# The Sanfurd Heraln 



## In the World ofSports

 SANORD IEADSSTATC-HAGHE IN ThreeMoreHomeRuns Will STALE WAGUE IN
CHB SHCKWORK Coleyman itit Ball A Merry Make RuthBase Ball's Hero Breaking Record For 1921




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 DEMPSEY HANDS HLNN A CHECK FOR 75 THOUSAND Also Pay, Jerry Luvadis Sum Or825,000 For TrainingHin:
Plans To SpendSometime Tin
Callfornia - Colorado






## foot ball

Davidson

## U. of FLA. <br>  1

 MORE INVESTIGATING will SAVE YOU MONEY On Your Next SuSEATS ON SAEE NOW

For Reservations address

Athletic Department UNIVERSITY of FLORIDA GAINESVILLE RES. SEATS $\$ 2.50$


## BTHMNTO

 गTHI candervitic
 hree -game series.
Pittsburghe, St. Louis boys in a
WATCH, CLOCK, JEWELRY
$\qquad$ ATTHE JEWELERX SHOP the eloven. The usual work-vit kinepp the followers of the pi
skin getting susty, was the
order.

Climbing to new heights of popularity

Government figures show that more Camels are being smoked today than ever be fore. One after another Camels passed them all.

UNION ECZEMA OINTMENT For treatment of Ring Worme, Jigerri and any, slin UNION PHARMACY


Impersonating a Trojan warior of old, Sfenter seitby, Hght is shown here starting grid practice of the modern wropans ap, Southern Cali-
fornia. Capt. Morley Drury, one of the best thanticks in America, hopes
to have his Trojans of Los Angeles fighting in every game like the Trojans of olden times fought.
Yor alil have thre more zames Great Lake Region
 chan

Cy wilians of the phif cloutel
In the only games played in
he Ameican League, the Senato
to Ameican Ecague, the Senatos
tootimed the Red Sox, 2 to 1 and
to otimed the Red Sox, 2 to 1 and
6 to 4. Huck Harrie. Wasinington
manager whose policy is to

Negro Held Here For
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ven Water $\operatorname{lee} \&$ Light $\mathrm{Co}^{2}$ ven Water lee \& Light Co. buld
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necting . with Florida Power. Ser $\frac{\text { vice Company's line near Dundee }}{\text { pocket, enjoyed mild seasonal tem- }}$ peraturen. No rellef seasonal tem
rome the wet
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 was prodicted. Even ino the north
west, Including the upper roekies
ond Altert and Alberta roported uppigher rockiee
normal temperatures today
Tagging AllBases



No name assures quality in petroleym products ${ }^{\text {as }}$ as completely as "STANDARD


It is under this familiar name that our high-grade motor oils are now sold. Look for the "Standard" trademark-atour service stations and dealers.

Standard Oil Compaiy
"STANDARD" MOTOROIT

I927 Xưoisinilis road mats of Allabima may bo had Prec af any of our sortice stafiom

If all cigarettes were as good as Cania out would hear anshing abou rood for the throat in Nopting tath the place of choice tahacom


## In the World ofSports <br> Washington Is Alarmed Over Interest Of League In United States Affairs

Famous Sport Writer Says YankeesShould WinSeries AndHenceProbably Won't

Daily Letter

Mc Laulins Diamond Mounting Engraving
ncemang

UNION ECZEMA OINTMENT
UNION PHARMACY
Phone 375

## Harvesting miles! Lowest Prices of the season in our $2 h r$ Our customers reapthè benefits of our policy benefits of our policy, of specializing on Goodrich Silvertowns and other Goodrich tires. <br> Theyget the most miles back for every cent they putintothesetires.First, because Goodrich puts so much mileage into every tire-second, because we sell at prices based on concentrated purchasing power.

