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Sanford Today

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## Sanford Today, Vol. 01, No. 08, September 4, 1926

Sanford Today

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# SANFORD TODAY

FOR SANFORD — FOR SEMINOLE — FOR FLORIDA



VOLUME ONE SATURDAY, SEPTEMBER 4, 1926 NUMBER EIGHT

**T**HIS Magazine is informed, and is gratified to publish the information, that the Canal Controversy is not to be carried to the Supreme Court of Florida but is to be permitted to disappear. The City, the County, and the State are to be earnestly congratulated upon such a decision on the part of those who until a week ago were of the mind to appeal from Circuit Judge Wright's opinion holding the Upper St. Johns River Navigation District Act to be constitutional and the County Commissioners and County Tax Assessor to be bound by its provisions. As Judge Wright's order has the effect of commanding the designated officials to now proceed with the assessment of Seminole County taxpayers for their share in the initial cost of the Canal, it would appear that an agitation which has stirred the people of this section off and on for a generation is about to be translated into action.

Mayor Lake is modestly silent upon this turn in the fortunes of the St. Johns-Indian River waterway project. But Sanford is a hard town in which to keep a secret, and it is known within circles closest to the (late) controversy that the weight of his influence was brought to bear for the Canal-now supporters when, upon his return this week from New York, the sentiment of the people of the City and the County manifested itself to him.

In the making public of that overwhelming sentiment against last-hour delay for technicalities' sake, this Magazine had a not inconsiderable part. It takes deep pleasure in offering its congratulations to Sanford and Seminole County and to the Mayor of Sanford who put aside his individual desires in order to once again serve the people.

We do not believe, therefore do not fear, the Mayor of Sanford can be persuaded to abandon this greater stand he has taken and which he has announced in personal statement to citizens who are opposed to longer delay.

**NOTICE.**—Any person or Agency having for rent within

## Talk o' The Town

the City of Sanford a House or Apartment may bring to the office of this Magazine for **FREE INSERTION** in this Column, beginning with the next weekly issue, Saturday, September 11, his, her, or its Advertisement of such House or Apartment. *Provided:* That the term "Apartment" does not mean rooms in a private family; and *Provided:* That the offer to rent any such House or Apartment shall **NOT** include a bar against Children.—SANFORD TODAY.

The foregoing offer of free advertising space in this Magazine is made in the in-

terest of Sanford and in behalf of home-seekers who desire to live in this City before committing themselves to the financial obligation of buying or building a home.

We are pleased but not surprised by the countywide interest being taken in our Advertising Department's "Misspelled-Word Contest," the names of whose first-week prize-winners were published in these pages last Saturday. (The names of the current week's winners will be found on other pages of this issue.) Importance attaches to not only the large numbers of those entering for the Five-Dollars-in-Gold and lesser Prizes but equally to the fact that they represent all districts of the City and various points throughout the County—heaps and heaps of envelopes addressed "Advertising-Contest Editor, SANFORD TODAY," and inside those envelopes the lively efforts of women, men, young folk, and girls and boys, expressed upon every variety of letter-paper from delicately tinted boudoir stationery to the ruled sheet of schoolroom-tablet embossed in lead-pencil.

But we have a grief. Going over and through them, reading and rereading them as mail after mail deposits its added contribution to the week's entries, "we-the-Editor" desire to award a *whole list* of Gold Prizes instead of only one—so darn good are so many of the Jokes, Bright Sayings, and *Anecdotes* (now for the love of Noah Webster will the printer *not* misspell that word *this time!*) dug up and offered in this delightful Contest.

We say we desire to, but look here: Each time this Magazine pays, as it does with such genuine pleasure, one Five Dollar Prize it separates from its personal wealth the equivalent of *five yearly subscriptions* to SANFORD TODAY; in plainer words, the price-in-cash we ask for creating and delivering to a subscriber's door fifty-two consecutive weekly issues of this Magazine.

So: We'll have to hold down our gold-awarding emotions to the agreed Five Dollars each week for the three months of the Contest, and try (Continued on Page Five)

## IN THE HUSH OF A FLORIDA SUNSET



THE SHORE OF LAKE MONROE, At Sanford



# FORTY-FOUR YEARS AGO IN SANFORD—

THOSE of you who read last week's article in these pages, "When Sanford Reigned Queen, to the South," illustrated by a rare old skillfully reproduced photo-engraving of the Sanford of 1884, will find fresh delight in the even more intimate pictures here reproduced with equal labor and skill from equally rare and faded photographs of principal points and homes in the Sanford of two years earlier—1882, forty-four years ago.

That was thirteen years before the writer himself, journeying to the 'Glades for the Federal Government on expedition work, first stepped from the Clyde Line river-steamer City of Jacksonville and viewed the metropolis of the Upper St. Johns. He recalls that day as through a haze of years brightly. A mid-December day of infinite blue sky and illimitable gentle sunlight enfolding a whiteness of sandy deep dust underfoot that hurt the eyes. Few sidewalks, and those of wood. Clumps of grateful shade; an inland aerial motionless sea of grey suspended moss. Silence enwrapping the streets. White-garmented men in the semi-darkness of the Sanford House verandah. Within, presently, a cool secluded tinkle of ice against glass. Soft-spoken slow-moving citizens welcoming quietly the Chief and his staff from Washington and Philadelphia. No great bustle at the docks or in the town. It was December of 1895. The year of the Great Freeze. There was no song on Florida's lips, no smile in her stricken eyes.

It is not remembered whether the visitors from the icebound North slaked their new tropic thirst that day at the stream of sulphur water that rose in the artesian well in the center of the picture's intersecting streets, Palmetto Avenue and First Street; but the odor of the sulphur is remembered well, and before departing for the southwest coast the water was at least sampled, probably from the well in the Sanford House grounds, which well the picture does not show.

In the early part of 1882 Frank P. Forster, President now of the First National Bank, was Post Master of Sanford, a Democrat from Ohio holding Southern appointment under a Republican Administration. That was the year after the assassination of President Garfield in the shabby little railroad-station in Washington by Giteau, and Chester A. Arthur was President. Mr. Forster recalls with a whimsical smile that his pay as Post Master was measurably less than is his salary as bank president, and that he assisted it by such homely chores as sweeping out the drug store whose sign is prominent in the foreground of the picture.

It is not at the moment remembered who conducted this drug store, but it was not the estimable Dr. Philips, the present City Recorder; he a little later had a more pretentious establishment at another location. The Post Office where Mr. Forster officiated occupied the rear part of the drug-store building, with the public entrance on First street as shown. At one time the Masons had their lodge-room on the second floor; and in the same building for a while were also the plant and office of the Sanford Journal, a weekly published by Way and Osborn. They sold the paper, and it became the Gate City Chronicle, in turn to disappear.

H. L. DeForest's general store was on Palmetto Avenue just north of First Street. One of the first merchants to open a business in Sanford, he became very successful. These quarters being outgrown, he built a two-story larger frame structure on First Street, and there in addition to his own business were located Campbell's grocery and the crockery and china-ware store of Chaires and Van Deman.

The livery stable in the left deep-background was owned and operated by P. J. Parramore, who came here from Georgia.

