# Che Sanford Herali 

ptainMacintoshHas DDecided That Ocean lights Impractical Por Rest Of Year reed To Return incess Xenia" Was TO PRESIDENT TO rincess Xenia Was
Sixth Attempt This Year To Fly West

AUTHORITY GIVEN TO PRESIDENT TO
DIVERT BIG FUND

Fear Felt For Lion
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 Nineteen Cases Are OnMunicipal Court Docket On Fríay


JERSEY WIDOW W.G.McAdoo Tells DENIES KiluIG Democrats He Will AGED HISBAD Not Run Next Year

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## Saturday September 17th

First Street Next To Western Union Six Chairs--Six Chairs

Only Expert Courteous Men Employed
We have served you for the past 7 years and have consolidated our Park Avenue and First Street Shop into this new, modern shop enabling us to give you better service.


## Social and Personal Activities-:

Social
Calendar

Baldwin Mortgage NEW ENGLANDS Compaty Approves
Local Investments Local Investments TO BE BIG ONE

BITTER STRUGGLEDJenty Of Chinese First Matinge Given
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 Or For Kidnapping On Bribe Charges


TRTUMKAK FERTHIZER CO Matin oritice Patha Jacksorngive, yit Local Raprentent C.L.Derby manower
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Select Building Materials With Care

Only the tent of Tiran can rell yourabotuc congtruc ion materlal-bur years of seviee qualify us to tlon of falthfulness is yoir guarame

## Secanty Lumber Co. <br> 520 Maple Ay



Buick took vibration out of the enging Now-
it has taken it out of the roand Now Buick for 1928 has come forward with mother great conseribution ato morratis confor thed by equippin cycry Buick with Hydraulic Shock Ab sorbers, front and rar - an added lur. haves saippred

Les us pur a Buick for 1928 at your disposa for yourself.



## BUICK/f192

Sam's Battle Fleet Gets New Bos:


FATTY ARBUCKLL IS CONFIDENT HE WIL COME BACK
$\qquad$ ed With Girl's Death,Plans To BeginSuper Picture Soon

## WORLD GROUP TO HAVECONTROL OF

 ELECTRIC FIELD$\left\lvert\, \begin{gathered}\text { British Manufacturers Forsee } \\ \text { Combine OrganizedSoon By } \\ \text { U. S. - German Interests; } \\ \text { Big Scale Production Seen } \\ \text { U. }\end{gathered}\right.$ | LONDON, Sept. 17 (INS)-A |
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Florida And California Use Different Methods In Making Bid For Tourists


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NOTORIOUS EAST SIDE OF FORMER DECADES IS GONE

## River Section And BoweryTo- day AreFully Americanized; day AreFully Americanized d Chinatown HasBencleaned Out And Thereunt


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## Covering The Field

In buying advertising a merchant must consider what portion of the territory served the medium selected will cover. The cost of advertising should always be judged by results, for results alone are what count.

## Reach Sanford's Trading Territory At One Cost

Through The Heraid, the only A. B. C. paper in Seminole County, an advertiser can at one cost put his message before 90 per cent of the peopie that live in Sanford's trading territory. No risks, no if's and's and but's about it--The Herald covers the field thoroughly.

## Economy In Advertising Appropriaiont

Through The Herald an advertiser can reach 90 per cent of the people who buy in Sanford-this medium needs no supplementary publicity--The Herald is an evening paper, a paper which goes home and is read by all the family.

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