BATH TOWELS

VATCu. CLOEK, JEVETMX Reparing


Southern College Offering UnusualInstruction NowIn Increased Art Department



Gridiron Schedules
Started In Earnest Tomorrow's Games

Tagging AllBases $\frac{\text { By International News }}{\text { NEW york, Sept. 30-Pitt }}$ burgh can clinch the per. pennant by
Bithe will get no remorse than saties, the the the
Cardinals and Giants nake a clea
 nade a wild throw. Frisch's hom
filed to help the Cards, who cou Jakie. May.
With their pennant hopes pra
tially ruined, the Cardinals m new truvel at a fast pace to
off the rush of the Giants.
Yont告, place by be beating Brirds fo
day as bt. Louis does not
The standing Pittsburgh
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ci unpreced
 his 1921 red two homertions, Batd tied
with the based of 59 . One came games. Ruth has hit tor suce sucessive times the bases loaded only enty sev
Although tintive career. ting s almome ruinghout the country
titine is attracthe hot National Luch interest ans
7.500 fans turn The Kink of the Rate.
a fere yestergamee, 15 Yo to wike into the bleuch won the bail
They for victory practice for hits, worst and batting
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How to avoid the
CROWDED HOUR
Try placing long-distance calls during the 7 to $8: 3$
P. M. reduction period

F
Rom seven to eight-thirty in the evening is probably the best time at which to make a
station-to-station long distance telephone call station-to-station rates. For one thing the folks you at reduced rates. Cor one thing the folks you
are calling are more apt to be at home, and are calling are too, we are usually able to complete the connection in shorter time.
Of course, the rates on station-to-station fong distance callsiare redueed still further at 8:30 P. M. Promptly at this moment, thousands of hands reach for the telcphone. The, result
is that in spite of all the extra facilities we provide, the lines to near and distint places are taxed to capacity.

To avoid this crozded hour, try placing your

SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY,

## Another Dividend

## Horida Power slight Co.

pays the regylar
( 3 montliss civiclend

S7 PRRETRRRED STOCR OCTOBER Ist
... the seventh consecutive dividenf

## A Conservative Program Needed

 Every time we pick up an exchange and note whiereome Florict city has used the nuuning knife to reduce its some Florime city has used the pruning knife to reduce its Cast. We in Snnford are eo vitally concerned over this very
question that steps taken in the same direction by other question that steps taken in the same direction by other b beror us. In view of prssent circumstances the Commisaion there are others that should be included in the budget which Within the past few days we have read where Miami
and Pensacola have effected reductions in their operating exilenses in order that the tax burden might be lightened. These curtailments will aggregate hundreld of thousands
of dollars and close on the action of these two progressive of dollars and close on the nction of these two progressiv
cities follows steps taken by Jacksonville officinals in paring their budget. Every where in the state, not only with clties
: As pointed out by the Jacksonville Times-Union the Treduction of expensels in most cases has been Porced. Such
is the status of the local situation. With bankrupery facing
is $\left\lvert\, \begin{aligned} & \text { and making them at once. If we are to avoid retrogres- } \\ & \text { sion we must practice the strictest. economy until we have }\end{aligned}\right.$ reduced our obligations to a point where we can see our way
clear to inaugurate agaim such progressive stens as we clear to inaugurate again such progressive steps as we have
contemplated in the past.

The Commission coming year within the next-few days. | that they will exercise the greatest care and judgment in |
| :--- |
| making appronriations for the various departments. A sane |
| and | anill conservative program is the only salvation. Our

millage will he high enough with provisions made for $r$ millage will he high enough with provisions made for re-
tiring loonded indebtedness, but we can keep it down sometiring londed indebtedness, but we can keep it down some
where within reason by making sweeping reductions in
operating expenses.

## Journalistic Bones

Don't jump your home town newspaper for occavional
mistakes which you may find in its pages. The chances are that the entire personnel of its organization is doing every
thing humanely possible to weed out the little bug-bear er done.