Sanford in 1882 had three saloons: Hester and Sheppard's, in the two-story frame next south of the drug store (Mr. Hester is dead;

## "CITY OF SANFORD, Lake Monroe, Fla., 1882"

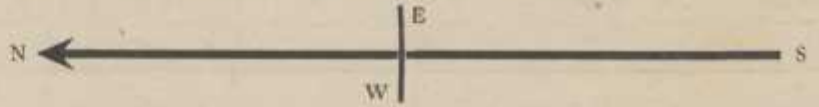


Photo by UPTON

### THE PICTURE EXPLAINED

THE street traversing the picture in the foreground from left to right (North to South) is Palmetto Avenue, and the intersecting thoroughfare is First Street. In the right mid-foreground the town's only drug store forty-four years ago, southeast corner of Palmetto Avenue and First Street, this building housing also the Post Office.

The winged white-appearing structure across First Street northward contained the general store of H. L. DeForest.

Some distance to the rear and left of this—the white false-front building with the wide doorway and one window—was the livery stable of P. J. Parramore.

The two-story building adjoining the drug-store yard on the south was Hester & Sheppard's saloon.

On the corner west of the drug store the George A. Sawyer building (with part of the second-story gallery showing.)

In the center of the streets' intersection an artesian well of sulphur water.

On the northwest corner of the intersection, the back-yard of the Sanford House.

The first building west of DeForest's on First Street was Drawdy's saloon.

Across First Street the tall house with the striped roof held Stafford & Ellis' hardware store and tinshop.

The wide house behind the spreading oak tree, next door west, was Rudolph Muller's boarding-house and barber shop, and next door west of that was Louis Hofer's bakery.

Mr. Sheppard was living some time ago in Orlando; George A. Sawyer's bar in the galleried building partly showing at the extreme right, and Drawdy's drinking-place in the building next east of the DeForest store.

The stove and hardware store and tinshop of W. A. Stafford and Ellis was in the building with the striped (tin) roof in the middle background of the picture, and was the first place of its kind in the town. Descendants of Mr. Stafford are residents here today; Mr. Ellis' home was in Jacksonville; it could not have cost him anything to travel constantly to Sanford, for he was employed as engineer on one of the St. Johns River steamers.

Adjoining the Stafford-Ellis place on the west were, side by side, the boarding-house and barber shop of Rudolph Muller, a German resident, and the bakery—the first in the town—of Louis Hofer, likewise a German.

Where the Post Office Building stands today was in 1882 the back yard of the Sanford House, the fenced space occupying the foreground of the picture. In the old Post Office, diagonally

across Palmetto Avenue, citizens gathered on the night of November 4, 1884, to get meager telegraphic news of the election of Grover Cleveland as America's first Democratic President since the Civil War. Such another occasion probably inspired the writing of that rollicking anthem "A Hot Time in the Old Town Tonight." It is of oral record there was some real good likker sampled in Sanford that night. Doubtless, with the town's three saloons almost within ordering distance of the drug store.

### MORE PICTURES

and Reminiscences of old Sanford will appear in early issues of SANFORD TODAY.



# —SECOND IN A RARE SERIES OF VIEWS

"CITY OF SANFORD, Lake Monroe, Fla., 1882"



UPTON

## THE PICTURE EXPLAINED

**I**N the foreground the Sanford office—forty-four years ago—of the telegraph line built by General Sanford to connect Sanford with the outside world; and adjoining, under the same roof, Doyle's general store. This building faced south on First Street at Palmetto Avenue, in the block between Palmetto and Sanford Avenues.

The low building across the alley to the west was a barber shop.

In the left mid-foreground the low, dark-roofed building with lower roof extending over the sidewalks was occupied as a dwelling by Lieut.-Gov. Hull.

Immediately opposite it, southward across Second Street (whose line is indicated by the picket fence), stood the building at one time occupied by H. B. Lord's jewelry store.

In the upper right background the house showing its gable end faintly beyond the roof of the telegraph building occupied the site where now stands the Montezuma Hotel, southwest corner of Third Street and Magnolia Avenue.

The last building seen in the upper right background, the one with four square windows showing black, two above two, became part of the present residence of Frank P. Forster, 306 Magnolia Avenue.

Dimly discerned as a dark triangular spot to the left of this structure—the Episcopal Church (the one demolished in a storm, as mentioned in last week's pictorial story of old Sanford.)

The first building to the left of this, on the west side of the street, was the home of Dr. J. J. Harris.

Still farther west and north the house of the gable end was the home of Dr. B. Y. Herndon.

The last building showing plainly in the upper left (northwest) background, the hip-roofed white-appearing structure, was the hand-factory of C. S. Isgren, wagon-builder.

**G**ENERAL Sanford, this City's robust and patron saint, built or caused to be built Sanford's first telegraph line connecting it with the outside world; so runs the remembered record. The wire crossed the River to Wildwood, thence tapped Jacksonville and the world via Sorrento. Its southern terminus was the corner room of the rude building in the foreground of the picture, and the location was the block on the north side of First Street between Palmetto and Sanford Avenues—across Palmetto from the present Post Office.

The tiny boxlike structure at the building's left, with its one door, one window, and diminutive false front, was a barber shop. To the right of the Telegraph Office, occupying the eastern half of the building, was M. J. Doyle's general store. He was the grandfather of

Edward F. Lane, real estate and insurance operator whose office is in the First National Bank Building. The Doyle store, badly damaged in a fire in which heavy loss was sustained, was remodeled and eventually gave place to a hotel, which in its turn passed away.

In the process of producing the engraved plate from which the illustration is printed, an error in following instructions caused an interesting landmark to be etched away from the right edge of the picture—the frame dwelling at Third Street and Magnolia Avenue which for a number of those earlier years was occupied by A. P. Connelly and family and later by Dr. A. E. Philips.

The first house showing in the upper right distance beyond the roof of the Doyle store stood where now stand the Montezuma Hotel,

northwest corner of Third and Magnolia. One of the oldest dwellings in the town, it was in time moved to Oak Avenue between Second and Third Streets and remodeled, since which time it has been successively occupied by Dr. F. H. Caldwell and by J. D. Parker and his mother.

Directly beyond this house in the picture shows a square-shaped, tall-appearing structure with four windows, two exactly above the others. In the early days it was known as 'Mrs. Correa's house,' later was occupied by Mr. and Mrs. Frank P. Forster, and afterward by the Dunns.

To the north appear very dimly some outlines of that Episcopal Church edifice which was demolished in a storm; the structure built to replace it was wiped out by fire in 1923, as related in these articles last week. The building in the right-center background, northward across the street from the church, was the home of Dr. J. J. Harris and family. He was the grandfather of F. F. Roumillat the druggist, and was Speaker of the Florida House of Representatives for a period.

The tall gable-ended house in the center deep-background was occupied by a physician of the old school, a graduate of Jefferson Medical College in Philadelphia, and one of Sanford's early successful physicians—Dr. B. Y. Herndon. He was the grandfather of B. Y. Herndon who owns the Seminole Hotel, and of R. E. Herndon of the Atlantic Coast Line Railway, and of Osborn Herndon, formerly manager of Sanford's two theaters, and of Robert Herndon of the Ford Automobile Agency—four brothers. The old Herndon home was kept beautiful by Mrs. Herndon with a wealth of growing flowers.

The last house in the picture in the extreme left background, the very white house with the high hip-roof, was the wagon factory of C. I. Isgren, a Swedish citizen who made "the magic circle that is a cart-wheel" (as the brilliant Charles Lummis phrased it) by "dint-and-deft" of hand. Next door lived and officed Dr. A. J. French, one of Sanford's early dentists, uncle of the present Mrs. W. F. Leavett and of Alex French.

The treasure-trove of pictures of long-ago Sanford is not yet exhausted. You may look for others to come, in these pages soon.

