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SANFORD TODAY

FOR SANFORD — FOR SEMINOLE — FOR FLORIDA



VOLUME ONE

SATURDAY, July 31, 1926

NUMBER THREE

IT HAD not been SANFORD TODAY's intention to discuss further at this time the subject of high retail prices in Sanford, touched upon briefly in semi-editorial columns of this Magazine July 17th and 24th; but an attitude since then assumed by a member of the Dollar Day Committee of the Retail Merchants Association, Mr. Vivian Speer, representing that committee in the absence from the city of its chairman, Mr. Albert Raffeld, persuades us to make unmistakeably clear our position as between the public and the retailers.

The guiding legend of this Magazine is: "For Sanford, For Seminole, For Florida." We mean to steer by it. The Sanford public is composed of some 13,000 persons, of whom about 5,000 are adults and about 8,000 are minors. Sanford retail merchants number in the neighborhood of 100 individuals and firms. Should the regrettable occasion again arise for this publication to speak out as between the public and the retailers in a matter affecting the good of the community, SANFORD TODAY will hold in first concern the interests of the 13,000. It will also endeavor earnestly to be fair to the 100. Fair, and always friendly.

No consideration of advertising patronage will be permitted to interfere with that course.

In common with all general periodicals, this Magazine will require, and through its superiority as a publicity medium intends to acquire, enough advertising patronage to assure its business success. But it will neither solicit nor accept advertisements at the price of surrender of its right to control its own editorial policies and to function continuously in the best interests of the greater number. The greater number are, and will continue to be, the people of Sanford, of Seminole County, and of Florida.

Sanford retail merchants decided to cooperate in the experiment of having two Dollar Days in their stores, two days when the public would be urged to come and buy, in any of the co-operating stores, for one dollar

Talk o' The Town

a certain article worth more than that retail price; in other words, a bargain. The Editor of this Magazine called upon Mr. Albert Raffeld, chairman of the Dollar Day committee, to arrange to obtain and publish as proper news the details of this interesting undertaking. Mr. Raffeld received his visitor with courtesy and business civility, and broached and discussed the high-pricing criticisms which the Editor had published; and he formed an appointment for later in the week to give the information requested.

Mr. Raffeld could not meet the appointment, because business took him out of the city. As acting in his stead, Mr. Vivian Speer formed, and kept at his store, an appointment at which details of the Dollar Days should be given. He came to the meeting, however, in a different attitude. He said: "I know who you are. You published a sarcastic editorial attacking the merchants of Sanford for high-pricing. I must tell you that I will not talk to you, and neither will I give you any advertising," etc., etc. Apparently Mr. Vivian Speer did not reflect that if advertising had been the object of the visit the Advertising Manager would have been his visitor. It

is no more than fair to say that the drygoods merchant's manner contained none of the rudeness of his speech. He explained at some length that certain goods, which he named, are priced lower in his store than in stores outside of Sanford, and he said also that the only goods that can be bought cheaper outside of Sanford than in Sanford are inferior goods and that hence the persons who live here and buy elsewhere get cheated and don't know it.

SANFORD TODAY has no quarrel with and will participate in no quarrel with any Sanford merchant; nothing could be farther from the course of community helpfulness it has laid down to follow; it accords to Mr. Vivian Speer his full right to be displeased with anything it has published, and merely regrets that a different attitude did not commend itself to him at the moment as the wiser.

This Magazine has refrained from approaching the Dollar Day committee with any advertising proposal or suggestion, and takes pleasure in calling the public's attention to a half-page advertisement of the Dollar Days, elsewhere in these columns, which it contributes voluntarily and most cheerfully toward the success of this adventure in bargains.

The records of the Sanford Post Office, which are Government public records, show that in the (commercially dull) month (Continued on Page Two)

IN LOVELY SEMINOLE COUNTY



APPROACHING SANFORD from GENEVA

For Sanford — For Seminole — For Florida

SANFORD TODAY

THE WEEKLY MAGAZINE OF SANFORD
AND OF SEMINOLE COUNTY

PHONE 801

Published every Saturday at Sanford, Florida
411 First National Bank BuildingBy Sanford-Seminole Magazine Company
L. S. SAYFORD Editor

Subscription: A Dollar a Year, in Advance

Official Chamber of Commerce news

Advertising Rates on Application
F. E. Bradley Advertising Manager

If you read it in SANFORD TODAY—It's so

Vol. I Sanford, July 31, 1926 No. 3

DO YOU AGREE?

Beautiful scenery is a way God has of smiling. That's Florida.

The right kind of a Dollar Day can be made to draw compound interest.

There is not in the universe such a thing as evil love; there are only evil consequences.

A thought for August: It is well to walk about in few clothes but let them not be glass clothes.

Ignoring gossip is like turning your back on a displeasing perfume in a closed room. Still, it is a dignified gesture.

The banjo brain that goes charlestoning around nightly with the jazz soul, is a partnership without an echoing thought.

The employee who sells only his working hours to his employer is a cheat. Indeed a most clumsy cheat, since it is himself he diddles.

True education, writes Doctor Wm. S. Walsh the psychoanalyst, is the subjection of the baser instincts. There is better than Doctor Eliot's Five-Foot Shelf, in a sentence.

A man died the other day; we could not pay a tribute to his memory, so we paid it to his death. It was the least scandalous report we had heard since we knew him.

The clumsiest advertising tells the public "It is your duty to buy at home." Who wants to be told his duty? The cleverest advertising persuades the public "It pays to buy at home." No?

Fiction, said Rudyard Kipling, began when some man invented a story about another man. The kind of fiction Mr. Kipling was talking about, however, is not the kind of fiction we are thinking about, are you?

Though the smile may have appeared a little set it was nevertheless a smile, on the lips of the Seminole Countians who went forth to buy fresh celery-seed at forty-five dollars the pound, and thousands of yards of fresh seedbed coverings, after this week's ribald storm. They are not quitters.

The American Automobile Association estimates that before the close of this American summer twelve million persons will have gone upon vacation camping-trips via three million automobiles, and that twenty-four other millions will have gone vacation motoring. And the question is still before the house, "Can rubber be grown commercially in southern Florida?"

Announcement is made that America's annual golf bill has mounted to four hundred and

sixty-eight million dollars. This is money spent in and for playing on five thousand golf courses that have cost more than one thousand million dollars. Two million Americans now knock the little ball around. Wherefore we do not think that Mr. Walter Hagen at Longwood should too greatly worry.