On the big dailles in the larger cities of the country, new. stories ure read about a dozen times before they finally reath $\left\lvert\, \begin{aligned} & \text { the public. The reporter writess it and re-reads his own copy } \\ & \text { making changes where neeessary and checking the facts; the }\end{aligned}\right.$ it toes to the city deditor or the mannging editor, who passe | it: then it is turned over to the foreman who gives it to |
| :--- |
| linotype operator to gut; finally the proof reader gets it an | reads it making revisions sometimes two, three or fnur times, or Herald-Tribune will come out with some such error as "He is survived by bis wite, a four-ton truck

Naturally The Herald is not immune to errur. We we
hocked to read in our own paper one evening where a ver prominent society woman hatd, "iven for a bridge prize botte of "City"s Toilet Water". The woman would have a
perfect right to think that this was done with malice aforethought because the editor did not happen to think that

 avoiding such things. Exceises the greatest possible care exchange table and read some of the things we almost daily
see. For inatance, there was one the other day from a Ten.

 No les, prominent A newapaper than the Denver Post
prodice this , Mrs. Kntherine Seretti, 4220 Tejon Street,
wife of Jack Serretti, Monday afternoon, At her home, zave wife of Jack Serretti, Monday afternoon, at her home, gave
birth to triplets. two boys and one girl. Mother. FATHER
and chididren are doing well." While the really excellent anil children are doing well." While the really excellent ideals is suffering today from the cusseddness of the United
States on a purity with the cussedness of Hamilton Holt
 ents this morning in the auditorium of Hillsbotoongh High champions has this to sayy "Oacar $F$. Carlstron, attorney-gen-
eral of llinois, said in formal statement today thet he concedes the Senate 'no right' to exclude Frank L. Smith, sena-

VACATION IS ENDED


## As Brisbane Sees It

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Mexico Syllas Quickly.
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AN FARLIER USE wan Giler:





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MENRY FORD) BY the was
 "Rusian," says Mr, Gircian, is
one on the rachest countries in the potentially of all.
If Bolshevism carry on the
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Laka Michlyan's waters and decid.
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Prices in Loch. Arbor
meet the existing con ditions of today-one pays for merit in this deelopment but today prices will be found Have you inquired? DeForest-Santord Realty Co .

Plumbing - Heating JAMES A. SANDS

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J. H. JACKSON Phone 611
112 E. Second St.

## 800 to 1,000 Crates per ACRE

the first three cars of Celery shipped from the State


CELERY growing isn't child's play.
reguires real skill and lots of it, t make a successful crop.

The celery-grower knows that the rea money is made in a big crop running three, four and six dozen to the crate. And the earlier to market the better the price.
That is precisely why the right fertilizer is important. Bradley's "AA QUALITY" Fertilizers assure rapid and continuous growth.
These fertilizers supply the necessary plant food for each stage in the growth of the crop. They give every row an even stand of tender, fresh-grown sprouts. Made to measure for the Celery-grower's QUAL ITY" Fertilizer this year. Not only fo Celery but for all other truck crops.
Bradley's "AA QUALITY" Fertilizers produce outstanding results because the there is a grade for every soil condition. Backed by over 60 years' experience in modern plant in Jacksonville, from the choicest plant food materials; specially prepared under scientific control.
All materials are mixed, aged and re milled so that every particle of plant food

Buy Your Fertilizer on the Basis of RESULTS

An Americna Agricultural Chemical Co.

## Gentlemen:

It will interese you to know thas 1 shipped the frrst three carri of celery last yeara and the
cecond car this year, from the State, and that
the celery was ribed with Biadleyt, Fertliters My crop this yar is the fneses gualizy and yield is 800 to 1000 cre finest quality and $I$ am greatly pleased with the resulte secured
ad while in the pase
Wave used oher brand ferilizer, 1 expect to use Bradley's " $A A$
fect mechanical condition not anmen
Let us send you our booklets on Celery and Truck Crops. A phone call or postan will bring a comperent field service

## BRADLEY'S

"AA QUALITY" FERTILIZERS


The Amierican Agricultural Chemical Company Warehouse

Sanford

## :-Social and Personal Activities:-

## Social Calendar

Beauty Show Man Mrs. Minarik Is Guest

Mrs. Frank Woodruf Entertains In Honor
Of Little Grandson

| Silver Tea Will Be |
| :---: |
| Given Next Tuesday |
| Mrs. S. B. Gillun's Circle of the |

