories Of OldAnte Bellum Sou


Daily Fashion Hint


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Parent-Teachers City Councel Holds Session
On TuesdayAfternoon

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## Does Business Stop When Your Doors Close?

Closing time . . . locked doors . . . help gone . . . does the public forget you are in business when you close up for the night?

## Or Do You Insure

your business for tomorrow by letting the public read your message in the evening paper, the paper that goes home and stavs home? Your doors may be closed. . . no clerks in the store... lights out. . . but if you have a message in the evening paper you may be sure YOUR BUSINESS is not idle, that sales and profits for tomorrow are assured.

## Don't Let Business Stop When You Close Your

# Doors 

Herald Your Business --.-Make It Pay

## ©he Sanforin Tifrali

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