"You can find what you want in Florida, no matter what your age, occupation, or taste may be. If you are seeking climate, you will find perfection; if you are seeking health and rest, or if you are seeking any character of sport, you must be a peculiar individual if its fulfillment cannot be found in that very wonderful State."—The late Julius Felischmann, yeast king.

**Edward Higgins, Inc.**

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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, September 4, 1926 No. 8

**THE CHAMBER OF COMMERCE**

A permanent salaried Secretary for the Chamber of Commerce is to be decided upon and appointed soon after the first of October. By that time vacations will be over and a full meeting of the Chamber will have been held for action on the secretaryship.

In the interim of waiting it may be helpful to refer to some of the more important activities of the Chamber of Commerce in the immediate past, as well as to make note of other activities open to its membership in the immediate future. It is true that a city is the sum total of the character of its citizens. That character finds a natural outlet for its expression in the achievements and delinquencies of its chamber of commerce. In other words, water unassisted rises no higher than its own level.

In the past year the Sanford Chamber of Commerce

Was strongly instrumental in securing passage by the Legislature of the Upper St. Johns River Navigation District Act authorizing the building of the St. Johns-Indian River Canal;

Went to the front for this community and section in last winter's embargo period;

Functioned in behalf of the Statewide Industrial Survey;

Helped to effect large savings in rates on certain classes of freight incoming to Sanford;

Cooperated with the County for Seminole County's first exhibit at the South Florida Fair, where the County won second prize in the vegetables exhibit;

Backed successfully the project of a baseball team for this City;

Was prominently instrumental in putting across the \$2,565,000 municipal-improvements bond issue;

Acted for the City in obtaining from the County a three-acre site for a municipal hospital;

Assisted the voting of a \$450,000 bond issue for school purposes;

Expedited the bulkheading of the Lakefront adjacent the Forrest Lake Hotel;

Fostered the Black Bear Trail movement;

Assisted toward a bond election for widening County roads;

Was vigorously and successfully active for the \$1,750,000 bond issue under which eighty-eight miles of new roads will be built and forty-five miles of old roads improved, within the County;

Obtained an agreement by which the route of State Road No. 3 is to be changed;

Fought successfully for abolishment of tolls on the Volusia County Bridge, for the direct benefit of Sanford merchants;

Was instrumental in securing authorization for a physical survey of the St. Johns River from Sanford to Palatka;

Obtained passage of a bill by the Legislature appropriating money to fight insect pests and diseases peculiar to celery;

Sponsored a Chamber of Commerce greater-membership campaign which produced more

than \$100,000 in subscriptions for Sanford publicity;

Financed the Municipal Band's season;

Approved a special plan by which nearly \$18,000 was raised for special Sanford publicity;

Took up the cause of entertainment for tourists here.

Any chamber of commerce whose record for a year reads as the foregoing, has been anything but an idle or a "cold" organization.

One true indictment does lie against Sanford's Chamber: it has not measured up to the City's natural superiority as a point for locating new industrial plants and distributing-houses. Neither, it appears, have some of the land-owning and land-controlling members of the Chamber. Water unassisted will not rise above its own source. Perhaps the Sanford Chamber needs to be assisted by certain of its members.

For Sanford — For Seminole — For Florida

**FLORIDA'S LURE IN SUMMER**

Seven Excursions Due This Month: End of Season's Rail Schedule

This is the year's last month of low-priced summer railroad excursions from points northward into Florida, and seven such are scheduled between now and October 1. The information comes from the Southeastern Passenger Association through the State Chamber of Commerce.

The Atlantic Coast Line yesterday started an excursion Florida-ward from points in Virginia and the Carolinas. Today the Central of Georgia Railway is bringing one from Atlanta, Macon, and other Georgia points. Tomorrow the Georgia and Florida Railroad carries one from Augusta and intermediate points.

The only excursion from Tennessee this month will be got under way the 11th by the Southern Railway and the Louisville and Nashville, jointly, entraining from Bristol, Johnson City, and Knoxville. The next day the Louisville and Nashville schedules an excursion to Florida points from Selma, Alabama, and on the 26th the same road will bring excursionists from Montgomery and way points.

The last excursion of the summer season is listed for the last day of the month, from Virginia and the Carolinas via the Southern Railway.

It became a matter of record last month that on the 21st the Everglades Limited, from Washington, arrived in Jacksonville in three sections—filled to the last seat. This is cited as further proof that more and more Florida's summer climate is luring the excursionist and the tourist, by whom Florida and winter were formerly linked, exclusively.

For Sanford — For Seminole — For Florida

**FLORIDA BEES ARE GOLD BUGS**

Seminole Farmers Who Don't Set Them to Work Are Losers

Florida farmers who do not keep bees are literally throwing money away, says the Florida State Chamber of Commerce.

Whether it is due to the abundance of flowers throughout the year or whether it is because the mild winters permit bees to work constantly, no one seems to know, but the average production of honey by bees in Florida is eighty pounds to the hive annually, as against an average of only forty pounds for the country at large.

In 1925 Florida's production of honey totaled \$59,879 pounds with a money value of \$119,472.

The State Chamber says that Florida farmers have everything to gain and nothing to lose if they will take time to investigate the possibility of keeping bees. Information can be obtained from the Extension Department of the University of Florida at Gainesville.

"I had a magnificent time in Florida and think the State is wonderful."—Wm. Lyon Phelps, Lamson Professor of English Literature, Yale University.

For Sanford — For Seminole — For Florida

**STATE WARNS MOTORISTS**

Heavy Traffic and Increasing Accidents Arouse Commerce Chambers

The increase of accidents incident to increase of motor traffic throughout the Counties of the State has aroused numerous chambers of commerce to cooperate with the State Chamber of Commerce in distributing many thousands of copies of a summary of Florida's highway traffic rules, which is in fact excerpts from the law combined with brief suggestions for obeying it.

Especially numerous have become accidents due to violation of the headlight-dimmer section of the law. Police chiefs and sheriffs are issuing warnings that continued violations of the dimmer regulation will force arrests; warnings have apparently done little good. Not long ago Chief of Police Williams stated, in these columns, that Sanford police would have to resort to arrests if the non-dimming drivers continued to offend.

Here is the State circular of warning now being distributed to thousands of motorists:

"Drive on the extreme RIGHT side of the road at all times. The law requires, and safety demands, that traffic remain on the right side, for with Florida permitting the highest speed in the country it is extremely dangerous to drive in the middle of the highway. Road-hogs in Florida invariably end up in a hospital or a morgue.

"When driving at night be certain BOTH of your headlights and your rear light are lit. Test them before dark, and if any one of the three is out of order have it repaired immediately.

"See that your dimmer is in working order, and when meeting other cars approaching from the opposite direction DIM YOUR HEADLIGHTS. Do not switch on your bright lights a moment before meeting the other car.

"The speed limit is forty-five miles an hour on the open road, twenty-five miles an hour in the residence district of cities, and fifteen miles an hour in business districts. The limit in designated school-zones varies from five to eight miles an hour—Observe it rigidly.

"Reduce speed on curves, upon approaching and crossing bridges, and upon approaching road intersections.

"When driving on ANY highway in Florida in the open country DO NOT LOAF. Slow speed breeds congestion and congestion increases the accident hazard. It is safest to drive not less than thirty miles an hour when traffic conditions will permit.

"Many Florida cities have adopted the one-way street and through-street system. When driving in cities watch closely for signs designating them. The law requires a full stop before entering or crossing a through street, and at all such points warnings have been posted.