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 TRUEMAN

FERTILIZER C0. Main Office and | Factory |
| :---: |
| $\mathrm{Jacksonville}, \mathrm{Fl}$ | Local Reprensenta-

> C. L. Derby


TODAY

## "Hatid hollel matigerry"


 SATURDAY



Children'in Matinee

Select CHRISTMAS
birts Now on our new
easy payment plan.
108 Magnolia



Meeting of BBarro of Manuger
of the Woman's Club at in oclock Dauchtera. of Wesley Class of the
Hechodist Church will hoill regular monthly business mecting at
octock at the class rioms at the
 Amese Murphy at 1812 Palmett
Avenue.




 and Hithe Weaut ifaturn conimiten Harent Teachers Body Plans Meet Orlando






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Afternoon zeession talks by Mr
President. Mr
Panger, States
Conge: State Chairman of Rur
Lifo. Karl Mehmann, secrotary Chamber of Commann, eecrotary
Und Mra. Wiesinger. of Orland
Vocal molo, by Mrs. Robert $?$












 Ns the kuestay of Mrening in Orlamid.
fied Robson. Mrs. J. Wi Surange of Hawthorne
artived hera Fridhy afternnon Mo
visit her son and wife, Mr. nud Mrs, Mr, and Mrs Mugh Whelchel an-
nounce the nounce the hirth of a daughter
Friduy at the Fernald Laughon
hospital. The bahy has been maneed Mr. and Mry Moward Amasun
Wushington, Gia ure in the city
and Washington, Ga are in the city
Mr. flay dlays and are the euexts
Mry Mrs, Braxton
Mrs. F. R. Savage, who hax heen sughtér Mrs. Deane Turner at
Hort Myers returned home Friday
ficrnoon.

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& \text { KOT'S }
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 home at Jack sanville.

 Wif. and Mra. Fial Kedfern, announce the birth of
daughter Tuesday, September 27 .
Ths baby has been numed $=\square==-$

$\$ 5.00$
The Quality Shop

[^0]Bite yourself an Alphabet



Pretzeleers ape pantry pirates Finng! Bong! And ten more bongs. The witching hour, by fum. Whisht! te of bold piectelcers out for a litele pant piracy before they go to bed. This gived liather a chance to talie a linte more nourmene, and also to ble out his nex

## Crion $N$

 Fhith, as anp reodditing isn't at all unusial in the
Tose who pretzel. O-So.Gudsare to (山os) ind no eajy to digest that they are No wonder. These pretals, baked by Uneeda Bakers, are brittle, and crispy, and crunchy, and sailty. They're just as good beo We sardines or chey are with soup, or salad, Children love them, and red drinks They are good for children.
O.SO-GUD

Crepes and satins drape becomingly to form the silhouette of Fall 1927. Innumerable ideas areshere for women who love needle lore or aresere for women who love need.e lore or
have a trusty seamstress. See the displays tihs

A Wardrobe of 6 New Frocks


## dally hus delivery to your home

## DICKSON-IVES CO



## Lustrious New Silks and <br> VOGÚE PATTERNS

C IRST Fall days, with a tang in the air, brin thoughts of new clothes . . . of fabrics and patterns now at Dickson-Ives in Orlando.

Saturday
Special
A large line of Snappy
Felts
shades. This means week.
ANNOUNCEMENT Mack, The Tailor

| business |
| :--- |
| 204 N. Park Ave. |
| erations-Repairing. |
| aturday |
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| arge line of Snappy |
| s. . Th new fall |
| $y$ felt in the shop- |



## YOUR CREDIT IS GOOD

## FOR CLASSIFIED ADVERTISING

IF YOUR NAME IS IN THE TELEPHONE DIRECTORY


TELEPHONE 148

As a regular reader of The Herald, have you ever said to yourself "Now l'd like to put a Classified $1 . d$ in The Herald for that, but I don't know how much it will be and I don $t$ want to have to go down there"? If you have, don't HAVE to come to this to you personally. You Advertsing if your name is in the Te insert Classified Just phone in your ad .- Your Credit is Cood Directory
Just phone in your ad--- Your Credit is Good