If Signor Dante's period could have been the early Twentieth Century and his habitat Sanford in Florida, he'd have been able to compose an even greater "Inferno." He could have heard instead of only imagined the wail of a dying soul in torture. He could have listened to the official siren of the local Fire Department on the trek. But why, O Why, so long drawn out and repetitiously endless?

TALK O' THE TOWN

(Continued from Page One)

of July of last year the outgoing post-office money-orders from Sanford totaled \$20,004.73, about two-thirds of which represented purchases by Sanford people of mail-order goods; and that in the present month of July, up to and including the 27th, the outgoing post-office money-orders from Sanford totaled \$35,308.08, about two-thirds of which represented purchases by Sanford people of mail-order goods. Two-thirds of last July's \$20,004.73 was \$13,336.48, and two-thirds of this (partial) July's \$35,308.08 was \$23,538.72: spent by Sanford people in mail-order shopping instead of in Sanford stores.

So heavy has this Sanford mail-order shopping become that the Post Office has had made, and constantly uses, about thirty red rubber stamps to save the time that would be consumed in writing in the names of the chief mail-order houses upon Sanford money-orders. Here is a list of the cities in which these thirty mail-order houses are situated:

TAMPA	DETROIT
ORLANDO	KOKOMO, Ind.
OCALA	BATTLE CREEK, Mich.
JACKSONVILLE	PROVIDENCE, R. I.
ATLANTA	BOSTON
CINCINNATI	GRAND RAPIDS, Mich.
CHICAGO	RAY CITY, Mich.
NEW YORK	KALAMAZOO, Mich.
INDIANAPOLIS	FT. WAYNE, Ind.
MINNEAPOLIS	ROCHESTER, N. Y.
ST. LOUIS	FT. PLAIN, N. Y.
PHILADELPHIA	MACON, Ga.
BALTIMORE	BRIDGEPORT, Conn.
NEWARK, N. J.	TRENTON, N. J.
JERSEY CITY	NEW ORLEANS
KANSAS CITY	

There appears to be no way of checking accurately the other thousands of dollars carried away monthly in automobiles by the people of Sanford and its surrounding territory to nearby cities and towns for shopping expeditions; and many of these confirmed excursionists are persons who have credit accounts at Sanford stores: when they have cash to spend, a considerable percentage of it goes elsewhere.

Why?

If editorial criticism can operate to check this outflowing of shopping-capital from Sanford, how can it be misconstrued by any sensible merchant as "an attack on home interests"? Could any criticism be more constructive?

ABOUT FOREST CITY

Located in the southwestern part of Seminole County, between Altamonte and Apopka, is a well-known citrus section of the county. Rolling country and land suitable for stock raising makes its part of the county popular for homes and farming and fruit raising. Poultry and livestock do well here and as the county is developed this phase of the farming game will receive more notice. A new hard-surfaced road system through Forest City will do much toward future development.

IN ONE (LONG) ACT

(Continuous Scene)

Dramatic Personae: The Lady; The Gent; Pomander (A Car, of the 4-seat Type); The Friend (A Traveler); His Friends (Also Travelers); The Mob (Uninvited But Attending).

Time: Last Sunday Night.

Place: Osteen Road.

The Lady: Something is the matter?

The Gent: Something is the matter.

The Lady: Pomander hesitates.

The Gent: Not so; he stops.

The Lady: True. He ceases.

The Gent: Too true. He will no longer go.

The Lady: Why?

Pomander: Because I am empty. I was not rationed, I am unfed.

The Lady: You would not fail us, Pomander? old friend!

Pomander: I am undone. I famish. I faint. I cease to live.

The Mob: B-r-r-r—uh—zing! Blood! Give us blood! Z-r-r-ring!

The Gent: Do they bite?

The Lady: My love, they bite.

The Gent: Damn it.

The Lady: Certainly, if you like. See the Moon!

The Gent: Damn it.

The Lady: Slung like the face of a frozen ghost behind those trees. The Moon's pale face is tangled in yon trees. It is like a white cold conflagration that does not move. It is like a floating lighted chamber behind a lattice in the night. It is the Moon.

The Gent: Damn.

Pomander: Uh. Ow. Oh. My vitals clutch me. I would hear the gurgle of food.

The Mob: Z-r-r-r. G-r-r-r—uh—zing-zing. More blood!

The Lady: In the white silence of the Moon I hear another humming. It is a Car. It approaches. It comes. It draws nigh. It is here.

The Gent: Da—Hi! Ho! Help.

The Traveler: Of course. How much?

The Gent: Five gallons, friend.

The Lady: One would do, for time's sake.

Pomander: I could walk on two tires with a quart.

The Traveler His Friends: We live near here. We are road-builders. There is a service station two miles on.

The Gent: Speed you, Noblemen, and haste the hireling back with gas.

The Traveler: Not so. Await us. We will fetch.

The Friends: We will fetch.

The Lady: God love you, are we all Irish?

The Gent: Speed, sirs, speed, lest these dragons of the night-air suck all our blood and pick our bones and bear our clothes away. Speed.

(B-r-r—uh!—ZING!)

(B-r-r—uh!—ZING-UH!)

The Traveler His Friends: Here you are, sir!

The Lady: True. Here we are.

The Gent: Da—We are here.

The Traveler: Here's your change from the ten dollars. Sure-of-course you're welcome.

His Friends: Glad to oblige. We live near here. The station was only two miles.

The Traveler: Eh? Name is Maner, W. H. Of Osteen. Jim, try pouring a little in their vacuum chamber—That'll do.

Pomander: G-g-gug-g-g—uh—You are CHOKING me! G-g-g-uh—R-r-r-ROAR!

All: Good night! We do thank you. Good night!

The Leader of the Mob (to his Gang): You big-winged stiffs! why didn't you snatch a piece of that change before he pursed it? G-r-r-uh!

ARGUMENT

It is a long road that brings to no mishap a Gentleman and a gentleman's Friends.

(Garage)

I. S. S.

WORLD-WIDE NEWS

LONDON.—Authoritative advices received here tell of the finding and capture alive on the island of Bali, in the Java group, of an animal believed by scientists to be a cross-breed between a tiger and an ape. The remarkable prize may lead to further important discoveries in the field of evolution. The ape-tiger will be brought to London if it survive captivity.