"Florida places fewer restrictions upon motorists than any other State in the union. Such laws as it enforces are enforced in the interest of SAFETY. Observe the rules outlined above, and you can motor in Florida year in and year out without so much as a warning from a traffic officer. You might violate them at times without trouble, but sooner or later a patrolman will trip you up, which means a heavy fine, or a smash that may end your life or another's. Obey the Laws."

"Florida is indeed fortunate in being so richly endowed by Nature. As a winter paradise it already outshines famous European resorts; while its agricultural possibilities are just becoming appreciated."—Addison L. Winship, Vice President National Shawmut Bank of Boston.



## TALK O' THE TOWN

Continued from First Page

to halfway content ourselves with publishing and paying the Fifty Cents apiece for a few each week of the best Jokes, Bright Sayings, Anecdotes (*careful thereof!*), and Dog Stories submitted.

Oh yes and by the way, not a soul as yet has sent in a Dog Story. What, what? In the whole of dog-loving, dog-owning, dog-washing Sanford and Seminole County not one single solitary Dog Story slipping its collar and trotting along to Four-Eleven First National Bank Building to sniff a prize-bone? Hey, hey, what's wrong with all you fine people? Get a-going. Come on along with those Dog Yarns!

To here publish the story of a certain meeting of influential men of this County, held not many days ago in agreed privacy, would be to make known a piece of exceedingly important news affecting the entire State of Florida. It could be published in these columns without in any respect violating the confidence of those from whom the information was got. But there is a strong likelihood the effect would be injurious to a great industry around which the fortunes of this community revolve. Therefore we do not publish the information. Others, more interested in achieving a sensation, may print it if they get it; this Magazine holds the good of the City and County to be its first consideration. For that reason SANFORD TODAY did not long hesitate when earnestly asked by those responsible for the meeting and its outcome, not to make it public. This Magazine proclaims itself to be "For Sanford, for Seminole, for Florida," and here was one of those infrequent occasions when printing an important news-happening might hurt instead of help all three.

The meeting referred to accomplished its excellent purpose. Let that suffice.

One of the pleasant privileges of this Column is to mention the commencement of new business enterprises in Sanford or elsewhere in the County. No news falls more exactly into line with the Magazine's policy expressed in the fast-becoming-famous line, "For Sanford—For Seminole—For Florida." What is good for Sanford is good for Seminole County. What is good for Seminole County is good for Florida. What helps the State helps the County. What helps the County helps the City. Two and two do not more surely make four.

The Sanford Roofing Company, a Florida corporation, opened to business this week, with offices in the Masonic Building and warehouse location central. The officers are: F. B. Adams President and General Manager, Joseph Terlap Vice-President, Walter Hallen Secretary-Treasurer. The company will sell and apply roofs and roofing materials of all kinds, and has obtained the exclusive agency in this territory for Barrett's bonded roofs.

Mr. Adams, the organization's promoter and chief officer, knows and is known to about everybody in Sanford. He resigned last month the post of manager of the building-materials department of Chase & Company, which he had held with success four years. Previously he was connected here with the Hill Hardware Company. Mr. Adams now brings to a business of his own an experience of twenty years in general-hardware and building-material lines. SANFORD TODAY wishes him and his company much success.

"If there's one thing I admire," remarked the excellent, efficient, and singularly amiable Frank S. Lamson, glancing up for a moment from his duties of "Secretary of City Hall"—"If there is one thing I admire, it is to be busy." (*Scratch, scratch.*) "As you may have observed, I am one of the most consistently busy persons in this corner of the lot." (*Blot.*) "That is why I always have time to do some thing for you. Only idle persons are hard-up for time." (*Scratch. Blot.*) "Our esteemed Chief, Doctor Philips, is away on vacation, as you know. That makes us more busy. I admire vacations. We all do. But I think I admire being busy more. We all don't. Do not. We do not, all. Not all of us do. I am pleased to know that garbage-collection complaint was attended to promptly. I felt it would be. We aim to please. Strive to please. Are determined to please. Do please. Usually. We cannot unless you tell us what is wrong. Then we act. Promptly. Swiftly. At once. Despite warm weather. Notwithstanding reduced force with which to handle increased work due to unprecedented civic expansion. Thank you for thanking us. When in trouble call again. When in doubt 'phone. Good day." (*Scratch.*)

Dudley V. Haddock is Director of Publicity for the Florida State Chamber of Commerce. He appears to know his job. A curiously thankless job at best. One of Mr. Haddock's important duties is to send out weekly to the publications of the State a typewritten digest of news happenings of Statewide importance and interest. The magazines and newspapers are free to publish as much or as little of this digest as they individually see fit, and the only request—not condition—attached to this privilege is that the State Chamber be credited as the agency circulating the piece of news used. Yet that line of appreciation is omitted by a considerable number of the users, week after week, and by some the material is mistakenly credited as by the Associated Press or another paid news agency; not, however, by the agencies' fault.

SANFORD TODAY publishes parts of the information from the State Chamber, and the test of their acceptability is not that they deal directly with either Sanford or Seminole County. The test is that their publication shall benefit the STATE OF FLORIDA. Anything that is "For Sanford, or For Seminole, or For Florida" interests this Magazine instantly.

In telephone conversation this week with Mr. McKee of Robertson McKee Motor Company, Orlando, agents for this general district for the Reo automobile, the Editor was told that within the next thirty days the Orlando company will be ready with architect's plans and specifications for the Sanford Reo showrooms, garage, and service station. The building is to go up next door to the place of the Sanford Used Parts Company, corner of Sanford and Geneva Avenues, and expectation is that it will be occupied about the first of the new year.

"Classified Business Directory of Seminole County" is a thin gray-covered desk-assistant that has made its appearance in Sanford offices and stores this week. Thank you. Very acceptable. But why the awkward size?

Several weeks ago these pages carried a new feature in the field of magazine-making, a synopsis and editorial review on Saturday of a sermon to be delivered the next day from a Sanford pulpit. Mininterial vacations interfered and the series was suspended in favor of the season. We are delighted to note resumption of the feature in this issue with a survey of the sermon to be preached Sunday morning, the 5th, by the Rev. John Bernard Root, Minister of the Congregational Church, Park Avenue and Third Street, the title of the discourse being "The Peril of Tomorrow." The Rev. Mr. Root, like the pastor of First Methodist Church, whose sermon of August 1 was here reviewed in the issue of July 31, is newly a resident of Sanford. We predict for them a most secure place in this City's friendship. (*Continued on Page Ten*)

## WORLD-WIDE NEWS

NEW YORK.—Eight hundred pounds of gunpowder for Europe was part of the cargo of the Wilson liner *Gaillieo*, when it sprang afire while passing through Gravesend Bay bound east. While the City Fire Department got ready, Captain Barron had the powder brought on deck, and by the time he had returned his vessel to her late berth the flames were extinguished. The unexcited master said he hadn't turned water onto the powder while it was in the hold, because wheat below decks might have been thereby damaged.

DEL MONTE, Calif.—The life of John W. Thompson, a University of California student, was saved here by injection of a Brazilian serum after the young man had been bit by a rattlesnake. When the man who had borrowed the serum tried to buy some to replace it, he found its purchase was prohibited under the Federal Anti-Narcotics Law. He wired the circumstances and his protest to President Coolidge.

CHERBOURG.—Eleven vessels flying the red flag of Russia, the first Soviet Government naval force to enter French waters, are lying off this port awaiting permission of the French Government to enter.

