

# TUNNEY HAILED AS REAL CHAMP OF THE WORLD

### All Doubt of Fighting Marine's Class Removed by Slashing Victory Over Tom Heeney — Good Sportsmanship Arouses a Real Ovation.

Tunney Gets \$525,000  
 NEW YORK, July 27.—(AP)—Gene Tunney was well paid for the 32 minutes and 52 seconds he worked in retaining his heavyweight championship this evening by his first defeated opponent, Tom Heeney. He drew \$296,222 for his second work. The champion's purse was \$525,000 and he occupied 1972 active seconds in making that title safe for another year. He was rewarded less generously than in his bout with Jack Dempsey when he first defended his title at Chicago, for then he fought a shorter time and got more money. He will show a profit, however, for he will never spend \$250,000 a second.

(By Edward J. Nell, Associated Press Sports Writer)

NEW YORK, July 27.—(AP)—The hard rock of down-down was well grained today, pulverized by the power in the fists of Gene Tunney, a real fighting marine.

Under a storm of gloves that tipped his segment features open, and blinded him in one eye, Tom Heeney of New Zealand, who plodded his way past all American challenges, crumbled last night in the 15th round of the 17-round battle he had entered with the heavyweight line.

Heeney went down—a shambling, wavy figure, numbed in body by terrific right-hand punches which a new brand of Gene Tunney poured into the almost defenseless challenger for nearly five consecutive rounds. Heeney sank to the canvas, saved from the ignominy of a knockout by the slight arm of the referee, but only after one of the greatest stands and most vicious beatings a heavyweight ever endured.

Overhauling, per se, is the unquenchable courage of the challenger in the face of withering glove fire was the picture of the champion, revealed at last under the glaring lights of the Yankee stadium ring as a "killer"—the type of fighter Tunney in his heart always has envied.

Unfortunately, Gene's chances of punching venom came too late to end the career of the first great financial failure of his career. Although official receipts have yet to be announced, the promoter admitted that the crowd of 50,000 that more than half filled the huge home of the American league world champions paid him \$700,000 to see the major title show of the outdoor season.

The loss to Rickard and the Madison Square Garden corporation, coming at the end of a series of heavyweight championship matches, the set new records for receipts, probably will reach \$300,000. The championship title, counting a guarantee of \$525,000 for Tunney and \$100,000 for Heeney, probably cost \$500,000 to stage, and of the \$700,000 estimated receipts, the promoter must pay 20 per cent in taxes to the state and federal governments.

But through that dreary vista of figures that showed Rickard nothing but losses where rates of \$1,500,000 and \$2,000,000 since bloom under the magic touch of Jack Dempsey, the promoter today saw visions of blazer and better "kates" to come. The impresario of Madison Square Garden believes that he has now in Tunney the makings of one of the greatest drawing cards in the history of the ring—a master boxer with the power to give granite fists to better help as a man who never before was punched in the carcase.

Certainly the handsome champion, bronzed to the color of an Indian, trained to the minute and savage in the perfection of his clouting accuracy, turned loose upon Tom Heeney a brilliant all-round display of fighting power.

All Tunney After Third.  
 From the third round until the seventh, when a slashing right hook paralyzed the optic nerve in Tom's left eye, there was no question of Tunney's supremacy, and from the moment that blow landed until Referee Ed Forbes mercifully stepped in to save the Amac, blind and helpless after two minutes and 52 seconds of slaughter in the 15th round, the sole issue was one of endurance—Heeney's ability to absorb punishment.

For just a moment in the 15th round, as Heeney, battered senseless by a storm of punches that rattled off his flimsy chin and checked helplessly in his body stretched helplessly at the edge of the ring, Gene seemed to have won the prize of a clean knockout, but before a count could be started, the song changed to end the session and Tom's despairing seconds dragged him to his corner. Eerie treatment restored the Amac sufficiently to warrant sending him forth for the final round.

Having the sympathy of most of

## WHERE PIRATE RADIO AROUSES IRE



Scandal over the radio, all the secrets of a small town broadcast from a secret station every night. That's the condition that has existed at Crooksville, O., oil town, and which has been under investigation by federal authorities. The station, calling itself "PDQ," has been airing Crooksville's household secrets and the reputations of its citizens without regard for position. Above, a view of Crooksville's main street. Below, left, the Rev. T. M. Ogg, mayor, and right, Charles Baker, village marshal, both of whom are "fishing" to run the operator of the station out of the peaceful village. Private efforts to find the station have failed.

the crowd by his spartan indifference to punishment. Heeney tore into the champion in the first round and drove Gene before him under a storm of short, looping hooks to the head. Contemptuous of punishment, the crazy-frenzied challenger slipped through Tunney's guard, but he was not to be so easily deceived. Heeney's right hand, which he used to the effect of a mallet, was on Gene's head.

