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SANFORD TODAY

FOR SANFORD — FOR SEMINOLE — FOR FLORIDA



VOLUME ONE

SATURDAY, AUGUST 28, 1926

NUMBER SEVEN

WERE you, who now scan this, among the readers of SANFORD TODAY who this week tried for this Magazine's Five Dollar Weekly Gold Prize? If you were not, you missed the pleasure of taking part in a popular contest, you missed the opportunity of telling an entertaining story for publication, and you missed the chance of being paid Five Dollars in Gold for a few minutes of delightful effort.

Did you miss all that? Then don't miss it again this coming week! The Contest on Pages 6 and 7 is "on" for three solid months, and every week of those three months a Gold Prize winner will be picked and paid. Is there any reason why you should not be one of those winners? Turn now to Pages 6 and 7 and read this week's winners' names.

When you have done that, read the brief, simple requirements for entering the Contest; become a contestant then and there, and—last but by no means least—as you read the Advertisements on those two pages and search for the misspelled word which you must locate in order to compete for a prize, see if you do not discover in those Advertisements something that will make you exclaim to yourself, "There, now, is something I need!" This latter is not part of the Contest game, but it may be part of the game's profits to you.

This week SANFORD TODAY's readers welcome to these pages an old-time friend and neighbor, Longwood. Secretary Loder of the Longwood Chamber of Commerce has undertaken to fill a column, or as much space as events require, with news and comment out of that delightful place, in this Magazine each week; and each publication day, which as you know is Saturday, enough copies of SANFORD TODAY to supply every Longwood home and business-place will be sped direct from the presses in Sanford to that town. For this Magazine is what it says it is—"For Sanford, For Seminole, For Florida."

The Canal continued throughout the week to be the

Talk o' The Town

major topic of popular interest in Sanford. This was disclosed in the gathering of the views of business men on whether to go on with the project now or consent to still further delay, which are published elsewhere in these pages. It is regretted by the Editor that a number of business men whose opinions were sought were out of the city or for other reasons could not be reached. Not that the symposium as published represents anything less than a complete cross-section of the community sentiment, but that every additional voice in-

creases the opportunity for obtaining fresh viewpoints.

One of the city's keenest business men accompanied this comment with the request that it be not credited to him by name:

"Opponents of immediate procedure have set up an one objection that when the Legislature created the Upper St. Johns River Navigation District and thereby established the taxation for the Canal, it performed an act unsanctioned by referendum—laid an act of obligation upon the taxpayers to which they had not voted their consent.

"It is perfectly true the Navigation District Act provided for no referendum. It is also true the Act creating the Charter of the City of Sanford, under which we now live and progress, provided for no referendum. Shall we then revolt from being taxed to maintain the municipal government which the Charter set up? Shall we propose to revert to the old, unsavory regime of Council rule in order that a valueless and meaningless technicality may be tenderly preserved?"

Oh! we had almost forgot to mention it! Instead of paying only one prize of Five Dollars Gold in this first week of the three-months Misspelled-Word-Advertisement Contest, we are paying Ten Dollars Gold—*two* Five Dollar prizes. But pray don't become excited with anticipation; such happenings rarely happen twice—you know the old saying about lightning striking. It is this way about:

To make doubly sure that the first week of this locally new sort of prize contest should turn up a winner and so get away to a flying popularity-start, we placed *two* instead of only the one misspelled words in one of the advertisements on the Contest Pages; and sure enough, contestants spotted them both!

So we are happy to announce the names of *two* winners of Five Dollars Gold apiece, instead of only one as promised.

The two words that helped the winners to win are "suite" (Continued on Page Ten)

'OLD FRIENDS BESIDE THE LAKE'



OAK AND PALM KEEP COMPANY, In Seminole

MORAL CODE FOR LOCAL YOUTH

Lions Will Place Framed 'Laws for Life'
In Every Schoolroom

Sanford Lions Club has received from headquarters of International Lions the allotment for Seminole County of the engrossed "Moral Code for Youth" which the organization has undertaken to distribute among the school youth of America as part of its year's work in their behalf.

The local Lions have arranged to place a framed copy of the "Code" in every schoolroom in the County. The "Code" bears the copyright (1925) "By Collier's, The National Weekly," and is the fruit of that periodical's countrywide campaign of a year ago to stimulate higher morals among the youth of the land. Here is the "Code":

COURAGE AND HOPE

I must be brave—This means I must be brave enough and strong enough to control what I think, and what I say and what I do, and I must always be hopeful, because hope is power for improvement.

WISDOM

I must act wisely—In school, at home, playing, working, reading, or talking, I must learn how to choose the good, and how to avoid the bad.

INDUSTRY AND GOOD HABITS

I must make my character strong—My character is what I am, if not in the eyes of others, then in the eyes of my own conscience. Good thoughts in my mind will keep out bad thoughts. When I am busy doing good I shall have no time to do evil. I can build my character by training myself in good habits.

KNOWLEDGE AND USEFULNESS

I must make my mind strong—The better I know myself, my fellows, and the world about me, the happier and more useful I shall be. I must always welcome useful knowledge in school, at home, everywhere.

TRUTH AND HONESTY

I must be truthful and honest—I must know what is true in order to do what is right. I must tell the truth without fear. I must be honest in all my dealings and in all my thoughts. Unless I am honest I cannot have self-respect.

HEALTHFULNESS AND CLEANLINESS

I must make my body strong—My eyes, my teeth, my heart, my whole body, must be healthful so that my mind can work properly. I must keep physically and morally clean.

HELPFULNESS AND UNSELFISHNESS

I must use my strength to help others who need help—If I am strong I can help others. I can be kind, I can forgive those who hurt me and I can help and protect the weak, the suffering, the young and the old, and dumb animals.

CHARITY

I must love—I must love God, who created not only this earth but also all men of all races, nations, and creeds, who are my brothers. I must love my parents, my home, my neighbors, my Country, and be loyal to all these.

HUMILITY AND REFERENCE

I must know that there are always more things to learn—What I may know is small compared to what can be known. I must respect all who have more wisdom than I, and have reverence for all that is good. And I must know how and whom to obey.

FAITH AND RESPONSIBILITY

I must do all these things because I am accountable to God and humanity for how I live and how I can help my fellows, and for the extent to which my fellows may trust and depend upon me.

"I would say that I derived no unfavorable impressions of Florida during my two visits last winter and it would require much space to detail the innumerable favorable impressions which I brought away."—Cordell Hull, when Chairman of the Democratic National Committee, Washington.

SANFORD TODAY

Saturday, August 28, 1926

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For Sanford — For Seminole — For Florida

N. Y. CHEERS FLORIDA COTTON

Season's First Bale Sells for 80 Cents
on Exchange for Charity

Few persons, and very few of them Floridians, are aware that the first bale of this season's cotton crop went North from Florida. It was grown by J. C. Getzen, according to the State Chamber of Commerce, on his plantation near Webster in Sumter County.

When the bale reached New York, recently, the usual annual celebration occurred in connection with its sale at auction on the floor of the New York Cotton Exchange. The bale brought 80 cents a pound, Paul Pflieger, a large operator, bidding it in at that price and the proceeds going to charity.

Then, as is the custom with the first bale, it was shipped to the Liverpool Cotton Exchange to be resold there for the same purpose, and from Liverpool it will go to other exchanges.

The New York newspapers featured the story of the sale and the pictorial sections of the Sunday papers carried photographs of the bale, the auctioneers, the purchaser, and the hundreds who attended the sale.

For Sanford — For Seminole — For Florida

BUYING UP FLORIDA CATTLE

At least 1,000 head of Citrus County cattle will be shipped from Inverness within the next few months to the cattle ranges of Lykes Brothers in the Everglades, the Florida State Chamber of Commerce has been advised. The Tampa concern, with 50,000 head already on its ranges, is increasing its stock and has purchased all available cattle in Citrus County. G. I. Singleton and W. A. Bellamy, of Inverness, who are filling the order, shipped 484 cows and calves to the 'Glades in one ten-car movement last week.

"All I can say is that if I can arrange it, my office will be in Florida from the middle of January to the middle of April."—Former Judge Kenesaw M. Landis, czar of organized baseball.

Notes of Society

By NAOMI SCOGGAN
(Telephone 179)

A delightful and unusual party was given Monday evening by Miss Olive Newman in honor of Miss Rosa Gray of Laurens, South Carolina.

An exciting "treasure hunt" was indulged throughout the earlier part of the evening. The merry pirates and their pretty ladies were lured by clues from place to place. The first clue led to another on the steps of the Forrest Lake Hotel. The last one took them to the pavilion at Magnolia Manor on Crystal Lake. Upon reaching the pavilion the treasure, two chests of "Pleasure Island" candy, were found by Miss Mary Elizabeth Puleston and Warner Scoggan.

After the hunt, dancing was enjoyed in the pavilion and many games were played until a late hour, when refreshments of pineapple ice, cake, and punch were served, the hostess being assisted by her mother Mrs. R. A. Newman, and Mrs. A. R. Connelly and Mrs. Samuel Puleston.