PHILADELPHIA.—The new giant three-motor all-metal type monoplane built by Henry Ford has been entered in the national air races to be held near here September 4 to 11. It will compete with other huge freight-carriers of the air.

NEW YORK.—The International Advertising Association (formerly the Associated Advertising Clubs of the World) has undertaken to put on, from next Christmas to Easter, an inter-denominational church advertising campaign, and will be advised and assisted by a commission of one hundred ministers of the several denominations. "This campaign," it is formally announced, "will not be merely a go-to-church movement, but will be, upon an extensive scale, a concerted organized effort to show this country and Canada of just what Religion consists."

SANTA BARBARA, Calif.—William Gibbs McAdoo, his wife, their children, and two women guests of the McAdoos, narrowly escaped death here when a wild horse ridden in a rodeo broke from control and plunged into their grandstand box. The former aspirant to the Presidency placed himself between the crazed animal and the other occupants of the box while the women and children clambered out to safety. No one was hurt. Six cowboys subdued the horse and dragged it away.

LONDON.—Slavery in the Indian State of Nepal has been finally done away with, cables to Government announce. The financial outlay involved was nearly \$1,500,000, or an average of \$25 for each slave freed. Government liberated and paid for 51,780, masters freed 4,650 at their own expense, 2,000 died, and less than 2,000 paid for themselves and fled. In all a slave population of 60,000 was made bond-free.

NEW YORK.—A resolution petitioning the Government of the United States to declare Columbus Day, October 12, a National holiday, was adopted by the Grand Lodge of the State of New York, Order of the Sons of Italy, in session here.

AUGUSTA, Me.—More than five thousand members attended here the annual meeting of the Main Three-Quarters-Century Club, composed of persons not less than seventy-five years old and including seventeen who have attained or passed the one-hundred mark. Horseshoe-pitching, hay-tossing, and dancing were indulged in. Governor Brewster and his Lady entertained the oldsters.



# \$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 KELVINATOR PLATT CO.  
McLander Arcade



Electrical Refrigeration for the Home

## Sanford Music Store and Gift Shoppe

318 E. First St. McLander Arcade

Sheet Music, Rolls, Records,  
Strings, etc.

Gifts For Parties, Birthdays.

## 25% Discount

Anything From the Art-  
Pottery Department, For  
Saturday, Sept. 4th, only

Piano Tuning and Phonograph  
Repairing by Factory-Trained  
Men

Phone 832

## 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 misspelled word is, and

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

Mail to Advertising Contest Editor, SANFORD TODAY

**PATRONIZE THE ADVERTISERS**

# FALL

And this is the time to  
put up and one of those lovely  
put on your kitchen and dining room.

We carry a wonderful  
properly. No job too small.

We are

"Your Home

Miller Furniture

Sanford



# Each Week for 3 Months! \$5.00

## THIS WEEK'S WINNERS

\$5.00 in GOLD—Mrs. S. H. Buchanan, Route A, Box 48, Sanford.  
*Please call at this office Monday for your Prize!*  
 ETHELMA GODBEE, 616 Palmetto Avenue, Sanford—For an accepted Bright Saying, Fifty Cents.  
 MARGARET R. MATTHEWS, Assistant Postmaster at Longwood, Florida—For an accepted Bright Saying, Fifty Cents.  
 Mrs. G. F. MICHAEL, Discount Teller, First National Bank, Sanford—For an accepted Bright Saying, Fifty Cents.  
 Miss LOUISE ISLER, Goller's Inn, Longwood, Florida—For an accepted Bright Saying—Fifty Cents.  
*(Checks mailed today to these four Winners)*

## SEE PAGE 12 FOR WINNER STORIES

*If at first YOU don't succeed—try again!*

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 to 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.

## SEE PAGES ON THIS PAGE

# HERE

new window shades put in  
 of "Armstrong's" Linoleum  
 floors.

and have an expert to lay it  
 large.

Serve

"Come First"

Company, Inc.

Avenues

## 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. Potatoes	54c
1 lb. Butter	48c
6 Pkgs. Washing Powder V. C. Brand	25c
1 lb. Compound Lard	18c
2 Cans No. 2 Corn	25c
2 Cans No. 2 Peas	25c

## 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  
 Cloths  
 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**



# POEMS

## AND NEAR POEMS

### THE STARS IN SPRING

By ANNE VAN NESS BROWN

Look to the West as evening fades,  
The Stars descend to take their rest.  
Their lights grow dim; as each departs  
We lose a silent, gracious guest.

Their time is spent—these brilliant stars  
That rule the skies of Winter night;  
Yet to the Poles Orion's Kings  
Still send their radiant triple light.

Great Sirius, monarch of them all,  
And Procyon, in splendor ride;  
While Rigel and Betelgeuse seek  
And leave, in turn, the mountain side.

The Pleiades their mystery keep;  
The faithful Twins their vigil share;  
And farther South Canopus rests—  
A diadem of jewels rare.

Good-night, fair Guests. Forget us not  
When Stars of Summer with us dwell.  
Watch o'er our dreams; return to us  
When Autumn comes. Till then, Farewell.

### THE LAST PICTURE

By RUDYARD KIPLING

When Earth's last picture is painted, and the  
tubes are twisted and dried,  
When the oldest colors have faded, and the  
youngest critic has died,  
We shall rest, and, faith, we shall need it—lie  
down for an aeon or two,  
Till the Master of All Good Workmen shall put  
us to work anew!

And those that were good shall be happy; they  
shall sit in a golden chair;  
They shall splash at a ten-league canvas with  
brushes of comet's hair;  
They shall find real saints to draw from—  
Magdalene, Peter, and Paul;  
They shall work for an age at a sitting and  
never be tired at all!  
And only the Master shall praise us, and only  
the Master shall blame;  
And no one shall work for money, and no one  
shall work for fame;  
But each for the joy of the working, and each,  
in his separate star,  
Shall draw the Thing as he sees It for the God  
of Things as They Are!

### ODE

By A. W. E. O'SHAUGNESSY

And we are the dreamers of dreams,  
Wandering by lone sea-breakers,  
And sitting by desolate streams;  
World-losers and world-forsakers,  
On whom the pale moon gleams:  
Yet we are the movers and shakers  
Of the world forever, it seems.

With wonderful deathless ditties  
We build up the world's great cities,  
And out of a fabulous story  
We fashion an empire's glory:  
One man with a dream, at pleasure  
Shall go forth and conquer a crown;  
And three with a new song's measure  
Can trample an empire down.

We, in the ages lying  
In the buried past of the earth,  
Built Nineveh with our sighing,  
And Babel itself with our mirth;  
And o'erthrew them with prophesying  
To the old of the new world's worth;  
For each age is a dream that is dying,  
Or one that is coming to birth.

## KNOW WHAT KIWANIS MEANS?

This Gentleman Thought It Meant 716  
Words, But It Didn't. See?

This Magazine asked three men of Sanford, one a Rotarian, one a Kiwanian, one a Lion, to write, each, "two hundred-or-so words" descriptive of what his organization means to him as a member and as a citizen.

Two-hundred-or-so words. Not because Lions, Kiwanis, and Rotary were not worth, each, two-thousand-or-so words but because a publication the size of SANFORD TODAY is just and only so long, so wide, and about so thick.

The Kiwanian was first in with his "copy," sometimes by Authors called Manuscript but by writers referred to as copy. Which doesn't mean that it has been copied from somebody else's production. The Kiwanian was first in with his copy, and therefore it or its maimed remains are first to be here published. Rotary and Lions will appear in later issues—we hope.