Almost without exception every home into which The Amost witnout exception every home into which The
Herald gaes at night can profitably use the Classified Herald gaes at night can profitably use the Classified
Columns. If you need a single article of furniture and do not wish to pay the full retail price for a new one, advertise for a second-hand one in good condition. You'll have your choice of several. If you need a cook, someone to fix the fence or build a garage, use the Help Wanted Columns. Buy a HOME, sell the car, borrow money or find a lost article-tell the thousands who read the Classified Pages carefully each night what you want -and see how quickly you get it.

## 

Larger than any store, the market represented by The Herald Classified Page put you in the midst of the buyers and sellers of the city and suburbs without lea virig your easy chair. Form the habit of looking through the Classiborrow the paper. You'll find it the most profitable Quarter Hour of the day.


## We're Here To Stay

We Have Just Bought From U. S. COURT The Entire BANKRUPTSTOCK Of The Seminole Furniture Company At A Tremendously Low Price EVERYTHING MUST BE SOLD IN TEN DAYS
The Wagoner Furniture Co. Is Here To Stay. Before Restocking Our Stores With New Fall \& Winter Furniture We Must Sell All This Bankrupt Stock Out Entirely Regardless Of It's Value.


## SALE STARTS SATURDAY OCT. 1ST 9A.M.

We Defy Anyone Anywhere To Compete With Our Prices On This High Grade Furniture. Come To Our Store Whether You Need Any Furniture Or Not. You Will Get A Real "Kick" Looking Over Our Bargains.

## 4 Piece Living Room Suit $\$ 39.00$ <br> 

4 real value in a mahogany finish living :oom suite, cane back, velour covered, handsomely finshed. Good size settee, coil spring construction, big bargain $\$ 85.00$ Value.

Bankrupt Sale Price $\$ 39.00$ 5 Piece Bed Room Suit


ODD DRESSERS
 ". Vallues ulp to \$10.00.

Eanktuph sale Price $\$ 7.95{ }^{\text {to }} \$ 18.95$
Breakfast Suite

Gate Leg Dining Room Suite


Solid Mahogany gate leg very heavy \& sturdy constructed, table folds very room. A high grade sufte small and take very little valued at $\$ 75.00$.

$\$ 37.50$

5 Piece Willow Suite

|  |
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hamrany Sister prite $\$ 39.00$
5 Piece Bridge Suit
You must see this to appreciate it, 4 Folding Chairs covered with handsome colorful awning strip folds very
casy also Fodding Card Table with cover to match, it's aasy also Folding Card Table with cover to match, it's
a Reauty made to sell for $\$ 25.00$ Rankrup $L$ Prite $\$ 13.95$
10 Piece Dining Room

## Retrige

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Beautiful Hugenot Walnut Suite, extra heavy built.
Handsome design. 6 foot extension table, 60 inch buffet, Handsome design. 6 foot extension table, 60 inch buffet,
china closet, server and 6 chairs, handsomely unholstered. This suite was priced in stock regular $\$ 500.00$. Rambryy state ricic $\$ 295.00$


4-Piece Fibre Livingroom Suite $\$ 59.00$
Beautiful Fibre Suite, tapestry unpolstered, coil spring construction on steel frame a real high grade suite made to sell for: $\$ 125.00$.

Bankrupt Sale Price $\$ 59.00$

## Floor

 Lamps and Bridge Lamps Hand Painted Parchments, very handsome assortment of lampsvalues up to $\$ 39.00$. $\$ 4.95$ $\$ 7.95$ RECONDITIONED FURNITURE We have some slightly used Bed Springs, Mattrestes, and
other peeees that are almost as good as new that we must
dispose of -Come in and give us an offer, we mean busi-

## WAGONER FURNITURE CO.

 Of Sanford, Inc. Nat Berman Sales Mgr.
[^0]:    108 Park Ave