CHICAGO.—The Broadcast Listeners Association of America announces a campaign against "air pirates"—"unfair" stations which, since the relinquishment by the U. S. Department of Commerce of control over broadcasting stations, have arbitrarily "jumped" the wavelengths formerly allotted to them or have similarly increased their sending power, or have done both. The association proposes to persuade radio fans throughout the country to boycott such stations by refusing to listen in on their sendings.

LONDON.—Society columns of important English newspapers are recording, as by common consent, "the almost sensational invasion of Europe's matrimonial field by Miss America" and the consequent wholesale carrying off of matrimonial "catches" by young women—and some women not so young—from the United States. Long lists of these social victories by overseas "invaders" are published. Miss America's personality and developed feminine sympathy are credited for her amazing success, if success it be.

VIENNA.—It has just become known to the public that the American Minister to Roumania, William S. Culbertson, sustained the indignity of having his face slapped in a railway station in Bessarabia a few days ago. As Mr. Culbertson alighted from his train he accidentally collided with a captain in the Roumanian Army. The officer turned and slapped the Minister full in the face. A police investigation was begun at once.

PARIS.—Paris newspapers are warning the Paris public to curb its recently exhibited resentment against Americans and things American (due to the international discord over France's war debt to the United States). It is pointed out that American tourists yearly leave five hundred million dollars in France.

WASHINGTON.—The Army and Navy are to have jointly a new hymnal, one which shall meet the requirements of all religious denominations. The book has been officially adopted upon recommendation of Colonel J. T. Axton, chief of the Army chaplains.

PHILADELPHIA.—A literal resurrection was achieved in St. Mary's Hospital this week when Adele Rose Weist, five years old, was restored to life by injections of adrenaline after she had been, so far as could be determined, eight minutes dead. The child, a "bleeder," swallowed so much blood in an operation for removal of adenoids and tonsils that her lungs filled and she was suffocated. Dr. Morris Smith injected adrenaline into the heart and administered oxygen, and after eight minutes the heart began to beat again and the child's breathing was resumed.

BERLIN.—For publishing a hateful cartoon and an insulting poem directed against him, two Berlin Communist newspapers have been sued by von Hindenberg, President of Germany.

WARSAW.—Five hundred screen-struck Polish girls mobbed the Bristol Hotel, here, in an attempt to interview Mary Pickford and her husband Douglas Fairbanks. Soldiers and police held the Poles at bay while the Americans "escaped" to their train for Carlsbad. It is denied the 500 girls or any of them were paid to do the mobbing.

NEW YORK.—A statement issued by The National Electric Light Association gives it that 13,460,000 American homes are using electricity, and the work possible of accomplishment by 170,000,000 men is being done by electric motors, in the United States.

GOOD NEWS FOR SANFORD PEOPLE!

CITY MANAGER WILLIAMS TELLS SANFORD TODAY READERS HOW PUBLIC IMPROVEMENT WORKS ARE HUMMING

By W. B. WILLIAMS
City Manager

The Editor of SANFORD TODAY has asked this office to present to the Sanford public certain information of general interest at this time. I am very glad to accede to that request.

It is desired to know, briefly, (1) How much, if any, of the bonds voted at the recent \$2,600,000 bond election has been sold; (2) what progress is being made under the municipal construction program; (3) what is the City's condition in the supplying of water and gas; (4) what is the outlook for sewer extension and refuse disposal. I will take up these points one by one.

No portion of the \$2,600,000 bonds has yet been sold. This is why: It is not yet 60 days since the City sold \$754,000 of special-assessment bulkhead bonds, and it is customary and deemed wise to permit at least that much time to elapse between bond offerings; also the bond market of the entire country is "off" at the present time, and a better price can be commanded a little later; Sanford does not sell its municipal bonds at less than par. In the meantime the City Commission is operating a financ-

ing plan, supported by the local banks and by inactive City Treasury funds, whereby such money as is needed for improvement work at this time is readily supplied.

The City Commission authorized and now has under construction many miles of new street paving. This work includes storm-sewers in Buena Vista, Bel-Air, Highland Park, Pinehurst, Park Avenue extension to the Country Club, and many connecting streets. The value of paving work done during the month of June was the largest in the history of the City. It was \$66,672, and included completion of 40,917 square yards of asphalt street-surface.

The City has under construction and now nearly completed an entirely new and modern gas-plant, and a garbage-incinerator of a capacity of 40 tons per 10-hour day. It has under construction a pump branch conduit (first at points where streets cross the same), and sanitary sewers on Sanford Avenue to extend to the city limits, and on Poplar Avenue to extend to Goldsboro, and on the waterfront at two places, one line extending to Marvania and one to the Fort Mellon sections; also extension

(Continued on Page Four)

HOW THE WAR DEBTS STAND

WHAT THE ALLIES AND GERMANY OWE THE UNITED STATES AND WHAT THEY OWE EACH OTHER, FOR THE GREAT DEBAUCH

At the close of the World War, eight years ago, the Nations of Europe who were our Allies owed America roughly 15 billion dollars in borrowed funds—funds borrowed because the Central Powers had set about the business of slitting humanity's throat.

The settlement, or rather the making of terms for adjustment of that vast debt, is said by

OWED TO THE UNITED STATES

By	
England	\$ 4,750,000,000
Italy	1,950,000,000
France	1,350,000,000
Belgium	450,000,000
Germany	250,000,000
Scattering	250,000,000
Total	\$11,750,000,000

OWED TO GREAT BRITAIN

By	
Russia	\$ 3,200,000,000
France	2,800,000,000
Italy	2,450,000,000
Germany	2,200,000,000
Scattering	425,000,000
Total	\$12,075,000,000

OWED TO FRANCE

By	
Germany	\$ 5,200,000,000
Russia	340,000,000
Yugoslavia	90,000,000
Romania	50,000,000
Greece	40,000,000
Czechoslovakia	30,000,000
Poland	60,000,000
Scattering	140,000,000
Total	\$ 5,950,000,000

OWED TO ITALY

By	
Germany	\$ 1,200,000,000

OWED TO GERMANY
None.

economists and travelers, the various observers charged and self-charged with scrutiny, to be at the back and bottom of most of the antipathy now shown by the Nations of Europe toward America. Our Secretary of the Treasury is abroad on the mission of adjustment.