The two-hundred-or-so words may have been two-hundred-or-so when they were started on their little journey from the clever Kiwanian's brain. We don't know. We only know they were eleven hundred-or-so when they arrived in this office. Human individuals' idea of the indefinite is apt to be vague. The fault is ours. We don't know what two hundred or-so means either, but like Time we can swing a wicked scythe. The official sentiment of Kiwanis is "We build." Here is the gentleman's interesting contribution, minus some of the or-so:

"Kiwanis was born in Detroit, Michigan, eleven years ago. Its first motto was 'We Trade'.

"Kiwanis ideals are the product of the collective standards of those busy practical men who are Kiwanians. Kiwanis ideals are an expression of the inner hopes, ambitions, and desires of average business men. These hidden unexpressed reactions are the hidden evidences of that fight in which every man engages, seeking to apply his philosophy of life to his duties as a member of society.

"Kiwanis, first only a luncheon club to the business man, proved to be the means by which he might satisfy his craving for fellowship and practical service. A Kiwanian finds in Kiwanis an organization in which he can apply the principles of service to his fellowmen.

"The Objects of Kiwanis are to encourage the daily living of the Golden Rule in all human relationships; promote the adoption and application of higher social, business, and professional standards; develop by precept and example a more intelligent, aggressive, and serviceable citizenship; provide thru clubs a practical means to form enduring friendships; to render altruistic service; to cooperate in creating and maintaining that sound public opinion and high idealism which make possible the increase of righteousness, justice, patriotism, and good will; to create the most pleasant relation between the rural and urban citizenship; and to give primacy to the human and spiritual rather than the material values of life.

"Kiwanis has grown beyond even the dreams of its progenitors. There are now one thousand five hundred and forty-six clubs with a total membership of ninety-nine thousand seven hundred and eighty-six. The weekly meeting of these Kiwanis Clubs provides wonderful opportunities for education in public affairs, leading to the molding of public opinion.

"The local organization of Kiwanis has accomplished much along progressive lines, creating public opinion and healthy influence in the affairs of our City and County; carrying on its Under-privileged Child program, and binding together as it were the business, professional, and agricultural men in this district into a solid front for the advancement of the social, spiritual, and business standards of the community."

EDITOR'S NOTE.—The whole article is now back to seven hundred or-so. That should make everybody happy.

## BRIDES' CORNER

Conducted By MRS. JUNE

EDITOR'S NOTE.—Every recipe appearing in this column has been tried out by and given the approval of superior cooks. (All measures are level measures.)

### CENTENNIAL PIE

Line pie-dish with under-crust. Take 1-3 cup of molasses, 1-3 cup boiling water, scant 1-2 teaspoonful soda; mix well and pour into crust. Have 1 1-2 cups flour, 1-2 cup sugar, and 1-4 cup butter rubbed together thoroughly, and sprinkle evenly over top of pie. Bake for one-half hour in moderate oven. Serve cold.

### FRIED GREEN TOMATOES

Slice green tomatoes and lay in salt-water for one-half hour. Drain, and dip each slice in egg, then in flour. Fry crisp and brown in equal parts shortening and butter; salt and pepper to taste. Serve on hot platter.

### SCOTCH SHORT-BREAD

Flour	12 ounces
Rice flour	4 ounces
Butter	8 ounces
Sugar (fine)	4 ounces
Salt	

Cream the butter, add to it the flour, rice flour, sugar, and salt. Work all on a slightly floured board into a smooth dough. Form into round cakes one-half inch thick; pinch them around edge; prick lightly with fork. Place on buttered paper, and bake slowly in moderate oven for 30 minutes.

### GRAPE CATSUP

Grapes	6 pints
Vinegar	1 pint
Brown sugar	2 pints
Allspice	2 teaspoonfuls
Cloves	2 teaspoonfuls
Cinnamon	2 teaspoonfuls
Nutmeg	1 teaspoonful
Red pepper	1/2 teaspoonful
Salt	1 teaspoonful

Cook grapes until soft, and put through sieve; then add all other ingredients, mix well, and cook slowly until the right consistency for catsup. Bottle and seal while hot.

### MEXICAN RICE WITH BEANS

Fry three strips of bacon until crisp; add 1-3 cup of rice, and brown. Have cut up four large tomatoes, one green pepper, and a medium-sized onion, and pour these over the bacon and rice. As the mixture cooks add enough water to keep rice from sticking. Add salt and spoonful of butter. Cook slowly for about three-quarters of an hour. Serve hot.

### CHOCOLATE NUT-WAFERS

Sugar	1 cupful
Butter	1/2 cupful
Eggs	2
Chocolate	2 squares
Soda	pinch
Walnuts	1 cupful
Vanilla	1/2 teaspoonful
Salt	1/4 teaspoonful
Pastry flour	1/2 cup

Cream together sugar and butter and add the beaten eggs, melted chocolate, and soda. Mix well, then add the chopped nuts, vanilla, salt, and flour. Drop with teaspoon on well-buttered tins, and bake in quick oven.

Sprinkle clothes with hot water and they will iron more easily and have a smoother finish.

In separating eggs break them one at a time into a small funnel over a glass or cup; for the white will pass through into the cup, and the yolk be left in the funnel.



# Notes of Society

By NAOMI SCOGGAN  
(Telephone 179)

Miss Maude Lake was the charming hostess Tuesday evening at an English whist drive at the Woman's Club, honoring her house-guest Miss Margaret Neal of Orlando. Sharing honors were Miss Rosa Gray, the guest of Mrs. A. P. Connelly, and Miss Catherine Pittman, the guest of Miss Georgia Mobley.

The club-room was beautiful in its decoration of potted palms, ferns, and radiance roses. Score-cards centered with an Old English L in gold were used. Miss Mary Elizabeth Puleston held high score among the girls and was presented a string of pearl-style beads. The high-score prize for the men, a fountain pen, was won by Mr. Charles Norton. As consolation Miss Ava Wright received a bottle of perfume, while Mr. Reginald Crowell was consoled with a carton of cigarettes. The honor guests were presented with novel vanities.

After the game dancing was enjoyed until late in the evening. Refreshments of orange ice, angel-food cake, and mints were served, the hostess assisted by her mother Mrs. Forrest Lake, and by Mrs. Monroe B. Hutton, Mrs. William J. Hardy, Mrs. R. A. Newman, and Mrs. R. J. Holly.

Miss Lake's guests were Miss Margaret Neal, Miss Rosa Gray, Miss Catherine Pittman, Miss Mae Holly, Miss Mildred Holly, Miss Olive Newman, Miss Ava Wright, Miss Mary Elizabeth Puleston, Miss Katherine Symmes, Miss Louise Sables, Miss Le Claire Jones, Miss Georgia Mobley, Miss Helen Vernay, Miss Abbie Doudney, Miss Emily Griffin, Miss Naomi Scoggan, Mr. and Mrs. Monroe Hutton, Mr. and Mrs. W. J. Hardy, Mr. and Mrs. John Meisch Jr., Mr. and Mrs. R. J. Holly Jr., William Du Bose, Lloyd Boyle, John Brumley, William Lake, Calvin Teague, Martin Teague, Harry Woodruff, Stanley Vernay, G. W. Spencer Jr., Elwyn Moore, Robert McCuen, Frank Woodruff Jr., Ben Cantwell, Charles Norton, Cawthan Hutchison, Edgerton Patterson, Frederic Bell, James Wright, Allen Jones, James Sharon Jr., Reginald, Crowell, Warner Scoggan, Randall Chase, Albert Connelly, William Cheek, Robert Dodson, Hodgson Ball, Roland Dean, Everall Dash, Robert Deane, Raford Laney, Stacey White.