The "treasure-hunters" were Miss Rosa Gray, Miss Mary Elizabeth Puleston, Miss Maude Lake, Misses Mae and Mildred Holly, Miss Aya Wright, Miss Georgia Mobley, Miss Katherine Pittman of Tampa, Miss Emily Griffin, Miss Helen Vernay, Miss Evelyn Anderson, Miss Camilla Puleston, Miss Louise Sarles, Miss LeClaire Jones, Miss Naomi Scoggan; Mr. and Mrs. John Meisch Jr., Mr. and Mrs. Monroe B. Hutton, Messrs. W. A. Adams, Albert Connelly, Harry Woodruff, Robert McCuen, Calvin League, Martin Teague, Raiford Laney, Frederic Bell, Rolland Dean, William Maye, James Wright, Warner Scoggan, Randall Chase, Stanley Verray, John Brumley, Charles Norton, Stacey White, Allen Jones, Ben Cantwell, Roger Williams, Everall Dash, James Sharon Jr., Hampden Du Bose, William Du Bose, Elwyn Moore, Lloyd Boyle, William Lake, Robert Dodson, Carol Pinson, Reginald Crowell.

Miss Mary Elizabeth Puleston has as her charming house-guest Miss Margaret Neal of Orlando.

Miss Louise Sarles, the attractive niece of Mr. and Mrs. W. M. Scott, departs Tuesday for her home in Christiansburg, Virginia.

Mrs. Norma King McLaughlin, the delightful house-guest of Mrs. R. A. Newman and Mrs. W. J. Thigpen, was honored with a very pretty party Wednesday afternoon, given by Mrs. G. F. Smith at her home on Magnolia Avenue. Other honor-guests were Miss Rosa Gray, the guest of Mrs. A. P. Connelly; Miss Louisa De Cotes, the guest of Mrs. Geo. De Cotes; Mrs. W. S. Jarden, the guest of Mrs. James G. Sharon; and Mrs. John R. McDonald, who departs next week for Eustis to make her future home.

A color-scheme of pink and white was artistically carried out. The spacious rooms were lovely with their decoration of radiance roses and ferns.

The bridge tallies—very dainty—gave the high-score prize, bath powder, to Mrs. R. A. Newman. In cutting for consolation prize, which was also bath powder, Mrs. Samuel Puleston was the fortunate one. Mrs. McLaughlin was presented with silk hose, and the other honor-guests were given dainty handmade handkerchiefs.

Refreshments of pink-and-white brick ice-cream with angel-fool cake were served, the
(Continued on Page Eleven)

THE POWDER PUFF
BEAUTY SHOP

Beauty Culture in all its Branches
11 W. Washington St. Orlando, Fla.
Marion Wilmer

START THE CANAL NOW, SAY THESE CITIZENS

SANFORD BUSINESS MEN JOIN IN PROTEST AGAINST PROPOSAL TO EMPLOY TECHNICALITIES TO FURTHER DELAY CHANNEL TO THE SEA

The columns of this Magazine are open at all times to citizens willing to present their views on matters of public interest and affairs of community importance, and from time to time SANFORD TODAY will specially invite such authorized statements. With fidelity the Editor will respect the confidence of those who, holding views, prefer not to state them publicly, and the confidence of those still more reticent who ask that their names be not published in the list of persons invited to talk. In the gathering of this symposium some gentlemen were approached who felt it would not be good business policy for them to express an opinion on either side of a public question. Their names are therefore omitted from the Canal discussion.—THE EDITOR.

"For the good of Sanford, do you favor going ahead NOW with the St. Johns-Indian-River Canal, or do you think another period of waiting should take place in order that the State Supreme Court may be asked to pass upon legal technicalities which have been raised?"

That question was put, in personal interviews, by SANFORD TODAY to a number of Sanford business and professional men this week, to test the sentiment for or against starting, at least, on the project of a direct waterway from Sanford to the sea, the project that has occupied attention of the people of this City and County off and on through the last fifteen years.

The occasion for asking the question was, of course, the controversy which has developed over the unsuccessful effort of a group of objectors to have the courts declare the Canal Law invalid on technicalities; this effort resulted in Judge Wright's Circuit Court decision that the law is valid, and it now is proposed by the group to take the question to the Supreme Court in a "friendly suit" and to do nothing toward launching the project until that final authority shall have spoken.

Here are some Sanford answers to the question, Should we dig, or should we wait?

By J. G. BALL
(Hardware)

For fifteen years the best sentiment of this City and County has been behind the Canal. For fifteen years the Canal has been talked about as the biggest progressive thing that could happen for Sanford and this section.

At last the Legislature acted and the machinery for realizing the project was set up. In the closing minutes of the eleventh hour, what has happened? Has the sentiment for the Canal suddenly changed? It has not. At the recent memorable meeting of the Chamber of Commerce practically every tax-paying interest in the City was represented, and the overwhelming voice, formally expressed, was against any more delay.

What, then, has happened at this very late moment? A fractional opposition has proposed that its own technical mistrust of certain English found in the wording of the law and its own technical doubts that the law is 100 per cent. perfect in the manner it was drawn by its authors in the Legislature, should be permitted to padlock the project until such time as the Supreme Court can pass upon these technicalities.

I do not believe that such a proposal is for the best interests of Sanford.

I do not believe that the taxpayers whose money is to pay for this Canal, the men and women whom the Legislature has empowered to tax themselves in order to establish this great project, feel patient toward this last-minute intervention between them and the object they so long have desired.

I believe that if, despite the decision of the Circuit Court upholding it, there are some technical flaws in this law, the right procedure is for us to go ahead with the project as the Legislature has authorized and the Court approved, and let the technicalities be tinkered out of the law by the constituted authorities in due course and while the actual work of construction is getting under way.

I believe that is what the people of Sanford and the County desire very earnestly. I do not believe they want another period of delay to

be caused by this last-minute intervention by a few.

Every public improvement undertaken by Sanford has paid.

By E. C. SMITH
of Smith Brothers
(Furniture)

I believe the time to start building the Canal is now. There have been a good many years of wishing for it, now I think we should get to work on it, the Legislature having prepared the way and the Court having overruled the challenge of the law.

Whether the Canal would make Sanford a basic instead of a secondary freight point I don't know, but I think it might operate toward that end, and I believe we are all satisfied it would be of great benefit to this City, County, and section.

There does not seem to be any sufficient reason for holding up the commencement of the work preliminary to construction, in order to straighten out a disagreement over some technicalities. That is the way it looks to me as a business man. Of course I'm no lawyer.

By J. H. POWE
Manager Sanford Drug Co.

I have not been so long a resident of Sanford, but long enough to know the Canal project has been a long time getting a short way. I think action is what is wanted now. I believe almost 100 per cent. of the taxpayers feel that way about it. The Court has OK'd it, the next step is to dig it.

By ELTON J. MOUGHTON
(Architect)

Go ahead and make a start. Then let the opponents—if there are any—intervene. I think the County Commissioners were absolutely honest in becoming a party to the restraining action, but I don't believe the people are behind them in the step they took. It will be good to have the Supreme Court's "Yes" later, but there is no need to stand idle waiting for it. It is harder to stop something that has momentum than to keep something from moving on that is standing still.

By B. L. PERKINS
(Men's Goods)

I never have voted against a bond issue in my life. Public improvements cost money, but they make more money than they cost.

It would be foolish to attempt to say that Seminole County doesn't want the Canal, as foolish as to try to show that it doesn't need the canal. And as Seminole is to pay its half of the bill why shouldn't it be permitted to have what it wants? The opposition, I think, is represented by an extremely small minority of the taxpayers.

Go ahead with the preliminary work how—it will take long enough, anyway, before actual digging can begin. I believe we are more interested in steam shovels than in technicalities and "politics."

By MURCH L. FOX AND G. U. STUART
Sanford Paint and Wall Paper Co.

Dig it now, and let the technicalities ride. When a thing is for the good of Sanford we look on any scheme for delay with suspicion.

Sanford needs this direct-transportation route and our River-lands need relief from flood-waters. After the many years' talk, do it NOW.

By JOSEPH P. HALL
(Postmaster)

The Lord helps those who help themselves. So does the Federal Government.

There are perhaps fifty sound reasons why now, and not next year or some other, is the time to begin the Canal. One of the best of those reasons is that it is more possible to get Washington to contribute toward a public work which a community is performing than toward one it is only talking about. This is particularly true when the talking-without-doing has been going on for half a generation. The one sure way to show that we actually want this Canal is to set about building it.

The drainage alone that would be created by the Canal is plenty of cause for constructing it. Will anyone argue that this City will not benefit immensely by the draining and reclaiming of thousands of near-by acres of the very best land, now overflowed by St. Johns waters?

Will anyone deny that the scouring effect of the current created by opening a great ditch from the River to the sea will serve to deepen traffic channels in the St. Johns?

Is not the building of this cross-State waterway the logical step toward obtaining Government interest in creating a deepwater harbor adjacent the eastern end of the Canal? Is there any surer way of working toward ocean freights via barge-line for Sanford?

Those are some of the fifty reasons why it is flatly against the interests of Sanford and this County to oppose an immediate start on the work of the Canal project.

I for one don't believe the people take that opposition too seriously.

By JOHN O. LANEY
(Drugs)

I favor getting at the work now. Technicalities that get in the way of a big accomplishment can always be taken care of at the right time.

By F. J. GONZALES
(Groceries)

I am not prepared to discuss this question in any technical way. That is for experts. As a business man, however, I believe the Canal ought to be built and the work ought to be started at once. I am not convinced that such a business as my own, or any of a number of other local merchandizing businesses, would benefit directly from the Canal; but I believe the community as a whole would benefit, and I

(Continued on Page Eleven)

Edward Higgins, Inc.