Here is the present World War Debt between our Allies and Germany and us:

OWED BY THE UNITED STATES

To	
U. S. A.	None.

OWED BY GREAT BRITAIN

To	
U. S. A.	\$ 4,750,000,000
Scattering	800,000,000

Total \$ 5,550,000,000

OWED BY FRANCE

To	
U. S. A.	\$ 3,850,000,000
England	2,800,000,000

Total \$ 6,650,000,000

OWED BY ITALY

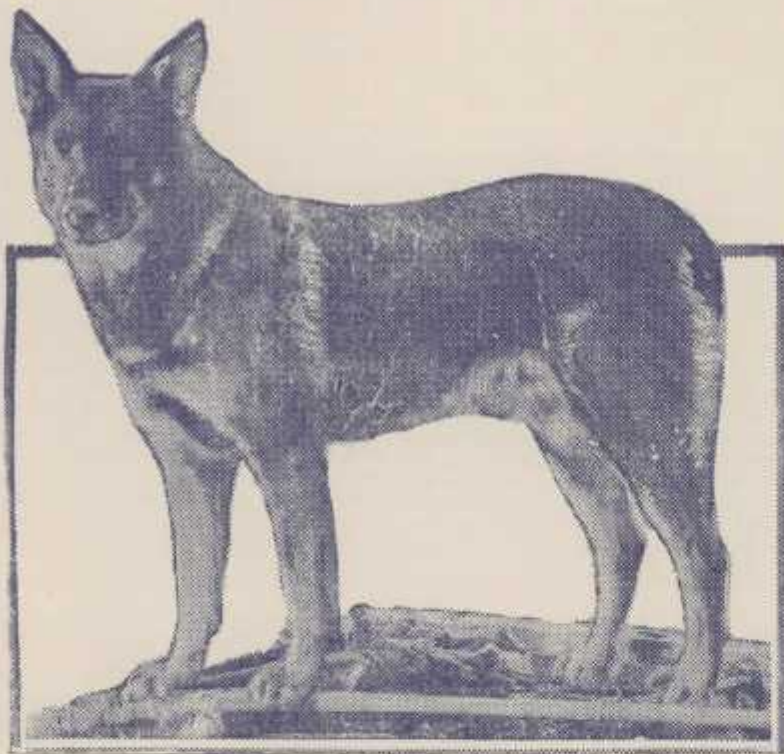
To	
U. S. A.	\$ 1,950,000,000
England	2,440,000,000

Total \$ 4,390,000,000

OWED BY GERMANY
\$10,000,000,000

LET'S GO TO THE SHOW

ENTERTAINMENT MENU FOR WEEK BEGINNING AUGUST 1ST



OUR OLD FRIEND RIN-TIN-TIN
In "Hero of the Snows"

'NELL GWYN'

(Advance Notice)

How many femmes are there in Sanford who don't wear silk stockings? Times have changed since Nell Gwyn's mother told her "Silk stockings ain't respectable—only them court ladies wears 'em."

Dorothy Gish, who plays the madcap Nell Gwyn in Paramount's feature picture which comes to Milane Theater Monday, says that the modern girl doesn't wear silk stockings for herself alone. According to Dorothy the predominance of silk hosiery on feminine limbs is due entirely to the gentle sex's wish to make life easier for their male admirers.

"Silk seems much easier on the eyes," says Dorothy, "else why would the shieks devote so many optical hours to them?"

It was a pair of silk stockings sent by her King to the poor orange-girl that started the courtship that brought Nell Gwyn royal affection and undying fame. Despite her mother's admonition, "Silk ain't respectable," Nell sensed their advantages—with results most entertainingly divulged in a lively film.

'THE OLD SOAK'

The whole country knows Don Marquis as perhaps New York's cleverest, keenest newspaper columnist. To be a successful Manhattan columnist, however, is at best a fleeting glory. To have conceived "The Old Soak" and then to have written it, chapter on chapter—that is a deal more glorious and far, far less fleeting.

If the screen has done half as much for the author as Marquis did for The Old Soak and his scandalous crony—I don't want to miss it at the Milane Friday, and neither do you.

The picture stars Jean Harsholt—I don't know anything about him, but may be he at least as genuine as his name sounds; and there

are also Louise Fazenda, George Seigmann, Gertrude Astor, and some others.

L. S. S.

RIN-TIN-TIN COMING!

(Advance Notice)

"A Hero of the Big Snows," the Warner picture starring Rin-Tin-Tin and coming to the Milane Wednesday, is truly a "dog picture." There are more animal players than humans, and these canine actors and actresses are seeking laurels in the picture world.

Rinty and his mate Nanette are the stars, there is a clever and carefully trained dog team, and a wolf pack as well in the roles of extras.

Herman Raymaker directed this Ewart Adamson story, which is said to be the famous dog star's most thrilling production. Alice Calhoun has the leading feminine role. Don Alvarado is the hero, Leo Willis the villain.

'SILENCE'

(Advance Notice)

It is 5:30 A. M. The scene is in the death-house with a condemned man who is to be hanged at the stroke of six. A young District Attorney is pleading with him, urging him to tell the full story of the murder of which he was convicted. It is apparent he is withholding important evidence which might save him. But even as the hour for his death grows nearer and nearer the doomed man's lips remain sealed—he maintains his strange silence.

Such is the dramatic opening situation of "Silence," the screen version of Henry B. Warner's New York success in melodrama, which comes to the Milane Tuesday.

H. B. Warner is seen in the leading role, with Vera Reynolds playing opposite him. Raymond Hatton, Rockcliffe Fellows, Jack Mulhall and Virginia Pearson are featured members of a noteworthy cast.

GOOD NEWS FOR THE PEOPLE

(Continued from Page Three)

of water lines to various parts of the city, and is going ahead with the work of installing an additional water supply.

The bulkheading of the waterfront along Lake Monroe is more than three-fourths finished; the dredging and filling is more than one-fourth finished. The White Way lamps are being installed on streets and on the municipal pier and in the city parks.

Plans are being made by the City Commission and work soon will be begun on construction of Seminole Boulevard paving along the waterfront; the fill has been completed a distance of one mile, from Myrtle Avenue to the west line of Marvania, and the whole job likely will be completed by January 1. Construction of municipal docks on City property secured for commercial purposes near Poplar Avenue, along the bulkhead, is being planned.