Mrs. Anne Van Ness Brown, Sanford Librarian, departed Thursday for New York City and Springfield, Massachusetts, to be the guest of relations and friends. She will stop at the Sequicentennial, then at Atlantic City, where she will represent Florida at the meeting of the American Library Association.

One of the prettiest events of the week was a bridge party Tuesday evening given by Miss Margaret Zachary at her home on Magnolia Avenue. The spacious house lent itself well to the decorations of garden flowers of brilliant hue, combined with ferns. Mrs. Dick Philyaw of Gainesville presided at the punch bowl, where fruit punch was served throughout the evening.

The tallies gave Mrs. Ralf Stevens high score and she was awarded a lovely string of beads. As consolation prize Mrs. Grant Wilson received both crystals.

Just when the prizes were being awarded, the calm of the card-room was suddenly broken by the voice of a newsboy shouting "Extry!"  
(Continued on Page Twelve)

# HUGE PLANS FOR ARMISTICE DAY

LEGION POST PROPOSES ROLLINS-MERCER GAME TO PUT SANFORD ON COUNTRY'S FOOTBALL MAP, AND TALKS OF 5,000 VISITORS; RACES ON TENTATIVE PROGRAM

The American Legion, Campbell-Lossing Post, is planning a huge celebration for Armistice Day, Thursday, November 11th.

It is proposed to have as the main attraction a football game between Mercer University (Macon) and Rollins College (Winter Park). This would be played on the Municipal Recreation Grounds; and at the next meeting of the City School Board a committee from the Legion post will ask the board to purchase not less than 1,000 collapsible steel bleacher-seats to properly accommodate at least a portion of the big crowds expected here for the game and other celebration events.

In positioning field events at the Municipal Grounds it is necessary to protect the Sanford baseball grounds for damage, hence field and track programs have been carried out in the open space of the ball grounds' left field. This is so distant from the baseball grandstand and bleachers that they cannot be used, and all spectators have had to stand.

In asking the School Board to buy the collapsible metal seats the Legion committee will suggest that immediate purchase (which can be made from stocks carried by the manufacturers) will cause delivery in time for the first of the season's High-school football games, the opening week of October. These metal seats are readily taken down, and could be stored out of the weather beneath the fall-field grand-stand.

Rollins has agreed to put on rowing races on Lake Monroe Armistice Day if the Mercer-Rollins pigskin event comes here. The Georgia college would bring down the two eight-oared shells lately supplied to Rollins by Cornell University, it is understood. Also there would be power-boat races, Sanford inviting here the fast boats from Tavares, Eustis, and DeLand. Alf Lee and Carl Schultz of Sanford have completed the building of two beautiful speed-boats, and they would enter these races. Lee's craft

has been christened "Shower Bath;" Schultz has not yet been named. They are said to be fast models; Class 151.

Commander Monroe B. Hutton of Campbell-Lossing Post wishes to congratulate the City authorities on having installed a hand-derrick at the foot of Myrtle Avenue for the unloading and reloading of power-boats. At the time of last spring's races on Lake Monroe several costly boats were annoyingly damaged in removing them by hand from their motor-trailers to the water at the Yacht Club Basin, and their owners from out of town were anything but pleased by these expensive and disabling mishaps. The installation of the derrick, since then, means that they need not happen again.

Should the Mercer-Rollins game be played here it will be a Southern Intercollegiate Athletic Association event, which means that it will be broadcast throughout the country, because it will class with any University game played in the North or South, and that it will be officially recorded in Spaulding's. To bring such an attraction here would be an entering wedge for putting Sanford on the football map of the country. Sanford then would be in a position, next year, to demand that Florida University play a game here, instead of going as usual to Tampa.

Gainesville has been steadily dividing its games between Jacksonville one year and Tampa, the next, regardless of the fact that Sanford's geographical situation makes this a point far more accessible to the State at large.

Armistice Day plans, tentative at this date, include of course an elaborate dancing party in City Hall Auditorium at night.

Out-of-town crowds as large as 5,000 are considered no unlikely if the plans of Campbell-Lossing Post here outlined, plus further very interesting plans not yet in readiness to be announced, go upon the final program.

# HOW THEY'LL USE THEIR \$5 GOLD PRIZES

It is indeed a fine thing to make money. A delightful thing to win it. A proper thing to get one's share of money in any fair, square, and honorable way. But after that—Why, money is of no use on earth except to spend; eventually. Which doesn't mean Why not now?

And it's always interesting and quite often valuable to hear how an acquaintance, a neighbor, a friend, a person whose name you have encountered in one way or another, intends to spend his money, or her money. So the Editor asked Mrs. R. C. Maxwell of 327 West Ninth Street, Sanford, whether she had any objection to telling the readers of SANFORD TODAY how she means to use—spend—the Five Dollar Gold Piece he had the pleasure this week of paying to her as a Prize Winner in last week's period of the Misspelled-Word Contest this Magazine is conducting, and she said indeed she had not. And this is the letter she sent in response—a fine letter, well worth the publishing:

"Editor SANFORD TODAY:—

"After much thought, I have decided to put my Five Dollar Prize money in the bank and start a savings account. I hope to make it the nucleus of a larger account and to send one of my little girls to College with it. Perhaps I may be able to add to it by winning another Prize while the Contest lasts, as your Magazine tells me that I can try every week if I wish.

"Mrs. R. C. MAXWELL."

Mrs. Maxwell is quite correct: there is no bar to the number of times, either within any week or within the period of the Contest, you may try for the Gold Prize or one of the ac-

ceptance-and-publication small Prizes, whether you already have been awarded one or not.

Then here is a jolly letter from the other Gold Prize Winner in last week's list, young Master Eugene H. Scott of Athens, Georgia—a regular boy: we know, for we have met and talked with him.—

"Editor SANFORD TODAY:

"Dear Mr. Editor—As per your request I am writing to tell you how I spent my Prize money.

"While visiting my grandparents here in Sanford I have been working in their store. I have saved every week's salary to buy me a suit of clothes this winter. The best way I know to use my Gold Piece, is add it to my funds to help me along. I will think of you every time I tear my breeches.

"Most sincerely,

"EUGENE H. SCOTT Jr."

Ataboy, Gene! Every time this Editor performs the pleasant duty of paying over a yellow shiner throughout the weeks of this Contest, he will think of you and hope you're not tearing 'em at all. Long luck to you, Georgia boy!

"Beyond question there is a firm foundation for the rapid developments that one sees taking place all along the East Coast of Florida which I have visited. I presume the same statement is equally true of other parts of the State. Florida is not merely attractive as a winter resort, but I anticipate also a sound business development of very large proportions."—J. W. Jenks, Ph.D., LL.D., Alexander Hamilton Institute, New York City.

## THE POWDER PUFF BEAUTY SHOP

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



## ROTARY'S COLUMN

By BON HOLLY, Chairman Publicity

Bill Hutchison had a corking good program last Tuesday and was fortunate in securing Emma Abbott Lyman of Altamonte, formerly a well known figure on the operatic stage. Mrs. Lyman sang "Though Shadows Fall," "The Kiss of Desire," and afterward gave "Come to the Fair" and one of the songs rendered by the Lyman Twins Company while they were on the road. Mrs. Lyman is always welcome in Sanford and was given a big hand at the Rotary luncheon.