Lincoln FORD Fordson
NEW MODELS NOW ON DISPLAY



For Sanford — For Seminole — For Florida

SANFORD TODAY

THE WEEKLY MAGAZINE OF SANFORD
AND OF SEMINOLE COUNTY

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

Vol. I Saturday, August 28, 1926 No. 7

THE CANAL DISPUTE

To act now, or to continue waiting? That is the question most interestingly discussed by representative Sanford citizens, in this issue, with reference to the St. Johns-Indian-River Canal Project. After the period of fifteen years' expressed desire to have this direct waterway from Sanford to the sea, it is not surprising to discover in the sentiment of these citizens a measure of sharp impatience at the technicality-raisers with whom the County Commission joined hands and entered the courts.

No one has lifted voice to doubt the integrity of the County Commissioners or their mental honesty; but there is outspoken displeasure at their consent to act as questioners, rather than executors, of the law.

The law creating the Upper St. Johns River Navigation District, commonly called the Canal Law, is by no means a model piece of legislation. Like a few human beings, it has its faults. The Circuit Court has declared them to be not vital faults; has held the Canal Law to be in harmony with the Constitution of the State and plain enough for the County Commission and the County Assessor to execute. To the average-minded citizen that sounds very like an official hint to go ahead with the executing.

One conscientious objector—and he appeared quite frank and wholly honest in naming this objection—complained in conversation with this Magazine thus: "The Canal Law says that the taxes which it authorizes shall be collected for the purpose of creating a sinking fund to retire the principle of a bond issue of seven hundred and fifty thousand dollars and to pay the yearly interest on this bond issue, the purpose of the bonds being to defray the cost of constructing the Canal. Now, suppose we are unable to sell these bonds because the people who would buy them demand that the Canal Law be first declared OK by the Supreme Court—where are we then?"

There is nothing faulty in that objection, absolutely nothing, except that it misquotes the Canal Law.

The Canal Law does authorize the Navigation District to issue bonds in the sum of seven hundred and fifty thousand dollars. It does NOT say that the taxes shall be for the purpose of creating the sinking fund to retire these bonds and for the purpose of paying the interest on them. What does the Law say? It says that OUT OF the taxes collected shall be created the sinking fund and OUT OF the taxes shall be paid the interest. The bond issue is merely for the purpose of obtaining immediate CASH MONEY with which to begin the construction; as the tax monies continue to become due and paid, percentages of them are to be set aside for interest and ultimate retirement of the bonds, and the remainder goes into the continuing work of construction. That's different, isn't it!

There is, however, one weak point in the Canal Law: It does not set a limit upon what the Canal shall cost. Whether three millions or five or ten millions. This is a defect which

can be readily remedied by amendment in the next session of the Legislature. It does not appear to be valid reason for neglecting or refusing to begin preliminary work on the Canal in the meantime. That is to say, now.

THE LIONS COULD DO IT BETTER

Collier's Weekly's "Moral Code for Youth," which that periodical labored so long and so arduously to produce in its columns last year, is about to be placed, framed, in every schoolroom in Seminole County by the Sanford Lions Club as part of its part in the National Lions' yearly program of big-brotherly interest in boys and girls. We think this well-meaning attempt of Collier's to create for young people of the land a guide to moral success has too many drab doors in a row.

Turn to another page in this issue and read it through.

In its total of many words and many titles and sub-titles, it lays down nearly four dozen laws for youthful daily living, couched in the unpleasant form of "I must." And it proclaims nearly three dozen commonplace truths (and assumed truths), in the sermonizing style youth so dislikes. It speaks with the voice of dictation, though thinly disguised as self-dictation, rather than with the voice of suggestion. Youth resents that.

We fear the excellent Lions organization may not greatly further its fine, high purpose toward the school boys and girls by placing this thrillless sermonette upon the schoolroom walls. As a formative appeal to young Americans the Collier's "Moral Code for Youth" is not, to our mind, a triumph. Youth, we think, is ever swift to sense an atmosphere of unction in thought or style.

Better had the Lions themselves composed a Code, a brief and sturdy sunlit code of faithful sentiment and simple phrase, and hung that on the schoolroom walls! Such a legend from such skilled and understanding hands well might slip from its friendly frame to a lifelong niche in youth's shy half-opened heart.

For Sanford — For Seminole — For Florida

PALM BEACHES REDUCE PRICES

Chamber of Commerce Takes Steps
to Protect the Public

From various points and publications throughout the State SANFORD TODAY is receiving direct news of campaigns being opened against high prices in Florida.

Last week this Magazine published parts of an address by the Manager of Lakeland Chamber of Commerce in which Florida communities were warned of the penalty the public is sure to exact from cities, towns, and establishments that gouge.

This week the Managing Editor of "Greater Palm Beach Broadcaster," the official Chamber of Commerce monthly magazine of the Palm Beaches, sends us a marked copy from which we reprint the subjoined article:

(From Greater Palm Beach Broadcaster for August, 1926)

THE VICIOUS CIRCLE

A STRAIGHTFORWARD DISCOURSE ON THE
CHAMBER'S "FAIR PRICE" WORK

By DONALD MORRIS

The Palm Beaches have quit talking and gone to work.

The need for admission of liabilities, uncompromising figures and cold facts has been brought forcibly before the citizens of the community and state. No longer may actualities be colored or selected. It now is admitted that there are some things wrong—and steps are being taken to correct these items.

All this has been brought out by the action of the Greater Palm Beach Chamber of Commerce in its "fair price" campaign. A germ of an idea developed in the mind of President George F. Bensel and he began carrying it to con-

clusion, dealing with neither fear nor favor.

The idea was the organization of a "fair price" committee to handle the work of subduing any unwarranted high prices in the Palm Beaches, and generally, to match costs here with those in the rest of the country.

To this end, the following representative powers of the community were appointed to serve on the committee and conduct investigations of the underlying reasons for exorbitant charges: L. E. Heisler, rents and leases; Mrs. Fred Miller, household help and food supplies; Dr. Lois Schroers, public utilities; B. D. Cole, sprinkler systems and private fire protection; C. O. Pierce, labor; W. K. Carr, professional services; Duke LaVoie, transportation, gasoline, bus, taxi and transfer charges; C. W. Carroll, merchandise, wholesale and jobbing; E. D. Anthony, retail merchandise; Judge Richard P. Robins, city market; Dr. E. D. Clawson, amusement and entertainment.

The committee, powerful and willing, lost no time in beginning its work. Results already have been shown in the form of certain specific reductions in certain lines. Investigations have been conducted into the rates of the public utilities companies. The final objective of the whole campaign is a general cost reduction which will make the Palm Beaches not only one of the most pleasurable communities in which to live, but also the home of a dollar's worth of materials or services for a dollar.

The work of the committee has brought out the fact that all commodities and services must feel the knife of price cutting if any actual benefit is to be resultant.

The reason for that is best explained by the "vicious circle."

The "vicious circle" operates by shifting the blame—commonly known as "passing the buck." There is an exceedingly large amount of "buck-passing" witnessed whenever reductions are mentioned to a person who has established high prices.

The circle operates thusly: the landlord blames the overhead, the investment, the equipment, the labor, the gasoline, electricity, water, ice and gas charges; the public utilities blame each other and the freight rates, not to mention items such as labor, delivery charges and general living costs; the professional man blames the landlord, the public utilities, the merchant and other items; the laborer blames the landlord, the merchant, the public utilities, the restaurateur—and the circle can be continued on and on into infinity.

And, quite naturally, the public, or all of the circle, pays.

Each price lord stands and points at another blood-from-a-turnip expert. Now the committee has before it the work of breaking into mighty small pieces the circle that so depends on all its ares to keep it existent. And the committee does not hesitate.

It must, in fairness to the committeemen and the objects of the investigations, be said, that if any seemingly high prices are found to be fair, to be bringing their owner only a normal margin of profit, then the merchant, or the utility man, will be commended for his honesty and allowed to go his way in peace. In simple words, it is not the object of the committee to put anyone out of business or to damage fair trade, but to keep out too high costs.

Such, hereafter, will be the attitude of the members of the "fair price" committee. If an individual, working on the investigating campaign, finds that his friend or his partner is charging too high prices, he will proceed in his work of elimination of that evil, even though it strikes close home.

Real estate prices have been blamed for much of the present trouble. Perhaps that is true, but land costs are now adjusting themselves and if other charges are regulated, then the community will be placed on a sound economic basis.

The campaign is now gaining its greatest momentum and is about to reach its height. The goal will soon be in sight and the price lords soon should be turning tail in haphazard rout.

Then Greater Palm Beach will become one of America's greatest year-round havens of pleasure, profit and progress.

WHEN SANFORD REIGNED QUEEN, TO THE SOUTH

A VIVID STORY OF FORTY YEARS
AGO, FROM THE MEMORIES OF
MEN WHO HAVE SERVED
STEADFASTLY IN
HER HOUSE

ARTISTS OF LENS AND GRAVER'S
TOOL RECREATE DIM PICTURES
OF BYGONE DAYS FROM
OLD RECORDS IN
BANK DESK



SANFORD, FLA.

ARE you wondering where you've seen this picture before? Was it on the wall inside the Cashier's railing and just outside the President's door, in the First National Bank? That's right! It's a rare old combination of photography and commercial drawing, and President Frank P. Forster and Cashier B. F. Whitner set some store by it.