Plans have been completed for the new Fire Department headquarters building, tentative plans are complete for the Municipal Swimming-pool, and no plans yet have been drawn for the Municipal Hospital—which probably will be located in Sanford Park near the corner of Geneva and Mellonville Avenues on the site of the old County Home Farm. Installation of the new fire-alarm system, which will be simultaneous with construction of the Fire Department headquarters building, will reduce insurance rates in the city; and installation of a modern system of traffic signals, also provided for, will assure greater protection to life and property.

June 1, 1925, Sanford had 895 consumers of gas. June 1, 1926, the number had risen to 1252. The old (present) gas plant with its capacity of 100,000 cubic feet has been in operation 18 hours a day, and is incapable of supplying our greatly enlarged population—or all of it all of the time—with adequate gas pressure to ensure proper flow. The new plant's capacity is 300,000 cubic feet per 10-hour day. With it in operation and the old plant held in readiness as an auxiliary plant, the homes of Sanford, I feel sure, will have no further cause for complaint.

July 1, 1925, Sanford had 760 listed water-consumers. July 1 of this year the number had risen to 1695. We now are pumping 1,000,000 gallons a day, 750,000 gallons from the four soft-water wells south of the city and 250,000 gallons from Lake Ada. A great deal of time and considerable money have been spent in prospecting for new soft-water wells southward along French Avenue, with the result that we now are putting in two additional wells three miles out. When they are in operation we will not use the Lake Ada supply but will hold it in reserve for emergency. It is safe to say that within a year the City will be pumping 1,500,000 gallons of soft water daily.

With completion of the new 40-ton incinerator the practice of dumping the city's garbage and refuse at points of filling on the waterfront will become a thing of the past. The old (present) and new incinerators will have a combined capacity of 60 tons, adequate to the needs of the present and the immediate future. The new plant is located on the City Pound property at Sixth and Locust Streets.

It is gratifying to be able to inform the people that from now on practically all homes in new additions close in to the older city can have water service when occupied, or within 60 days at most; and within a year all homes in more distant additions can similarly have city water and city sewers.

Five hundred laborers are at present employed by the City and City contractors on municipal improvement works, and they are being paid from \$2.70 to \$3 a day wages. There is plenty of work for these crews, but no more laborers are needed.

Those in charge of these public works are alert to their proper performance and to careful expenditure of the construction monies. When the large program is completed Sanford will be the best and most substantially improved City in the State.

TOMORROW'S SERMON REVIEWED

PASTOR BUHRMAN, OF FIRST METHODIST, WILL PORTRAY THE MEANING OF THE SACRAMENT OF THE LORD'S SUPPER

It is SANFORD TODAY's privilege this week to publish, as second in the sermons-in-advance series, a review of the message the Rev. Dr. W. P. Buhrman, pastor of First Methodist Church, will pronounce to communicants at tomorrow morning's service of the Sacrament of the Lord's Supper.

"The Sacrament," he will say, "is a divinely ordained form of acceptance and agreement. As we learn from occurrences reaching back to most ancient times, men have always confirmed their covenants by some visible and solemn forms. It could not be otherwise; there must always be a fitting means of expression. For instance, even a signature means that the signer agree to conditions stated in the bond. Of course the purpose, what is in the heart, is the more important thing; but the signature itself is sacred and of great importance. So we understand that the Passover was a confirmation ceremony sealing God's covenant for Israel's deliverance from Egyptian bondage; and similarly the Sacrament of the Lord's Supper marks the great redemption of the human race by Jesus Christ, the Lamb that was slain from the foundation of the world."

I do not recall having before encountered a more simple, direct, and dignified introduction of this the most intimate service of the Christian creed. Indeed the brief manuscript which lies before me gives residence throughout its lines to simplicity, earnestness, and that quiet dignity so peculiarly identified with the occasion. The chancel-space in the hour of administering to kneeling forms (and, one presumes, to kneeling hearts) the Bread in semblance of the broken body of Christ and the Wine in token of the

blood of His wounds, is no place for other than a humble and an earnest servant. Personality may well accompany a minister there, but no pomp of bearing, no shining braid of oratory, may intrude; it would be grotesque, painful as well to spectator as to penitent.

"When we recognize the fact and acknowledge it," the clergyman will say tomorrow, "we are often startled at the ease with which we forget the best things and especially our obligations to perform those simple duties which bring us life's best returns. Then what infinite wisdom is wrapped up in the words of Jesus, 'This do in REMEMBRANCE of me'! A startling conclusion, drawn by the prophets and seers of old, and which we are compelled to see as we look into the historical portions of the Old Testament, is that Israel's real trouble was failing to remember. And so it was written down, 'The wicked shall be turned into hell, and all nations that forget God.' 'Lord God of Hosts, be with us yet, Lest we forget, lest we forget!' wrote England's poet. Accordingly we find that the Master said, 'Do this, as oft as ye shall drink it, in remembrance of me.'"

Somewhere in the Book of books it is written that "the last state of that man shall be worse than the first." That judgment would seem to fit the professing Christian who, arising from this solemn confessional feast, goes forth into the world of Mondays to straightway deny his yesterday's abnegation by his today's depredations and evasions and cowardices;—and there are very many in the world who do that. Doctor Buhrman's impressive thought as here expressed directs the mind to the dual obligation: not only is the kneeler bidden to remem-

ber his Master crucified, but alike to remember His teachings and His examples *through the week*.

The manuscript: "In taking this Sacrament one engages in the most intimate and personal religious service. It is universally regarded that this is an inner-chamber-of-the-soul communion . . . Someone tells how the father of Robert Louis Stevenson was once on a ship in a storm. It was night; and he heard the angry waves roar on the nearby rocks. So in his fright he went on deck, and there he saw the pilot, lashed to his place, inch by inch guiding the ship away from the dangerous shore. The pilot turned and smiled to him; and he at once felt that all would be well. He had seen the pilot's face.


"Such a little while ago that it almost seems today, Christ was in Gethsemane fighting the storm of sin and death and hell. Inch by inch He turned the vessel toward the haven of victory. Seeing Him as one might see his pilot's face, should we not repent of our sins and make our humble confession to Almighty God? . . . Loving remembrance can annihilate the years and the centuries, and make the Great Atonement real and present and personal."