Tunney Got a Bad Start.  
 It was an amazing sight to the throng which viewed the champion as a 2 to 1 favorite and had come to see a master boxer riddle his foe with lightning lefts, an occasional right and dangle him with the fastest footwork any heavyweight has developed since the days of Jim Corbett. He was just as amazing to Tunney and a worried, harassed look was on his face as he trotted to his corner, a real prize above the left eye.

London Likes Part of It.  
 LONDON, July 27.—(AP)—Eight and sporting fans in Great Britain were well rewarded for sitting up to early morning to hear the Tunney-Heeney fight broadcast from New York.

Reception, through relay and on a direct wave was regarded as excellent, with little atmosphere to interfere with the announcer, as he told the story, round by round.

Some commentators praised with ungrudging admiration the announcer's remarks during Heeney's good showing in the early rounds. The excitement at the end was envisaged when the announcer's shouted remarks became less clear, through excited utterances.

NEW YORK, July 27.—(AP)—Tex Rickard announced today that the Madison Square Garden corporation lost \$155,718.77 on last night's Tunney-Heeney fight in the Yankee stadium. Rickard's figures showed a gross of \$691,014.50 and a net of \$21,422.23.

## Baseball Standings

Pacific Coast League Standings			
W.	L.	Pct.	
Sacramento	18	7	.720
Hollywood	15	7	.720
San Francisco	14	11	.560
Oakland	13	12	.520
Mission	13	12	.520
Los Angeles	11	14	.440
Portland	7	15	.316
Seattle	6	19	.240

American League Standings			
W.	L.	Pct.	
New York	68	28	.708
Philadelphia	59	36	.621
St. Louis	52	47	.525
Cleveland	44	52	.454
Chicago	42	52	.447
Washington	42	54	.438
Detroit	38	56	.404
Boston	37	54	.398

National League Standings			
W.	L.	Pct.	
St. Louis	60	34	.638
Cincinnati	56	40	.583
Chicago	55	40	.579
New York	48	38	.560
Brooklyn	48	40	.545
Pittsburgh	45	44	.505
Boston	27	59	.314
Philadelphia	23	62	.271

WHEAT RANCHES SWEEP (Continued from Page One)  
 abandoned by their inhabitants who fled to places of safety outside the path of the fire, the menfolk remaining to join the army of wheat growers and townspeople that were contesting its advance.

## BOSTON BRAVES IN MATCH ON MONDAY OLD-TIME FORM LAST OF SEASON VANQUISH CUBS FOR WRESTLING

(By Herbert A. Barker, Associated Press Sports Writer)  
 Tom Heeney of the Irish, the Boston Braves are suffering from the same acute malady that made them so feared last year—a disease that made them rise from the depths of the second division and smite triumphant contenders from their dominions in the National League crown.

They chose the Chicago Cubs as their first victim since their high water mark and handsome Wednesday and Tuesday the Cubs yesterday, Halberg's single in the 14th scored Farrell with the run that beat the Cubs, 7 to 4, and sent the Braves down to third place in the standing, just north below the Cincinnati Reds, who opportunely enough beat the Phillies.

Chicago Root, third Chicago pitcher of the day, hurled himself into the 14th, but he was matched step for step by Bob Smith, the reformed infielder, after the score had been tied at 4 to 4 in the sixth.

A four-run rally in the ninth enabled the Reds to trim the Cubs, 6 to 4, Jack Denton (throwing 19 men into the fray) to put it out of the fire.

While the Cubs and the Reds were exchanging punches, the St. Louis Cardinals were long-fencing their league lead to five full games, by taking over the Brooklyn Robins, 4 to 1. "Old Time" Alexander held the Robins to seven hits, while Patsy Keener and Richard were pounded for 13, including a home run and a triple by Frankie Frisch, who returned to the lineup after a lay-off occasioned by an injury.

The Pittsburgh Pirates and the New York Giants did all their scoring in the second inning, Bob's crew coming seven times to five for the day of Detroit.