Indeed it is prized so highly that permission could not be got to take it away to a studio to be photographed for the engraving from which the print you now are looking at was produced; so Robinson of Orlando, who is an artist with the lens and has produced some of the finest and most widely known pieces of photographic art in Florida, brought a special camera to the Bank, and after banking hours—the white bank-walls serving perfectly for lighting effects—copied this and a number of other equally treasured, time-yellowed, mementoes of the Sanford of forty-and-odd years ago, brought out from the dark recesses of one of President Forster's deep desks.

Now it happens that Mr. Forster was once, in bygone years, a bit of a photographer himself; and when the print-copies were brought to him from Robinson's remarkably skillful plates, he was delighted. "Mr. Whitner!" he called over to the Cashier's office, "will you come and look at these!"

"These" are to appear, one after another, in successive issues of SANFORD TODAY; and

this one is the first of the Past-recalling series.

Here are accompanying data, written from notes supplied by Mr. Forster and Mr. Whitner:

The Episcopal Church (upper right corner) was destroyed by fire as late as November of 1923, a day or two before Thanksgiving Day. This misfortune lost to the city several very fine memorial windows and an especially choice chancel-pane portraying in richly deep tones the Crucifixion.*

Not only were the church, rectory, parish house, and recreation hall destroyed in this fire (which started in the recreation building across an alley from the other structures), but every line of the church's records was wiped out. In 1884, the year this picture

*The loss to local art in the destruction of these windows lies in the fact that they belonged to a period of glass-staining which has perished. Modern stained-glass is inferior in color-tones because modern methods remove from the glass, in the process of manufacture, the impurities which authorities say are the secret of the beauties of the old panes, because it is by these impurities the light is caught and held glowing in the colors. The refined modern glass permits the light to pass directly through, instead of lingering and "slumbering" there.—THE EDITOR.

was made, the church stood where the new edifice now stands, upon the southeast corner of Park Avenue and Fourth Street. The rector was the late Lyman Phelps, whose widow, Mrs. Mary Brewster Phelps, still lives in Sanford, at 609 South Palmetto Avenue. She is a descendant of Elder Brewster of Mayflower fame. Among the celebrities who worshiped in the Episcopal Church when visiting in Sanford are remembered President Grant, President Arthur, and Chief Justice Waite of the Supreme Court of the United States. The occasion of President Grant's visit was to turn the first shovelful of earth in the building by his friend, General Sanford, of the South Florida Railroad.

In 1884 the Episcopal Church in Sanford was in the jurisdiction of Bishop Gray, Bishop of "the Missionary Diocese of South Florida." In Rector Phelps' day the membership was about fifty; the present rector, the so-well-liked Rev. Mortimer Glover, counts five times that number. The Episcopal edifice which preceded the one here pictured was demolished by storm; it was in that earlier church the Forster and Whitner families, worshipping, first met.

THE PRESBYTERIAN CHURCH

Of even simpler architectural pretensions was the Presbyterian Church of Sanford in 1884, the frame building shown in the upper left. Located, as is the present edifice, upon the southeast corner (Continued on Page 8)

\$5.00 Given Away Absolutely Free

Used Car Exchange

Buy, Trade or Sell

Q. W. WANSLEY

Cor. Second and Park

For Used Car Bargains see us
before buying. If we don't have
what you want, we will get it.

LANEY'S Drug Store

*For Service and Your
Money's Worth*

Phone 103

Sanford, Florida

Seminole Creamery

417 W. 4th Street

Our Buttermilk is a pleasant
drink—Try it and note the uni-
form flavor and body.

Telephone 634

SEE IF \$5.00
YOU

*CAN FIND THIS WEEK'S
MISSPELLED WORD*

Last Week's was in the Advertise-
ment of the Miller Furniture Com-
pany.

FREE Radio Coupon

NO RED TAPE—

NO OBLIGATIONS

Just fill out the blank space
below and bring this coupon to
our new radio store on Second
Street in rear of Seminole Hotel
and deposit it in the box placed
just inside the door for this pur-
pose. If you are unable to come
in person—just mail coupon to
us and we will place it in the
box for you.

On September 4th we will
have a drawing, and the man,
woman or child whose name ap-
pears on the drawn coupon will
receive FREE a Radiola 4-tube
receiving set.

Name _____

Address _____

Do You Own a Radio Set? _____

If so, what Make? _____

Hof-Mac Battery Co.

117 Park Avenue Phone 101-W
SANFORD, FLORIDA

Celery City Lumber & Supply Company

Lumber
Sash and Doors
Builder's Hardware
Lime

Plaster
Roofing
Screens
Cement

West Third Street
Telephone 565

\$5.00 —IN GOLD—

A Prize to You Each Week from SANFORD TODAY

HERE ARE THE RULES:

Each Week there appears somewhere in some
of the Advertisements on these two pages a misspelled
word.

FIND THAT WORD. Write it on a sheet of paper
with the name and line (first, seventh, third, or whatever
the line may be) of the Advertisement where the
spelled word is, and

On the same sheet or on a second sheet write
MORE THAN FIFTY WORDS telling the funniest
you ever heard, or the most interesting anecdote
Sanford or Seminole County you know, or the
saying of a child in your own or another's family,
the smartest trick you ever knew a dog to do—Not
than TEN nor more than FIFTY words on any one
of those four subjects.

PATRONIZE THE AD

Our August

has been a wonderful success
of

25% I

for the few remain

We have just received
"Crystal" refrigerators and the
the sale.

Another shipment of w

Remember, this is "Living"
ous stock of three-piece living

"Your Home"

Miller Furniture

Sanford

Each Week for 3 Months! \$5.00

THIS WEEK'S WINNERS

\$5.00 in GOLD—Mrs. R. C. Maxwell, 327 West 1st Street, Sanford.

\$5.00 IN GOLD—E. H. Scott Jr., of Athens, Georgia.

Mrs. E. H. Smith, 600 Magnolia Avenue;—for accepted Good Joke, Fifty Cents.

Mrs. W. R. Dyson, Box 1047, Sanford;—For an accepted Bright Saying, Fifty Cents.

Special-delivery letters are being mailed these winners today, asking them to call at the office of this Magazine, 411 First National Bank Building and receive their Prizes. Congratulations!

SEE PAGE 12 FOR WINNER STORIES

To Advertising Contest Editor, SANFORD TODAY, First National Bank Building; and to the person whose reply is decided by the Editorial Office of this paper to be the best that week, we will send a letter asking him or her to call at this office and receive FIVE DOLLARS IN GOLD as a Free Prize.

Entries which do not draw the Prize but are published in SANFORD TODAY will be paid for, 50 cents each.

Anyone can try for the Gold Prize EVERY WEEK for three months, if you like. Only persons connected with SANFORD TODAY, and their families, are barred from this contest.

WINNERS ON THIS PAGE

Insurance Sale

to be continued until the end

Count

on our entire stock.

Shipment of our wonderful
and carry the discount through

trunks, bags and suit cases.

"week" and we have an enormous
savings from \$34.75 up.

Come First"

Company, Inc.

venues

SEE

Benham & Turner Auto Electric Co.

About Leaky Radiators, Generator
and Starter Troubles, Battery Re-
charging and for all Repairing.

We Handle the

PHILCO BATTERY

820 West First Street

SEE HOW QUICK AND EASY THOSE
CARS "GET OFF"?

THAT'S SINCLAIR GAS

"Full of eager power"

30 x 3 1/2 CORDS \$8.50

Rines Filling Station

Phone 461-J

1113 Sanford Ave. Sanford, Florida

Saturday Specials

10 lbs. Irish Potatoes, good	54c
1 lb. Clear Brook Butter	48c
1 lb. Compound Lard	18c
1 lb. White Bacon	25c
1 lb. Sliced B. Bacon	45c
1 Can Campbell or V C B Beans	9c

McCuller's Grocery Co.

Phone 671

The Basket

Royal Cleaners & Dyers

For Better Cleaning and Dyeing

Garments made New with our
New Cleaning process. You are
cordially invited to inspect our
plant.

305 E. 2nd St.

Phone 481-J

Boys

Girls

FREE!

Blue Streak Automobile

See It On Display

SAN JUAN GARAGE CO.

Sanford, Florida

Gas-Oil-Tires-Tubes-Accessories

A Key given with every five gallons of
gas and with every dollar spent for tires
and accessories. Boys and Girls Get busy.

Phone

465

We

Make

Your

Clothes

Like

New



LANEY DRY CLEANING CO.

110 E. 2nd St.

Sanford

Announcing

The Opening of our

McCALL PATTERN DEPARTMENT

A New stock of McCall Printed
Patterns just installed.

THE FLORIDA CASH STORE

311 1st Street

Sanford, Florida

Sie's Place

Eating Center of Sanford

Where Cleanliness, good Food,
and Low Prices go Hand in
Hand—

VALDEZ BUILDING

WHEN SANFORD REIGNED QUEEN, TO THE SOUTH

(Continued from Page 5)

of Oak Avenue and Third Street, it was moved southward on Oak to become a part of the present Women's Club Building. The able Doctor E. D. Brownlee now is pastor of the Presbyterian Church.

THE SANFORD HOUSE

Let it be for the present a secret that this writer hopes to sketch, one day, the story of the New Year's Night of 1876 when Landlord Wister, not long from Philadelphia, was host to all South Florida at the opening of the Sanford House (upper center).