Again one is moved to say that the fine humility, the earnestness, and the direct dignity with which this minister has clothed in words the sentiments of his message to the periodical penitents participating, appear as in peculiar harmony with the occasion.

THE EDITOR.

"I find Florida a source of delight I never experienced elsewhere."—The late President Harding.

"For two winters we have made trips by automobile to and from Florida, and once within the limits of your State we have found our troubles were over."—Brig. Gen. Eli K. Cole, U. S. Marine Corps.

Sanford's First 

DOLLAR DAYS

TUESDAY - WEDNESDAY

AUGUST 3 - 4

Visit the Sanford Stores those days next week and let the merchants of Sanford prove to you the truth of this Magazine's editorial assertion that—

"Buy at home" is a wonder-working slogan for any community that makes buying at home worth while to the buyer.

INSTEAD of soliciting the Retail Merchants' Dollar Day Committee for a portion of its limited advertising fund, SANFORD TODAY right gladly donates to the public this publicity space, with its best wishes for the days' success.

Society and Fashions

By Naomi Scoggan
(Telephone 179)

Mrs. Paul Redfern of Wildwood, Florida, is spending the week in Sanford as guest of Mr. and Mrs. G. W. Spencer.

Miss Frances Dutton entertained at bridge Tuesday evening at her home on Magnolia Avenue. Marigolds and zinnias combined with maidenhair fern were used in abundance throughout the card-rooms.

Scores were kept on hand-painted tallies. Mrs. R. E. Steven, holding high score, was awarded a dainty bottle of bath-crystals. For consolation Miss Nanie Williams drew a lip-stick in an attractive case.

After the game a dainty ice-course was served, the hostess being assisted by Miss Marion Hand.

Those enjoying this delightful party were Miss Fern Ward, Miss Margaret Zachary, Miss Ruby Hayne, Miss Lillian Shinholser, Miss Nonie Williams, Mrs. R. E. Stevens, Mrs. Grant Wilson.

Miss Georgia Mobley has as her house-guests at her home on Oak Avenue the Misses Dorothy and Mary Elizabeth Sears of Jersey City, New Jersey.

Mrs. Henry McLaulin was hostess at a dinner-party honoring Mr. and Mrs. L. V. McLaulin, whose marriage was an event of recent date.

The rooms were lovely with cut flowers in their bright summer hues. In the dining-room a color scheme of pink and white was artistically carried out. Dainty place-cards had original verses inscribed. A tempting four-course dinner was served, with covers for Mr. and Mrs. L. V. McLaulin, Dr. and Mrs. E. D. Brownlee, Mrs. O. T. Alford, Dr. and Mrs. R. E. Stevens, Miss Gussie Bier of Orlando, Mr. Henry McLaulin, Mr. and Mrs. Henry McLaulin, Sr.

Mrs. E. D. Mobley and daughter, Miss Georgia, arrived home this week from Myrtle Beach, North Carolina, where they were the house-guests of Mr. and Mrs. Charles T. Fuller.

The Sanford De Molays enjoyed an outing at DeLeon Springs Thursday afternoon in conjunction with the Shrine picnic held there. During the afternoon swimming and boating were enjoyed. Late in the afternoon a delightful picnic dinner was served to these young guests. There was dancing until late in the evening.

The members of the DeMolay present were Walter Barber, L. P. Hogan, Jr., Robert Mason, Henry Russell, Floyd McRae, Charlie Knight, Clyde Russell, Clyde Booth, Charles Booth, Watson Wallace, Austin Clark, A. P. McAllister, Russell Mitchell, Robert Garrison, George Wilson, J. P. Bates, Frank Dutton, Meslin Barnes, Edward Entsminger, Theodore Pope, George Huddleston, John Davis, G. E. McKay.

Mrs. Samuel Puleston and daughters, the Misses Mary Elizabeth and Camilla, arrived home this week from Haven Beach, where they have been the guests of Mrs. Puleston's aunt, Mrs. T. W. Ramsey.

On Thursday afternoon the Sanford Shriners and their families attended an all-day picnic

at De Leon Springs. Mr. E. F. Lane, president of Sanford Shriners, headed the local delegation. The committee in charge of amusements presented a varied program of entertainment lasting through the entire day.

The original plans for an old-fashioned basket lunch were abandoned by the committee in favor of a luncheon served by the DeLeon Hotel. Music was given during the day by the famous band of Morocco Temple, of Jacksonville. A feature of entertainment was a succession of "stunts" put on by club-group members.

Swimming, fishing, and boating in the cool waters of DeLeon Springs were enjoyed. Shrine clubs from Jacksonville, Palatka, Daytona, DeLand, and Sanford were represented at this picnic.

Mrs. Forrest Lake has returned from Jacksonville, where she was several days the guest of friends.

The Gude Tyme Bridge Club was entertained delightfully Wednesday afternoon by Mrs. A. W. Lorne at her home on French Avenue. The rooms, opened *en suite*, were decorated with baskets of flowers and ferns.

When the brightly tinted tallies were collected Mrs. B. R. Gray was awarded a large cutex set for having high score. A small Cutex set was given to Mrs. A. H. Beckwith as second high-score prize, while the cut prize went to Mrs. E. E. Page. A salad-and-ice course was served late in the afternoon.

The players were Mrs. E. E. Page, Mrs. J. B. Little, Mrs. Stapler, Mrs. A. H. Beckwith, Mrs. B. R. Gray, Mrs. T. B. Inabinet, Mrs. A. W. Lorne.

FASHION NOTES

Plaid taffeta frocks, usually in the two-piece blouse style, suggest a youthful appearance that is highly acceptable.

Bloused and bolera lines are being emphasized in evening gowns presented by French designers.

Richly-colored satins and brocades are a new note in evening wraps, lined with plain-colored chiffon velvet.

Pleats are to be used extensively in fall creations; custer pleats, side pleats, box pleats, and accordion pleats.

Black will be used extensively for early autumn dresses, especially in taffeta and satin.

Wine shades will be very popular in the color range for the autumn season.

FAME

Fame is a food that dead men eat,—
I have no stomach for such meat.
In little light and narrow room,
They eat it in the silent tomb,
With no kind voice of comrade near
To bid the feaster be of cheer.

