仅
THE SANFORD HERALD, MONDAY SEPTEMBER, $19,1927$.

GATMORNOINTING Dempsey Insinades In A EOR GAME WITH Public Letter That Fight SOUTHERN TEAM







Promoter Declares Nose Of Dempsey Melts When Warm

## In Philadelphia Was Fixed



BaseìallStatistics BRITAIN LINKING In Major Leagues POSSESSIONS BY



London Already In Communi cation With South Africa
Australia AndCanada;India Line Is Being Planned Nov
LONDON, Sept. 19- (INS)-
Great Britain is now in idrect wire.
less tolephonic communication with
 year it is is tated that every part
$\begin{aligned} & \text { of the Brith } \\ & \text { ed by Empire wireless telephone. be link. }\end{aligned}$ of the British Empire will be link-
cet by wireless telephoue.
theirs is oremment chims. that
the most officient and ex-


 facsimile reproduction a syatem of to
the now beam system which has

$$
\begin{aligned}
& \text { High Speed Engine. } \\
& \text { Tonard the end of next } \\
& \text { high-speed wireless services to }
\end{aligned}
$$ The British Post Office scheme

of short wave banm wrieless has
taken four years to reach fufil) The transmitting and receiving
stations to India are at Grimby
nd

 120 to 150 words $\pi$ m minute each
way durins 18 no 18 hours a day.
The Post Orfice only stipulates The Port Orfice only stipulates
that a service of io words a min-
ute for a twelve hour day.
$\qquad$
 DADE CITY-Balloy 5 redecorated.
 Atcapander and Little John pitch-
ed the Cardinals to.two vietorieg
over the Philles, 7 to 3 and 8 8.to 3. Sunny Jim Bottoniley hhit for
the circuit in each zanee whil Cy
Williams of the Phlla tied hack
Will Wilsou for League homer rin hon- hol
ors with his afth homer
Bahe Ruth walloped his tuth
bemer, phecing hint only two bee Babe Ruth walloped his buth
bemer, phacing him only two bef
hind his reco d, as the Yankee

Noted sports announcer, talking to his son, George Cohan Humphreys, at their home in Fairhaven, New Jersey, recom. mends Luchy Strikes.


You, too, will find that Lucky Strikes are mild and mellow-the finest cigarettes you ever smoked, made of the finest Turkish and domestic tobaccos, properly aged and blended with great skill, and there is an extra process -"It's toasted"-no harshness, not a bit of bite.

## "It's toasted"

No Throat Irritation - No Cough.


## Joe Humphreys says: "Holbrook Blinn is right-Luckies are certainly good"

Holbrook Blinn, Noted Stage Siart, write
"Each performance brings with it its attend ant nervousness and I relish the opportu nity for a soothing smoke while playing, During the course of 'The Play's the Thing' I am called on to smoke at frequent in tervalss If is aluays a Lucky Strike. know from many years' use of this ciga rette that my throat is constantly protected and that it will give me the greatest enioyment."

Nolowis Be


THE SANFORD HERALD, TUESDAY, SEPTEMBER, 20, 1927.

| As Brisban |
| :---: |
| Respectable Old Aze lienpectable old Aze. |
| Poine Cini Needt |


wants.: It is a fallacy that the "public know's what
4. It is a fallacy that the public automatically | any " great length of time that it is not reminded of." |hat the two undebatable statementst of the sume conclusion
the public is "busy, indifferent und exnacting" and "will not that continue to demund, any article of merchandise for a length of time unless reminded of it." To which the St. Petersburg to be true. So, if it in advertised it must be reliable." has larger the sales. The idea of keeping the thing before the people are busy. If you woull attract busy people yout that put something before them so often ind so sttractively tha their attention is
cupy their minds.

THE UNLUCKY GOLFER


108 Magnolia

First National Bank

## PLUCK

 LUCK…ins.
moticn


mism
-m.t m veme

that it will take
ull emerkencien?
minn
ubr
Better
do it
today!
Coratillys sours,
ascolturs

## Ellon J. Moughton



H. C. VIELE

Select CHRISTMAS liftts NOW on our r
casy payment plan.
culy



Social and Personal Activities:-

Mrs. Tony Pitchford KingsDaughtersHave May McAvoy Scores
Hostess To The Pipe
Hostess To The Pipe Enjoyable Meeting On A Triumph As Wild
Organ Club Members Monday AtTheChurch Irish Rose In Film
 CONTINUE RACE Air Program Urged
TRANSCOUNTRY By Michigan Solon

## 

## Announcing-

A Lecture Wedřesday Afternoon 4 P. M.
By Mr. Hyatt
on

## "The Proper Preservation Of Foods

At the Sanford Electric Contracting Co.
This lecture will be notionly entertaining dut oxtremely edycational. Mr. Hyatt is well hnown as an sulfol tity on his subjec and his lecture will be well worth hearings.

## We Also W/ish To Aninounce

 That each Wednesday focthe ned tow weeks we will have lecture along the saim|  |  |
| :---: | :---: |
|  |  |

## 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 doorsmay 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
#  

## NT AD. RATES

m: Cash in Aurance
nee ads, will be receclved


te rates on requies.
reduced rates are for
tritive insertiong. lirds of fuerage length





Ion simediately in caa
od in invertisers
it
Herald
representative
sghty familiar
vith rate
and clasifinetion wiil
you wish they will assis
it more effective,
PorPANT NOTICE
veritiers shond give their
or postoftice address as
as
exieir phone number

they know your address.
dincontinuence MUST
din perso at

toois - Prompt \& Efificient
domobiles

Ns A cowAN co. Auto

ANFORD Butck
212, Mapgoialia Av
Mosic trim co.

hups-marmons

Ahs $\mathcal{A}$ Uveriand Whilityt

| NOLE HUDS |
| :---: |
| $\begin{array}{c}\text { Ho3 } \\ \text { Phone } \\ \text { INC }\end{array}$ |

Finess Service



MrN POP

| PRING YoUR WATCH to me. hut it in order. Feter E. Ahearn. W. First St. Sanford. | 15-Apartment For R |
| :---: | :---: |
|  |  |
| Your business -card appear- |  |
| reéch over 3,060 cvery day! |  |
| ad for one month costs only $\$ 2.60$. . Thone 148 | 16-Houses For Rent |
| Just ask for "Clasasified Depart. ment" |  |
| CLEAN UP YOUR OLD WALLSWITH THE NEW WALL PAINT |  |
|  |  |
| TER. FOR FURTER NFOBMA. |  |
| SEE, v. C. COLLER, SANFORD, |  |
|  <br>  |  |
|  |  |
|  | (rear moreses. 540 monthly Address |
| BUILDING BL.OCKS - Irrigation boxes and generul cement workMiracleConcreteCo. J. willeger, Proy. Jrd and Elm. |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  Phone |  |
|  |  |
| LUMBER and completebuilding mater ofUneprices. Security Lumber Co., "Where Goosd |  |
|  |  |






Stylish Emeralds Commandant




College Head, 31