In the American league, the New York Yankees divided a two-run bill with the Detroit Tigers. The champions won the first game, 12 to 1, by the simple process of scoring 12 runs on 12 hits in the 12th inning. Moseley got four hits, including a homer, and a triple. The Tigers, having four Yankee pitchers hard in the second, and finished on the long end of a 13 to 10 score. Harry Hedmann drove in eight runs with a home run, a triple and a single.

The first Sox, for the second straight day, lost both ends of a double header to the Cleveland Indians, 4 to 2 and 4 to 5.

These slaps straight won 2 to 1, over the Chicago White Sox, and the Philadelphia Athletics, eight and a half warm-up of the league-leading Yankees.

After dropping their second straight to the St. Louis Browns in the first game of a double-header, the Washington Senators came back to win the nightcap, 4 to 1. Sam Rice pitched the Browns to a 7 to 2 victory in the first game.

## THE HOOVER ERA

(Continued from Page One)  
 "The rest of the world will become better customers. They will have larger demands, but they will also become stronger competitors for the markets of the Orient. In this new era of expansion, the whole Pacific coast will have a large part to play."

"With the big ship and leadership in her merchants, her manufacturers, her shipping men, this coast has a bright future in this period of world expansion."

"Upon my every return to San Francisco I see increasing growth, increasing comfort in homes, increasing beauty in the city. This increasing flow of prosperity, if it is to be guided aright, will enable you to add further to the beauty of the city and the comfort of its people."

Thanks, Mayor Rolph.  
 "Mr. Mayor, you were among those gentlemen who did me the great honor of selecting me for leadership of a great political party through my nomination as president of the United States. My name was presented to that political party by the people of California. It was a mark of their confidence and their esteem."

## Death Toll of the Automobile

Each year, 100,000 automobiles are sold in the United States. The automobile industry is one of the most important in the world. It is estimated that the automobile industry will contribute \$1,000,000,000 to the national income in 1928.



### Interior Finish

The final touch in the new house is carefully selected woodwork. Intelligent choice here will add much to the value of the home in pleasing appearance and salability. Our stock is comprehensive. Our quality the best. Our delivery is quick. Our advice is free.

## Woods Lumber Co.

"Back to the Woods"

711 East Main Telephone 108

CLASSIFIED ADVERTISING GETS RESULTS

Medford's Leading Store Since 1894 Pay Less—Dress Better

# M. M. DEPARTMENT STORE

C. A. MEEKER, Manager

## SPECIALS FOR TOMORROW AT THE M. M. Department Store

- Munsingwear Men, Women, Children
  - Vacation Frocks \$1.98 Great Array of Women's
- These outstanding quality undergarments sold exclusively at the M. M. Store. Munsingwear may be had in a large variety of fabrics in all desired styles. No matter the size of your person or purse, there is a right garment for you.
- Dainty fabrics with fast colored prints, some organdie trim, others with pretty lace trim, and sizes small, medium or large.
- If you desire a wash frock a little better you need not spend but little more—\$2.19 to \$3.98. Every woman needs five or six vacation dresses for these warm days.

### Specials in Our Basement Store

Men's Chambray Shirts, blue of grey	50c
Men's Cotton Work Sox	10c
Men's Canvas Gloves, 2 pair	25c
Women's Rayon Bloomers	89c
Women's Rayon and Silk Hose	59c
Children's Black Sateen Bloomers	29c
Women's Gingham House Aprons	50c
Children's Play Suits	79c
Men's Dress Oxfords, tan or black	\$3.29 to \$3.95
Boys' Oxfords	\$2.98 to \$3.39
Children's Shoes	\$1.95 to \$2.98
Women's One-Strap Patent Pumps	\$2.98, \$3.48 and \$3.95
Men's Overalls	\$1.00
Men's Knit Summer Union Suits	79c
Children's Play Suits	59c and 79c

The coolest place to shop in Medford and, of course, the only bargain department of its kind in Southern Oregon.

## Your Vacation Pictures Deserve Careful Finishing

Send Us Your Films

Our photo finishing is noted for its high quality; our service for its rapidity. Send your exposed films here for exceptional prints.

Films in at 9:30 A. M. Ready at 5 P. M. the Same Day!

Eastman Kodak Dealers

# SWEM'S

217 East Main Street

Use Eastman Film

We have every size in stock, even the "hard to get" odd sizes that most stores do not carry.

## THE FAVORITE

### THE NEW ZEROLENE for your motor

A STANDARD OIL PRODUCT