But friendship is a nobler thing,—
Of Friendship it is good to sing.
For truly, when a man shall end,
He lives in memory of his friend,
Who doth his better part recall
And of his fault make funeral.

Austin Dobson.

BEWARE

I closed my hands upon a moth
—And when I drew my palms apart,
Instead of dusty, broken wings,
I found a bleeding human heart.

I crushed my foot upon a worm
That had my garden for its goal,
But when I drew my foot aside
I found a dying human soul.

Dora Sigerson Shorter.

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Wish to express their appreciation of the patronage extended them during the past two weeks. The cleaning of two garments for the price of one seems to have met with approval considering the volume of business which was done by this plant.

AGAIN WE THANK YOU

Mi-Lady's Shoppe

110 Magnolia Avenue

EXCLUSIVE MILLINERY
GIFTS

BRIDES' CORNER

Conducted By MRS. JUNE

LEMON MERINGUE PIE

Pastry:
Pastry flour - - - 1 cup
Baking-powder - - - ¼ teaspoonful
Salt - - - ½ teaspoonful
Shortening - - - 1-3 cup
Ice-water

Sift together dry ingredients; cut shortening in with knife, and add ice-water slowly to required consistency. Roll on board, and cover outside of pie-plate, pricking pastry with fork, and invert pan for baking. Bake in hot oven to a light brown.

Filling:
Mix flour, sugar, cornstarch, and salt with 1-3 additional cup cold water;

Cornstarch - - - 3 tablespoonfuls
Flour - - - 3 tablespoonfuls
Sugar - - - 1 cup
Eggs - - - 3
Lemon-juice - - - 1-3 cup
Grated rind - - - 1 teaspoonful
Salt - - - ½ teaspoonful
Butter - - - 1 tablespoonful
Water - - - 2 cups

Beat egg-yolks and add lemon-juice and grated rind; add boiling water, and cook five minutes, stirring constantly. Add butter, then lemon-juice and egg-yolk as you remove from stove. Cool, and pour in crust. Beat egg-whites stiff; add 2 tablespoonfuls of sugar and ½ teaspoonful of baking-powder; spread this mixture thickly over top and bake in hot oven about five minutes, until browned. Serve cold.

BISCUIT

Flour - - - 2 cups
Baking-powder - - - 4 teaspoonfuls
Salt - - - ½ teaspoonful
Shortening - - - 2 tablespoonfuls
Milk - - - 7-8 cup

Sift together dry ingredients; work in shortening, using knife; add milk, and work to a smooth dough. Place on lightly-floured board to ¼ inch in thickness. Cut with biscuit-cutter, and bake in hot oven 20 minutes.

SUMMER ASPIC

Boiling water - - - 3 cups
Boullion cubes (chicken or beef) - - - 5
Granulated gelatine - - - 5 tablespoonfuls
Lemon juice of - - - ½
Cold Water - - - 1 cup
Salt - - - ¼ teaspoonful
Cayenne pepper - - - dash
Egg-whites (lightly beaten) - - - 3

Dissolve cubes in 3 cups boiling water. Add juice of the lemon and gelatine (which has been soaked in 1 cup cold water 5 minutes). Add seasoning and egg-whites, and place on fire, stirring constantly until boiling point is reached. Remove from fire and let stand in warm place 30 minutes. Then strain through double cheesecloth, and put in refrigerator to set. Serve sliced on lettuce leaves with sliced hard-boiled eggs and mayonnaise.

UNCOOKED FUDGE

Bitter chocolate - - - ¼ pound
Confectioner's sugar - - - 1 pound
Egg - - - 1
Butter - - - 1 tablespoonful
Vanilla - - - 1 tablespoonful
Milk - - - 2 tablespoonfuls

Beat egg, add milk and vanilla, then slowly beat in sugar. Melt chocolate and butter and add to first mixture. Now beat until stiff, then press into a buttered pan; score in one-half hour. A cup of chopped nuts may be added.

In roasting or boiling meat, to prevent juices escaping use spoon instead of fork for turning.

MR. KINSOLVING

INVESTS HIS SON

By I. S. S.

PARTS ONE AND TWO*

David Kinsolving is the head of Consolidated Export, a house of wealth and power. His brother Oliver is head of Consolidated Steel, similarly influential. David's son, "the III," is a young man—perhaps his counterpart is among the worth-while youths of Sanford—to whom the idea of following the precise business footsteps of his father (whom he immensely admires and loves) is distasteful, a fact understood and sympathized with by the elder Kinsolving.

PART THREE—Conclusion

I asked a gentleman of authority and long years in the State Department, "Assuming a young man to have the character and ability vital to Consular office, what are his three best self-owned assets for success?" Without hesitating at all he answered:

"First, personality; second, personality; third, personality."

And when I pressed him what *was* personality, he said it was the applied art of individual contact. It was, he said, "Truegate, of Mogador," bringing in the Faiz Ullis without aid of the celebrated six cool bottles in the well. It was Consul Noname at Blank, 1919, spotting in transit and attaching forthwith seven hundred thousand dollars gold bullion under shipment into the Far East from an Ataman of the Siberian Cossacks, and legally prying loose from the treasure train one hundred and fifty thousand dollars as the value of a stock of American-owned white fox furs the Ataman had seized. It was the same Consul smiling at repeated threats of assassination and camping serenely on his job. It was priceless, deathless *personality*.

It was Tredwell, lost to all ken of the Department five anxious months in Bolshevik Turkestan, and freed at last without a scratch. It was Clark of Loanda crowding into the day's work a two-thousand-mile jungle trip of commercial exploration through Angola and the Belgian Kongo. It was Heizer of Bagdad (1917) unearthing a low plot and stealthily saddling up and riding far under Mohamendan stars to liaison with a British column on the Tigris, which, doubling its speed, saved al Rachid's storied city from loot and flame. It was Consul Foote at Port Said, two hours after operation for appendicitis and before full recovery from ether, dictating to his wife and signing a bill of health permitting departure on time of an America-bound ship. It was Southard in Abyssinia journeying five hundred miles into a little-known region, interviewing an Emperor and a Prince Regent in their palace, and politely knocking into a cocked hat the steal-a-march efforts of representatives of non-American interests to confiscate an American com-

pany's oil grants. It was Moser at Aden, alert, suave, unshakeable, rescuing a fifteen-year-old white girl from the waiting horror of a black Sheikh's harem, and escorting her and her religion-crazed American parents out of the country.