General Sanford built it through the year 1875, and he gave it three floors, they say a hundred rooms, and the high and precious heritage of two bathrooms. At the time of its opening it was less pretentious than here in the picture, for between 1876 and 1884 the whole ell at the right of the picture was added. Many notables sheltered under its hospitable roof. Grant, with his secretary O. E. Babcock, who owned an orange grove near town; Phil Sheridan, and President Grover Cleveland with lovely Frances Folsom, the bride of half his age, on their wedding trip, were among the greatfolk who signed the register for Landlord Wister—aristocratic Quaker City name! It is a gentle fancy to remember that so fair a young mistress of the White House journeyed afar to Seminole County in fragrant Florida for her orange-blossoms!

THE RAILROAD

Until 1886, two years after this picture was made, there was no railroad in the Everglades State south of Jacksonville, though it then had been a Commonwealth forty-one years. It was the Patriarch Henk of Longwood (still keen and dynamic today at eighty) who promoted the first iron-horse line here, the South Florida Railroad, Sanford to Tampa—via Longwood, Orlando and way points: All aboard!—and he journeyed to Boston in his native New England and brought down the owners of the Boston Herald, R. M. Pulsifer and E. B. Haskell, to finance it.

The first locomotive blew up, which especially displeased ex-U. S. Navyman Henk, for he had christened it "The Seminole," that it might become symbolic of the land of his adoption. Also he was the road's President, and railroad presidents do not plan that their engines shall blow up. The explosion came a few rods outside the depot on Commercial Street (below, second from the right), and a number of passengers had just alighted there from the tiny train. None was killed. The engine, of course, was a narrow-gauge wood-burner; its speed, however, was quite startling when it was viewed passing the ox-teams bound south from Sanford's general store with goods for unmetropolitan settlements.

Railroads today lay rails that weigh from 90 to 120 pounds to the yard; the rails of the South Florida weighed 17 pounds, and the fated engine five tons.

THE BANK

The Lyman Bank (below, third from the right) was built in 1883, a year before the date

of this picture, and occupied the corner at First Street and Park Avenue where the Western Union now is—indeed, the present Western Union structure is the re-modeled survival of the structure here portrayed. Before 1883 the Lyman Bank had been housed in a four-story frame building where the Yowell store now stands, on the north side of First Street east of Park. The new bank building, moved into in that year, was the first brick-vener building in the town and the first to be constructed on the "East Side" of the State south of Palatka.

With the Lyman Bank there moved into this pretentious structure the Post Office, ground floor, south door on Park Avenue; and on the second floor Chase & Company, mainly engaged in the fire insurance business, took a suite of offices, their first in Sanford. As office neighbor they had Judge E. K. Foster, a Connecticut Yankee who exchanged his long tenure of the local bench to become general counsel for the South Florida Railroad.

In 1887 the First National Bank was organized, and it at once absorbed the Lyman Bank and bought the bank building and moved in. Ten years later the First National remodeled it, putting in vaults and changing the entrance from First Street to the corner, as it now is. It was not until October 5, 1923, the present First National Building, "the skyscraper of Lake Monroe," was completed and moved into, and the old Lyman Building was finally remodeled and given over to occupancy by the Western Union.

OTHER LANDMARKS

The Bishop Building, (below, extreme left,) was destroyed in the fire of 1887. The building of the Florida Land & Colonization Company (next one to the right) stood just north of the Valdez Hotel; it was torn down several years ago. The land company was an English firm, managed here by Mr. Rand, who from 1887 to 1918 was President of the First National Bank.

Trafford & Company, hardware store, (below, third from the left) opposite the Valdez where the garage now stands was burned down; as was the South Florida Railroad Depot. The building at the lower extreme right, the jewelry house of H. B. Lord, was immediately east of the Valdez on the same one-quarter block. It was torn down.

THE WATERFRONT

The birds-eye view occupying the center of the picture is faithful in every detail to Sanford as the town was in 1884, from and back from the Lakefront. Where the water, the piers, and the vessels show, is now filled land—part of Seminole Boulevard.

The Sanford of 1926 is about to appropriate something like \$400,000, as provided by bond issue, for construction of municipal docks and warehouses, of which the city has none; yet forty-two years ago Sanford had such commerce facilities, precisely as the picture shows!

Special Committee on Education the State Chamber of Commerce makes this announcement:

"Florida's existing educational plant is over-taxed.

"Educational institutions under State control are in need of increased appropriations. Those which are privately controlled deserve an increased measure of support. The State, moreover, undoubtedly faces a serious rural school problem.

"But it is not enough to consider Florida's educational future solely from the local point of view. There is no real reason why the State, in view of her manifest advantages, should not become nationally known as an educational center. Thousands of men and women, both those who are wealthy and those who are in moderate circumstances, who spend their winters here, would send their children to school in Florida if there were room for them in first-class educational institutions. Florida should be preeminent through its universities and colleges. Persons of means have contributed hundreds of millions to Northern educational institutions, but as yet there have been few outstanding gifts to a Florida university or college.

"Florida cannot expect to put itself on the educational map by any short-term endeavor. It can, however, mobilize to work out its educational possibilities on a long-term basis.

"The committee on Education under the leadership of Mrs. Tippetts will have for its major initial object the convening of an Educational Conference for the purpose of discussing educational problems not only from the technical point of view but from the standpoint of promotional possibilities as well. Florida educators meet regularly to discuss matters connected with their calling. The Florida business public will be convened to discuss ways and means of enabling the educators to realize their educational ideals."

WORLD-WIDE NEWS

PARIS.—Three thousand Americans are penniless today in Paris, without work, unable to get work of any kind, and destitute of friends to help them back to their own country. This estimate is printed, with many supporting details, by a responsible Paris newspaper. The majority of these "temporary vagrants from overseas," the paper suggests, are persons who came to the French capital to enjoy life and "overstayed their funds."

LONG BEACH, N. Y.—A mile of the broad-walk here, a life-saving station, and three life-savers' observation towers were swept away by a succession of tremendous waves riding ashore on an uncommonly high tide. No lives were lost.

WASHINGTON.—Between September 15 and October 15 this year, and every year thereafter, cavalry troops throughout the country will compete for supremacy ratings in that arm of the service, under a plan approved by the War Department. The tests will determine the most expert use of the carbine, pistol, saber, mount, and equipment.

CHICAGO.—As in every other highly specialized occupation, ignorance "doesn't pay" in burglary. Eight cracksmen who bound three watchmen and dynamited the vaults of the Wahl Pen Company carried off \$20,000 worth of gold pens, but threw aside \$55,000 worth of gold bar which they thought was brass and left behind vials containing \$2,000 worth of iridium because they didn't know it was valuable.

WASHINGTON.—Miss Belle Sherwin, President of the National League of Women Voters, issued a statement denouncing as "out of date

(Continued on Page Ten)

WOULD HELP MAKE FLORIDA AN EDUCATIONAL CENTER

STATE CHAMBER OF COMMERCE ENLISTS CLUB WOMEN IN CAMPAIGN FOR SCHOOL AND UNIVERSITY PREMINENCE

A Florida Statewide Educational Conference will be called soon by Mrs. Katherine B. Tippetts of St. Petersburg, President of the Florida Federation of Women's Club, who has notified the State Chamber of Commerce of her acceptance of the chairmanship of the Chamber's Special Committee on Education.

Mrs. Tippetts already has invited to serve as her committee associates Mrs. D. P. Council of Lake Worth, member of the State Educational Survey Commission; Dean Mina Kerr of

the Florida State College for Women; Mrs. H. M. Sparks of St. Petersburg, Chairman of the Press and Publicity Committee of the Florida Federation, and Doctor W. A. MacKenzie of Leesburg, Chairman of the Committee on Education of the State House of Representatives. President Tippetts has asked Doctor A. A. Murphree to suggest a representative to serve from the University of Florida, and intends to further add to the personnel of her committee.

In connection with the organizing of the

ROTARY'S COLUMN

By BOB HOLLY, Chairman Publicity

Ed Markell is rusticated somewhere in Arkansas or some other seaport and he sent the club a box of peaches which the club never saw but we did have some splendid pears in place of the peaches. President Walt Haynes tried to explain how the peaches turned into pears but no one at this time knows just how it happened. Peaches could go in (pairs) but it would be hard for pears to be peaches, but anyhow we thoroughly enjoyed the pears and our thanks are due to Ed for thinking about the Rotary Club while he is away.

Steve Shinholser was located in Sarasota and brought back here under heavy guard in order to make his report on the lumber business and to explain the enormous profits in the crate business. Steve made a mighty good talk speaking of Florida generally and the enormous increase made in all lines of business in Florida. He stated that while a big increase was noted in the shipment of all commodities, wholesale prices showed a decrease. The increase of buildings in the State this year was 22% over that of last year and building construction the first six months of 1926 totaled \$9,532,488.00. Like the figures of Arabi Clarkson last week, Steve's talk should be printed in full in the newspapers and magazines, for it is founded on facts and figures.

Harry Stevens was supposed to have a report on embargoes but he was not prepared to give it and we hope to have the same next week—meaning the real report next time.

George Babcock had charge of the program for Business Methods and had for his speaker Ken Guernsey, Second Vice President of Rotary International, and prominent business man of Orlando. Ken has been intimately associated with Sanford Rotary ever since the club was inaugurated and although he has been advanced along the line to some of the highest positions in Rotary he still calls Orlando and Sanford Rotary Clubs his clubs and he is very dear to the hearts of Sanford Rotarians.

Taking International Rotary and its aims and objects as his theme he gave those present a brief resume of the wonderful work being done by Rotary in all parts of the World, giving some of the outstanding objects of Rotary International. Now established in thirty-five Nations, Rotary International Board of Directors is world-wide in scope, and in the future if world peace is ever an accomplished fact Rotary International will have a great part in the making. Ken in stressing the salient features of Rotary asked those present to study Rotary more carefully and take it more seriously and keep it up to the standard, for you only get out of Rotary what you put into it.

HOF-MAC CONTEST IS LIVELY

Next Saturday, September 4, at 8 o'clock P. M. the radio set now being offered as a free prize by the Hof-Mac Battery Company will be drawn for.

The contest is "without red tape or obligations" on the part of the contestants. Any person signing the Hof-Mac advertisement-coupon printed in this edition (or in earlier editions) of SANFORD TODAY, and depositing the coupon as and where the advertisement directs, has an equal chance with any other participant to win the Radiola four-tube receiving-set which is the prize. Next Saturday night a coupon will be drawn from the box, and the person whose name is found written thereon will get the set. The contest is reported as drawing a large volume of answers.

September 1st will be the fifth anniversary of the Hof-Mac Battery Company's entry into the business life of Sanford. Each of those years has shown a substantial increase in volume and value of trade done.

Chamber of Commerce

By MARY E. POWELL

Sanford has ambitions to become a Big League winter-training baseball camp.

At the weekly luncheon meeting of the Chamber of Commerce Acting Secretary Holly read a telegram received from W. C. Jacobson of Boston asking what proposition Sanford would make to the Boston Nationals in the way of spring-training quarters here. This was in response to a wire sent him by the Chamber. It was suggested that Mr. Holly confer with Al Lang of St. Petersburg and secure information regarding what other Florida cities were doing in this connection. It was the general opinion that the Chamber of Commerce should take some action toward securing a Big League team as winter visitors.

First Vice President Shinholser presided at the meeting. Colonel George W. Knight brought up the matter of construction of the proposed eight-story office-building by the Title Guaranty & Mortgage Company at Park Avenue and Second street, stating this could not be started until the streets were widened and paved to provide the proper street levels. City Engineer Williams gave the same advice. It was voted that a committee be appointed to confer with property owners on Park Avenue from First to Fourth Streets and on Second Street from Sanford to Oak Avenues. Mr. Shinholser said he would appoint such committee with Colonel Knight as Chairman.

Attorney Fred R. Wilson spoke regarding improvements that must be made on the streets leading to the Forrest Lake Hotel to do away with the unsightly buildings in that part of Sanford. The secretary was instructed to write the City Commissioners with regard to this.

Mr. Holly stated he had written to Hulick Brothers asking for their plans and suggestions regarding the opening of the Forrest Lake Hotel this fall, and entertainment desirable for the guests. It was the opinion of the meeting that everything possible should be done for the amusement and entertainment of tourists and guests of the Forrest Lake and other hotels in Sanford.

At a meeting of the Board of Governors Friday forenoon it was decided to make the Chairman of the Finance Committee ex-officio Vice President and Executive Officer of the organization.

NEWS Of SPORTS

By W. W. DuBOSS

The Sanford Ball Club after a successful road trip returned home the first of the week for a rather disastrous series with the (now league-leading) Colts from Orlando.

The cause of the rather unexpected slump can not be attributed to bad pitching, for the team is still putting up the same brand that did so much to bring victory to us during the first half. For the last three days the batting has not been up to par, and that has done much toward upsetting the figures in the percentage columns.

Notice of the change of the date of holding the Florida A. A. U. aquatic meet at Winter Park from Saturday, September 18 as originally announced, to Saturday the 11th has been received here from Ray Greene, A. A. U. Commissioner for Florida. He will direct the meet, which will be held on Lake Virginia at Rollins College.

The change, it was stated, was made in order to not interfere with the opening of schools throughout the State and to allow many students who would be unable to leave their schools to participate.

Tampa, Miami, St. Petersburg, West Palm Beach, Daytona Beach, Orlando, Winter Park, and other cities are expected to enter the meet.

LONGWOOD

By H. W. LODER
Secretary Longwood Chamber of Commerce

There has been an undercurrent of quiet activity in Longwood for some time which promises well for a prosperous and busy winter. On every hand there appears to be an increased interest in "Town happenings" and a general optimistic feeling is prevalent.

Several new places of business have been opened—The Longwood State Bank, located in the Tinker Block, filling a long-felt need; a barber shop, and an electrical shop which will do a general wiring and electrical supply business. A new two-story business building is being constructed on Church Street, just west of the Highway, for Mrs. J. H. Allen, in which she will open a dry-goods store in the near future. We consider this will be a great addition to Longwood's shopping facilities.

A number of houses are in course of construction and others are contemplated, but it is generally felt that Longwood's housing accommodations will fall far short of the demand during the coming season.

Work on the paving of the Palm Springs Road is progressing rapidly. When completed this road bids fair to accommodate a large amount of traffic to the new swimming-pool at the Springs.

As an indication of the lively interest shown in the community by the women of Longwood, weekly sewing meetings are held by the Civic League at the Library in preparation for the annual fair which is to be held late in the Fall.

Over one hundred and fifty persons attended the entertainment given by the Chamber of Commerce last week. A very fine program was given, succeeded by refreshments. We feel that this large attendance at this season of the year shows a spirit of which we well may be proud.

The Chamber of Commerce feels that to be of real service to Longwood it should be ready to give a welcome and courteous assistance to strangers, and with this object in view an office and information bureau is to be opened on the Highway in the office of the Service Electric Shop.

MARRIAGE LICENSES

This is the list of marriage licenses issued in Seminole County since August 1st:

Douglass W. Hagadorn, aged 22, and Ruth M. Barr, aged 21, both of Seminole County.

John N. Mathis, 28, of Orange County, and Ella Castile, 16, of Seminole County. Married by County Judge Sharon.

H. E. Kirkland, 25, and Bessie Geiger, 17, both of Seminole County.

W. J. Bennett, 24, and Mildred Priester, 17, both of Seminole County. Married by Judge Sharon.

Waverly S. Duane, 40, and Margaret M. Erickson, 21, both of Dunwoody, Virginia. Married by the Rev. J. S. Clark (Presbyterian).

Robert Austen Williams, 21, and Thelma Edith Dobbins, 18, both of Sanford.

Leroy S. Greelish, 22, and Annie M. Sikes, 18, both of Volusia County. Married by Judge Sharon.

Marion Gordon, 22, and Alva McAlexander, 18, both of Seminole County. Married by Judge Sharon.

Earle T. Phelps, 21, and Corine Roberts, 21, both of Seminole County. Married by Judge Sharon.

Rowland McDonald, 21, of Piersons, Florida, and Mazell Rowell, 21, of Allan Springs, Married by Judge Sharon.

V. L. McCall, 23, and Phoebe Jukes, 21, both of Lake County. Married by the Rev. E. A. Lindsay of Tampa (Presbyterian).

Wesling Fisher, 22, and Bernice Vann, 20, both of Seminole County. Married by Judge Sharon.

WORLD-WIDE NEWS

(Continued from Page 8)

and a handicap to the progress of their sex" those women who refuse to vote because they are required to disclose their age.

DUBLIN.—The Irish census preliminary report, just published, shows the population of Ireland as of April 1, 1926, was 4,229,000, as against 4,390,000 the same date in 1911. This is an indicated loss of 161,000 population in 15 years.

DEAUVILLE.—A crowd of 20,000 of America's and Europe's most spendthrift cosmopolitans witnessed in complete silence, instead of with any chering, the winning by Ralph Strassburger's Asteroide of the coveted Grand Prix on the Deauville racetrack. Strassburger is a resident of Norristown, Pennsylvania, who married into the Singer sewing-machine vast fortune. He and his heiress wife are habitués here.

NEW YORK.—A dinner for Lady Nancy Astor in the Hotel Waldorf the night of September 9 will be given by the National and State League of Women Voters.

NEW YORK.—E. H. Sothorn announced that his wife, Miss Julia Marlowe, now resting in Switzerland, has consented to his request that she do not return to the stage. Mr. Sothorn denied the cabled report that she is seriously ill. He said she is perfectly well.

PHILADELPHIA.—Tex Rickard, arrived here to open ticket headquarters for the Dempsey-Tunney fight the night of September 23 in Sesquicentennial Stadium, brought with him from New York seat-orders totalling one-half million dollars. Rickard said this broke all records for early advance-seat prizefight sales.

\$22.50

RICHMAN'S

All Wool

SUIT

OR

Overcoat

MADE TO ORDER

S. W. Bradford

518 FIRST NATIONAL BANK BUILDING
SANFORD, FLORIDA

Phones

Office 618 Residence 759-W

Office Hours by Appointment Only,
Day or Night

TALK O' THE TOWN

(Continued from Page Three)

(instead of suit) and "peice" (instead of piece), and they were inserted in the advertisement of—No! that is positively all you shall be told here! You must turn to the Contest Pages if you want the whole interesting story, with what the winners (there are four of them; yes, that's still another surprise!) wrote. And of course you do want the whole story.

The Sanford public welcomes this week a new store in the growing ranks of First Street: "The Sanford Music Store and Gift Shoppe," whose proprietor is T. M. Dollison, formerly in the same business in Columbus, Ohio. McLander Arcade is the location selected for this live addition to the mercantile substantialities of the City Substantial. The Sanford Music Store and Gift Shoppe salutes this community with the interesting words, "Goods at reasonable prices;" and it adds: "Gifts for all occasions. Musical supplies of all kinds. Sheet-music. Rolls. Records. Expert piano-tuning and repairing by factory-trained men. All work guaranteed." A good store deserves a good trade. And usually gets it.