It was Deichman of South America, en route to Santos, Brazil, saving women and children from drowning when the vessel sank, surrendering his place in a life boat, and swimming all night to reach land. It was Southard again, in Persia (1918), traveling eight hundred miles overland from Bagdad to the Caspian Sea, under fire of Khurdish snipers in the passes of the Kushti-kuh Mountains, collecting and bringing back for the Washington Government a detailed report of the political and military situation in the Shah's domain. *Personality!*

It was Fuller at Iquitos, penetrating to the headwaters of the Amazon to investigate peonage outrages in the wild-rubber forests. It was Maynard at Alexandria cleverly and forcefully executing a campaign which defeated the European shipping ring and obtained for American interests a fair share of the cotton-carrying trade. It was Wood at Tripoli, offered a decoration by Emanuel's Government for his war-time protection of Italian nationals. It was Barnes at Smyrna in the Geek debacle, Lupton at Messina in the Reggio-Messina earthquake scenes, Frost at Queenstown rescuing and caring for torpedo survivors, Sokobin at Kalgan shot at by Chinese soldiers while helping an American merchant through the Great Wall into the Gobi Desert, and protecting the body when the merchant lay slain.

It was Paddock at Tabriz and Garrels and Tuck at Alexandria, Glazebrook at Jerusalem saving "by dignified stratagem" the entrusted French archives from that fierce gallows-master Jemal. It was Skinner, now Consul General at London, in silk hat and dress coat before Menelek the King of Kings, against a dark background of innumerable nakednesses under a sizzling Abyssinian sun. *Personality?* Rather. It was Jenkins (W.L.) in British East Africa on commercial exploration around Lake Vic-

(Concluded on Page Eight)

SANFORD

Chamber of Commerce

TRANSPORTATIONAL SURVEY FOR SANFORD FINISHED

By R. W. PEARMAN
Secretary

The transportation survey being made under direction of the U. S. Department of Commerce has been completed for the Sanford district. Mr. Harrison, traffic manager of the national Chamber of Commerce, who has been in Sanford several days assisting local concerns in properly compiling information for the survey, stated his gratification in the cooperation given him. In Mr. Harrison's opinion the information that will go out of Sanford will accurately forecast the present and future conditions of transportation needs for this section.

Promotional plans for Sanford's Community Dollar Day Sale are practically completed, according to the report made at Friday's meeting of the Chamber of Commerce. The committee, consisting of A. Raffeld, Vivian Speer, and A. Smith, who have had charge of the publicity, announced that a special section has been contracted for in papers in DeLand as well as those of Longwood and Oviedo. Local papers will also carry announcements of individual merchants. Automobile banners announcing this shopping event are ready for distribution.

Residents of western Volusia and Seminole counties will be circularized, 5000 letters being sent out to people of these sections. Through the courtesy of Manager Marenette of the Milane, announcements will appear on the screen Friday, Saturday, and Monday nights. The committee also states that numerous merchants have planned innovations for this community sales event, and it is expected that a great many visitors from contiguous sections will be in Sanford for August 3rd and 4th.

The members of the Retail Merchants Committee which some time ago arranged for free boat transportation between the power plants and Sanford are well pleased with the success of this venture, the check-up showing that 200 persons were carried on these boats Saturday, July 24th between Enterprise and Sanford.

G. E. Markham, general manager of the WDBO Winter Park broadcasting plant, submitted a proposition to the Chamber of Commerce which, if accepted, will enable Sanford concerts to be broadcast from a Sanford studio, eliminating the necessity of transporting talent

to Winter Park. Mr. Markham was requested to submit his proposition in writing, which in turn will be referred to the Finance Committee.

M. M. Smith, President of the Florida State Automobile Association, gave a brief talk on the service being rendered motorists by that Association and the good-road legislation that it had backed successfully in the past.

E. P. Forster, President of the First National Bank, spoke briefly on the financial condition of the institutions of Sanford and other communities in the State and in praise of the State Automobile Association.

SANFORD NEXT WEEK

BASEBALL

Monday opens a series of nine consecutive games to be played on the home grounds. The schedule is: Monday, Tuesday, Wednesday, Sanford at home, vs. Lakeland; Thursday, Friday, Saturday, Sanford at home, vs. Tampa; and the first three days of week after next Sanford at home will play against Fort Myers.

MONDAY August 2—At Milane Theater: Paramount presents Dorothy Gish in "Nell Gwynn; Milane News; Comedy.

TUESDAY the 3d—Rotary Club meets at luncheon in Seminole Cafe at Noon. At Milane Theater: Cecil B. DeMille's "Silence," with Henry B. Warner and an all-star cast; Comedy, "Love and Lions."

WEDNESDAY the 4th—Kiwanis Club meets at luncheon in Seminole Cafe at Noon. At Milane Theater: Rin-Tin-Tin in "A Hero of the Big Snows;" Comedy, "Tonight's the Night;" Aesop's Fables.

THURSDAY the 5th—Lions Club meets at luncheon in Seminole Cafe at Noon. At Milane Theater: Garreth Hughes in "Pals First;" Comedy, "Motor Mad;" Milane Review. At Princess Theater: Tom Tyler in "Wild to Go;" Comedies, Felix Cat, and Andy Gump.

FRIDAY the 6th—Sanford Chamber of Commerce in weekly luncheon, Seminole Cafe. At Milane Theater: "The Old Soak," with Jean Herscholt; Walter Heirs' Comedy, "Hitchin' Up;" Milane News.

SATURDAY the 7th—At Milane Theater: "Havoc," with George O'Brien and a special cast; Comedy, "Dirty Hands." At Princess Theater: "The Set-Up," with Art Acord; Comedy, "Book Bozo."

SUNDAY, AUGUST 8
The Churches of Sanford will welcome your presence at Divine service.

KINSOLVING

(Continued from Page Seven)
toria Nyanza and the headwaters of the White Nile, grubbing at roots of trade-information for American reports.

And supremely it was Madden Summers and those others who, giving steadfastly all that was in them of loyalty, of experience, of unmeasured devotion, in foreign lands laid down their lives for the Consular Service and their Country. Back of every one of all these and of so many others here unnamed—"the Kinsolving traditions," shall we say?

NOTICE

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