Now that Company D, Florida National Guard—Sanford's Own—is refurbishing arms and scouring accoutrements and tightening the well-known belt against a hard campaign of drill-hall duty, we venture a remark or two.

Being a National Guardsman is no lark at any time, and there come times when it means a dirge. It is, at best, a serious business, and is meant to be. A snappy, drilled-to-the-eye-balls unit of the National Guard of any State is an armed watchman on guard at the door of any community. A watchman who will shoot, and who knows how to shoot. Such a unit is to be found in cities and towns whose citizens understand the purposes of a National Guard, believe in the National Guard, and take the trouble to be actively interested in the life of the local unit of the National Guard. Wherever citizens don't, you will find a lax, loose, unsoldierly Guard unit. Sanford's Company D holds two high-honor medals—for pistol score and machine-gun score. That fact speaks.

In time of domestic violence the National Guard springs to arms, in dead of night if need be, and thrusts its own living human bodies between the community and the community's threatener. In time of domestic tranquility—what does the community do for the National Guard?

The occasion is at hand for Sanford to answer that question. Let it be answered vigorously.

"No," said President Roosevelt. "No, gentlemen, I must not do that; not now, at any rate; you must not ask me to be so impetuous. There are technicalities to be considered, and adjusted. Until then, let us wait."

And so to this day the Panama Canal never has been built. But it has not been wholly abandoned. Men still talk about it.

It is rumored that the reason the City Commissioners did not announce last Monday their decision on the building of the Municipal Docks was that an additional appropriation may be necessary to construct an extra warehouse to protect the undistributed tons of Sanford's Fourteen Points from next summer's rains, leaks having developed in the present storage quarters.

ABOUT GABRIELLA

Gabriella, a rapidly growing community in the most southern section of Seminole County, has a population of nearly 300, with new homes being built and new families coming rapidly.

Citrus groves covering 1,000 acres yield approximately 100,000 boxes of fine fruit each year, which are shipped through the packing houses at Winter Park and Oviedo. Good trucking land can be bought at reasonable prices, on which two or three crops can be raised yearly.

KIWANIS SESSION

By L. C. BEROUT, Secretary

The Kiwanis Club program this week had something to do with "dots and dashes." Kiwanian Tharp, local Manager for that live-wire organization the Western Union, read a memorandum from Headquarters saying that his world-wide employer was in full accord with the project uppermost in the minds of the citizens of Sanford and Seminole County—The St. Johns-Indian-River Canal—thus offsetting propaganda heretofore broadcast contrariwise.

The boys also gave an attentive ear to the well-worded and exceptionally delivered travel talks by Kiwanians Chapman and Scott, the former on "The Golden West" and the latter on "The Peach State"—Georgia. There is no wide breach between Western gold and Georgia peaches except when the peach market is a little "bearish."

The entertainment feature was several piano numbers by Mrs. R. B. Wright, in charge of the Music Department of the Hintermister Piano Company. Her accomplishments as a pianist were much enjoyed by members of the Club.

The Sanford Kiwanis Club thru its "Road Welcome Sign Committee," Chairman A. C. Fort, has purchased three attractive "Kiwanis Welcomes You" signs to be erected at the entrances triune to the City. These hospitality beacons will be placed during the week, showing the traveling public that Sanford is a friendly city and wishes them luck and good-speed while within our gates and on the open road.

NATIONAL GUARD GETS BUSY

Sanford Unit Will be Ready for
Armistice Day Duties

Captain J. C. Hutchison, commanding Company D, 124th Infantry, Florida National Guard—Sanford's unit—is putting into effect plans meant to make this unit one of the best if not the best in the State. To this end regular drill will be a matter of strict orders every Thursday night henceforward. Orders No. 4, issued this week, carry the following:

Sergeant Porter H. Lansing with Corporal Earl F. Dossey as assistant is detailed to enforce organization attendance. Sergeant Lansing's duty will be to see that all enlisted men attend every drill promptly, unless properly excused.

No officer will excuse an enlisted man from drill; the applicant must apply to Sergeant Lansing.

Until further notice there will be a show-down inspection once each quarter. This will be held on pay night and no enlisted man will be paid off until he has exhibited his equipment for inspection. In case of shortage the man will be required to pay for the missing equipment. No excuses will be accepted.

Sergeant Tom E. Meredith will continue his duties as Supply Sergeant.

Sergeant Robert L. Grier is appointed Ordnance Sergeant.

Private (First-Class) James W. Spivey is appointed Saddler.

Sergeant Alvey Rountree will continue his duties as Mess Sergeant.

First Sergeant Harold C. Washburn is appointed Athletic non-commissioned officer of the organization.

At a conference Thursday night of officers and non-commissioned officers plans were discussed to have Company D enter the Armistice Day parade, and assist in every desirable way in the details of the day's celebration. Company D will offer a firing squad for duty at the graves of the Sanford members of the American Expeditionary Force who gave up their lives in the combat.

NOTES OF SOCIETY

(Continued from Page Two)

hostess assisted by her sister Mrs. M. H. Mabry, and Mrs. Samuel Puleston, Mrs. F. E. Roumillat, Mrs. E. D. Mobley, and Mrs. W. J. Thigpen. Nut cups representing Colonial hats were the favors. Punch was served throughout the afternoon.

Those playing were Mrs. Norma McLaughlin, Mrs. J. R. McDonald, Miss Louisa De Cottes, Miss Rosa Gray, Mrs. W. S. Jordan, Mrs. J. G. Sharon, Mrs. Fred Daiger, Mrs. R. J. Holly, Mrs. George W. Knight, Mrs. E. D. Mobley, Mrs. Samuel Puleston, Mrs. B. F. Whitner, Mrs. R. A. Newman, Mrs. Ernest Housholder, Mrs. F. E. Roumillat, Mrs. Forrest Lake, Mrs. Raymond Key, Mrs. A. P. Connelly, Mrs. W. J. Thigpen, Mrs. M. H. Mabry.

Miss Mary Elizabeth Puleston was hostess Thursday evening at a "treasure-hunt" honoring her charming house-guest, Miss Margaret Neal of Orlando, with Miss Rosa Gray of Laurens, South Carolina, who is the guest of Mrs. A. P. Connelly, and Miss Katherine Pittman of Tampa, the guest of Miss Georgia Mobley.

The guests met at Miss Puleston's home in Rose Court. After the first clue was read to the guests the race for the hidden treasure began. The clues were cleverly worded and caused great perplexity. The final clue led to a canoe in the water's edge at Silver Lake. Miss Olive Newman was the first girl to find the treasure—hidden in the bottom of the canoe. It proved to be a bottle of perfume. Mr. William Lake was first among the men, and found a box of men's hand-made handkerchiefs. The honor guests were presented boxes of dusting-powder. The guests went on for the evening to Magnolia Manor, the lakeside home of Mr. and Mrs. W. C. Hill.

Those enjoying this merry party were Miss Margaret Neal, Miss Rosa Gray, Miss Katherine Pittman, Miss Olive Newman, Miss Maude Lake, Misses Mae and Mildred Holly, Miss Georgia Mobley, Miss Ava Wright, Miss Helen Vernay, Miss Louise Sables, Miss Camilla Puleston, Miss Naomi Scoggin, Mr. and Mrs. John Meisch Jr., Robert Dodson, Reginald Cromell, Carol Pinson, Elwyn Moore, Lloyd Boyle, William Lake, N. A. Adams, Albert Connelly, Harry Woodruff, Rolf Woodruff, Bob McCuen, Calvin Teague, Martin Teague, Frederic Bell, William Maye, James Wright, Randall Chase, Warner Scoggin, Stanley Vernay, John Brumley, Charles Narton, Everell Dash, Stacey White, William Du Bose, Hampden Du Bose, James Sharon Jr.

SANFORD'S NEW BOOK STORE

September 1st is to see the opening of the newest in the list of Sanford's growing ranks of retail businesses: In McLander Arcade The Seminole Book Shop will be opened by two partners, Mrs. Carrie L. Marlowe and Mrs. G. E. McKay. The Seminole has obtained the exclusive agency for the sale of any and all school-books in this City and County. To this essential line will be added general school-room supplies (exclusive of such items as furniture), and stationery.

Later it is the plan of the partners to carry an attractive line of books for the reading public, including fiction, and they may establish a circulating library.

Mrs. Marlowe continues in her post of Secretary of the Sanford Real Estate Board, a position in which her personality and skill in meeting the public have won admiration. She is remembered also for her earlier work as a teacher in the South Side Primary school.

Mrs. McKay, wife of Principal McKay of the Sanford High school, was the successful Principal of the Grammar school last year, and formerly taught in the High school. She brings to the new book business the value of a wide acquaintance among Sanford homes and many personal friendships.

START THE CANAL NOW

(Continued from Page Three)

think that is reason enough for my support. I believe I am of a very large majority sharing this latter view. The technical objections raised against the project are a matter for lawyers; to a plain business man they do not seem so impressive.

By HEYWARD WALKER

General Manager Seminole Creamery Co.

I am for the Canal; the quicker the better. Let the Legislature correct any defects if a Supreme Court decision should make corrections necessary, and in the meantime let the work get under way. More delay will get us nothing but more talk.

By HOWARD C. LONG

President Mahoney-Walker Company
(Plumbing and Supplies)

Let it ride to the Supreme Court. I see no hurry. I haven't gone into the subject deeply, and the discussion I have heard has sounded rather vague. I am inclined to think the benefits expected from the Canal are more an expression of desire than of fact. I think we have plenty of unflooded lands that could be developed, without draining others for development.

By J. J. WADE

Sanford Stove Works

Go ahead with the Canal now. It is the best thing that ever happened to this part of the country.

By JAMES H. COWAN

(Sheet Metal)

It is absolute foolishness to wait longer with the Canal project. At last we are in a position to proceed with it, and that is what we should do at once. But, I think the cutting should begin at the Indian River end, not at the western end. If the western end is opened first it appears certain that we shall be flooded by escaping lake and river waters moving toward us from the Lake Harney district.

But that is only an important detail, though very important. The matter we should concentrate on now, with great energy, is decision to waste no further time in getting the project under way. I have no confidence in proposals for still more delay. I believe the great majority of the taxpayers of the County hold the same view.

By E. COMPTON

President Security Lumber Co., Inc.

We should proceed with the Canal at once. I see nothing to be gained by another period of delay and talk. I think we need fear nothing of importance from later legal adjustment of any technicality that may need adjusting.

Benefits to accrue to our City, our County, and the district, and therefore to the State at large, are: reclamation of flooded lands; prevention of further flood damage; the inducement to pleasure craft to visit Sanford by a direct and scenic route leading from the Indian River waterway; opportunity to receive and dispatch freight by barge line; possible basic freight rates for Sanford as an outcome of this initial step toward a deep-water harbor at the eastern end of the Canal.

There is also a very definite publicity value, for Sanford and the Sanford section, attaching to the Canal. Any great project of public improvement placed in operation by a community advertises that community favorably—attracts the kind of interest from the outside that Sanford needs.

By E. C. HARPER

Sanford Electric Contracting Co.

"For the good of Sanford" is reason enough to favor going ahead with the Canal now—at last—instead of marking time for another year or period of years. I believe that with the project actually under way it will be a simpler matter to iron out any technicalities than if we were still just talking about doing the job. I am one taxpayer who would like to see dirt fly now, instead of words.

BRIDES' CORNER

Conducted By MRS. JUNE

SOFT GINGERBREAD

Egg	1
Sugar	$\frac{3}{4}$ cup
Melted butter	$\frac{1}{2}$ tablespoonful
Molasses	1 cup
Ginger	1 teaspoonful
Cinnamon	1 teaspoonful
Cloves	$\frac{1}{4}$ teaspoonful
Boiling water	1 cup
Pastry flour	$2\frac{1}{2}$ cups
Soda	1 teaspoonful

Beat up the egg, add sugar, butter, molasses, the flour sifted with the spices; lastly the soda dissolved in the boiling water. Beat well and pour into well-greased shallow tin. Bake in medium oven 30 minutes.

LEMON MILK-SHERBERT

Milk	1 quart
Sugar	1 pint
Lemons	3
Eggs	3
Salt	Pinch

Put into double boiler the milk, sugar, and grated rind of one lemon and well-beaten yolks. Heat to boiling point, stirring constantly. Strain and cool. Pour into freezer and add lemon-juice and well-beaten whites. Freeze in usual way.

ORANGE SHERBET may be made in same way, substituting juice of five oranges and one lemon.

BEAN CHOWDER

White beans	1 pint
Salt Pork	$\frac{1}{2}$ pound
Tomatoes	1 quart tin
Spanish onion	$\frac{1}{2}$
Pepper	To taste

Soak beans overnight; in the morning parboil them, adding a pinch of soda. Then drain and add the pork and onion, both sliced thin. Cover with water and simmer three hours; then add tomatoes and pepper. Simmer three-fourths hour longer, adding water to keep consistency of chowder. Remove pork and serve chowder hot.

COCONUT INDIAN PUDDING

Coconut	2 tablespoonfuls
Indian meal	2 tablespoonfuls
Instantaneous tapioca	1 tablespoonful
Molasses	$\frac{1}{2}$ cup
Sugar	$\frac{1}{4}$ cup
Butter	1 tablespoonful
Milk	1 quart
Salt	

Mix all ingredients together, then pour into buttered baking-dish and bake in slow oven two hours. Serve hot with cream.

AN APPEAL TO PRIDE—

Let us be caretakers of your wardrobe: Learn what real service means.

By our scientific process the finest fabric can be renewed most successfully.

Florida
Cleaners & Dyers

By O. G. CARMICHAEL
416 Sanford Avenue. Phone 691-W

WINNERS IN THIS WEEK'S GOLD-PRIZE CONTEST

SANFORD WOMEN CAPTURE ONE MAJOR AND TWO MINOR PRIZES,
GEORGIA MAN TAKES THE OTHER \$5 GOLD-PIECE

Here are the four Prize Winners for this week! Three women and a lone man. As one addicted to membership in the masculine persuasion the Contest Editor is loath to proclaim that the other is the smarter as well as the fairer sex, but will admit that this week the ladies were certainly on the job. However, there are eleven or more further Contest Weeks for the gents to come in and catch up.

Ladies and gentlemen, permit me to introduce to you the Winners and their winning exhibits:

FIVE DOLLAR GOLD PRIZE

Advertising-Contest Editor, SANFORD TODAY,

411 First National Bank Building:—

The misspelled word in the ads of SANFORD TODAY is "suite," found in the ad of Miller Furniture Co., line 9.

Watching the long line of Pullmans attached to the Tampa Special the other day, little Joe M—asked,

Daddy—is God on that car?"

"Yes," said Daddy,

"And is he on that too?"

"Yes,"

"And that?"

"Yes; God is on them all."

"Gee! God must be a awful long man!"

MRS. R. C. MAXWELL,
327 W. 9th St.,
Sanford, Fla.

Aug. 23d, 1926.

(50 words in the above.)

FIVE DOLLAR GOLD PRIZE

Advertising-Contest Editor, SANFORD TODAY,

411 First National Bank Building:—

The misspelled word in SANFORD TODAY appeared in the eleventh line of the Miller Furniture Co. ad. The word was "peice" (correct way *piece*).

My bright saying by a child in the family is:

My Aunt was telling the family of a fortune-teller telling her that a man in our family was going to die and leave her a fortune. One of the little boys immediately spoke up and said: "My Daddy is perfectly safe, because he hasn't a fortune to leave you."

E. S. SCOTT JR.
Athens, Georgia.

(50 words in the above.)

FOR A GOOD JOKE—50 CENTS

Advertising-Contest Editor, SANFORD TODAY,

411 First National Bank Building:—

In looking through the ads on Pages 6 and 7 of SANFORD TODAY for the misspelled word, I find it in the ad of Miller Furniture Co. in the ninth* line: "Three-peice" (three-piece).

A book agent approached Jones as he stood on his porch, and asked:

"Is the master of the house in?"

"He is," answered Jones. "Second floor front. You'll find him in his cradle."

MRS. E. H. SMITH,
600 Magnolia Avenue,
City.

Aug. 23, 1926.

(33 words in the above.)

*The contestant means in the eleventh. She is forgiven the error, this being the first week week of the Contest.—THE EDITOR.

FOR BRIGHT SAYING—50 CENTS

Advertising-Contest Editor, SANFORD TODAY,

411 First National Bank Building:—

Suit case is misspelled in line eight* in Miller Furniture Co.'s advertisement. You have "suite" and it should be *suit*.

Father (stooping) looking at the hen with her new chicks—

Little five-year-old daughter, leaning over father's shoulder—

"Dada! Dada! is that old hen a rooster?"

MRS. W. R. DYSON,
Box 1047,
Sanford.

(27 words in the above.)

*Again a contestant has miscounted the error-line. And again we'll forgive it—this time!—THE EDITOR.

WHY DON'T YOU BE AMONG NEXT WEEK'S WINNERS?

BASEBALL

Where the next 10 Games Will Be Played

Monday, Tuesday, Wednesday, August 30, 31, and September 1—Sanford at home, vs. St. Petersburg.

Thursday, Friday, Saturday, the 2d, 3d, and 4th—Sanford at Sarasota.

Monday the 6th—Morning, Sanford at Orlando; Afternoon, Sanford at home, vs. Orlando. Tuesday and Wednesday, the 7th and 8th—Sanford at Orlando.

For Thursday the 9th no game is scheduled for Sanford.

LIONS' MEETING

By R. L. ROBERTSON, Secretary

Lion Samuel R. Dighton presided at the regular weekly meeting of the Lions Club, Seminole Cafe, Thursday noon. Visitors present were Mrs. Colclough, Mrs. Robertson, Veterinary Surgeon C. W. Baker, and Entomologist J. A. Reeves.

Lion F. W. Talbott made a highly interesting talk on "Lionism and What It Stands For," and President Dighton spoke on "The Lions Code of Ethics."

The Educational Committee reported on the work at hand of placing in every schoolroom in Seminole County a framed copy of the "Code of Morals for Youth," a Collier's Weekly compilation which the Lions of the country have arranged to distribute in the manner indicated.

The entertainment features, much enjoyed, was singing by Mrs. Robertson, with Mrs. Colclough accompanying at the piano.

Editor's Note.—In another column will be found the Moral Code for Youth referred to by Mr. Robertson.

Sanford's Music
Store and Gift
Shoppe

Now Open

FOR BUSINESS

Gifts For all Occasions
Musical Supplies of all Kinds
Sheet Music, Rolls and Records.

Expert Piano Tuning
and Repairing by Fac-
tory Trained Men All
Work Guaranteed.

Prices Reasonable

McLANDER ARCADE

318 East First Street Phone 832
Sanford, Florida