Bill also had another headliner in Harry Stevens on "Where Will the Railroads Go If They Embargo?" If all the big things being done by the ACL mean anything there will be no embargo this season or any time in the future. There are now twenty-two miles of double track between Sanford and Jacksonville and many more miles of sidetracks that will be made into double tracks next season with the idea of having double-track from Jacksonville to Tampa. Eight million dollars have been spent for rail extension in six months and the many improvements being made at Sanford and Palatka aside from the million-seven-hundred-thousand-dollar shops near Tampa.

"Insurance Rates and Why They Are So High" will be given next week by Frank MacNeill and Hamp DuBose. One of them on life and the other on fire. Just which one of these birds is "on fire" can only be found out by attending the lecture next Tuesday. Adults \$1.00 per thousand; babies in arms free, if they have asbestos clothing.

Geo. Brockhahn is a new father and George admits it with becoming modesty, which is so commendable on his part that he will be presented with some handpainted scenery at the next meeting.

President Newt Yowell of Orlando and Duke Hauselt of Pinecastle were among the distinguished visitors present and President Newt gave a little talk on Rotary Friendships. He is very anxious to have the Inter-city meeting at Sanlando Springs in October, at which time Sanford, Orlando, Winter Garden and Eustis will cavort together on the green and the red-bugs will probably cavort at the same time.

President Walt Haynes appointed the entertainment committee for September. D. L. Thrasher, Chairman; Randall Chase, Ed. Markell and Ralph Stevens. Dave has just finished fighting a bull dog and has one broken arm and several bruises but at that he feels able to put over a first class program for September.

For Sanford — For Seminole — For Florida

### A POST-OFFICE FOR TOURISTS

Lake City Wide Awake to Value of Doing the Unusual.

The Lake City-Columbia County Chamber of Commerce will operate a post-office this season, according to announcement by Secretary J. B. McCurry to the State Chamber of Commerce. Before leaving home for Florida, motor tourists from the North direct that mail be forwarded to them at designated points along the route, and last winter thousands named Lake City as the first mailing point in Florida.

To handle this mail this season the Chamber has set aside space in its information department and will pigeon-hole it in accordance with the system in vogue in the general delivery departments of post-offices.

All replies to Northern inquirers contain information relative to the handling of mail by the Chamber.

## OUR GOVERNOR CAN SHOOT



The Governor Firing a Broadside at Camp Johnson, Florida, Friday, July 16. Reading from left to right—Col. Vivian B. Collins; Lieut. Col. Chester H. Wilson; Major J. A. Register, Machine-Gun Officer, in background; Captain J. C. Hutchison, Company D, 14th Infantry. The Governor (dressed in white) operating the machine-gun.

Early dawn on the morning of Friday, July 16th, found Camp Joseph E. Johnson, Florida National Guard, astir, both officers and men diligently working to give the old camp a dignified look to greet Governor John Martin of Florida—for this was Governor's Day.

The Governor upon his arrival visited the various organizations and in each instance each unit gave a demonstration; such as laying down a barrage; infantry attack; machine-gun fire.

During the afternoon the Governor witnessed a review of all the outfits, aggregating 1200 officers and men. At the conclusion of the maneuvers the Governor expressed his gratifi-

cation at the fine showing made by the men and the excellent condition in which he found all impedimenta and equipment. The cities of Florida having Guard units represented at the Annual Camp, were Jacksonville, St. Augustine, Tallahassee, Miami, Sanford, Hollywood, West Palm Beach, Live Oak, Starke, Lake City, Tarpon Springs, Palmetto, Orlando, Bradenton, Panama City, and Jasper.

The Governor commended Captain Hutchison of Machine-Gun Company D, 124th Infantry, Sanford, on the condition of his equipment and the soldierly appearance of his men. As pictured above, the Governor fired a broadside from a Company D gun.

### TALK O' THE TOWN

(Continued from Page Five)

The manuscript of these sermons must be requested well in advance of publication date to assure unbroken continuance of the series—a series which won instant attention and approval in the homes of Sanford. In July the Minister of the Congregational Church promised to occupy the space here set aside for the first issue in September. The Editor, it happened, was not again in communication with him until Wednesday of this week, when the manuscript was brought to this office. We wish it recorded that we do not like a clergyman any less for being so agreeably attentive to his word.

The Florida Investor, Miami's widely read monthly magazine of real estate, finance, and industry, has this to say about SANFORD TODAY in a letter to the Sanford Chamber of Commerce under date August 24:

"We have before us a copy of SANFORD TODAY, dated August 21st, and are very much impressed with the news value of this publication to your locality. We do not know that your organization has anything to do with the production or distribution of this journal, but if it is possible for you to do so we would like to have you arrange for copies to be sent to us regularly.

"In looking through the issue of the 21st we have read with considerable interest Mr. A. P. Connelly's contribution 'What Sanford Has and Needs.' It seems to us that this writer" (Mr. Connelly) "has a very clear insight into the situation, and I think that the story of Sanford's accomplishments and opportunities, along the lines he has covered, should be sent broadcast."

A subscription to SANFORD TODAY, costing One Dollar for One Year, carrying the magazine to your out-of-town acquaintance, does just that.

### ABOUT LONGWOOD

Longwood was homesteaded in 1873 by a gentleman who is still active in business at this place. The postoffice was established in 1874 and named after a Massachusetts town of the same name.

Longwood is located on the main artery of travel between Jacksonville and Tampa, being

ten miles south of Sanford and eleven miles north of Orlando, in what is known as the ridge section of Seminole County. The Atlantic Coast Line Railway maintains a station at this point, the Dixie Highway passes through the center of the town, and the State Highway will also be built through Longwood, thus making it accessible to all of the State.



## LONGWOOD'S OWN COLUMN

By H. W. LODER

Secretary Longwood Chamber of Commerce

A meeting of the Chamber of Commerce has been called for tonight. There is to be brought up the matter of the course of action to be pursued by the County Commissioners of Seminole County in connection with the Upper St. Johns River Navigation District Act.

An item of interest to all Longwood property owners is the announcement by the Town Council of a reduction in the tax rate, decided upon at the regular meeting September 2. The rate for 1925 was 22 mills, whereas the new rate for this year will be 11 mills. According to a statement made by Mayor J. E. Walker, this reduction was made possible by the increased total valuation of real estate and the economical management of the Town finances. The opening of new sections for development and the improvement of property brought about an increased valuation which permitted the reduction in millage and at the same time assures an income to the Town which will amply take care of the budget.

Work has been resumed in connection with the paving of the Paola Road. This is encouraging, as the previous grading operations had left the road in a very unsatisfactory condition, and we hope that now the work will be uninterrupted until the hard surface is laid.

One of the crying needs of this section is good paving, both on the main thoroughfares and on our local streets. We cannot have too much of it. There is no other one thing that makes such a deep impression on strangers and newcomers as the condition of our streets. Tourists passing through notice first of all the streets. If the streets are well kept, free from weeds and rubbish, and well graded, with a general air of neatness, they are apt to say to themselves, "This is a nice little town—what is it?"

If the opposite is true, edges of the streets overgrown and a general untidiness to be seen everywhere, they simply hurry on through without even wanting to know the name of the town. All they want is to get away from it. First impressions are generally the strongest, and many a town has lost more than it can estimate by its poor "general appearance." People coming to Florida for the first time, in looking around for a location in which to stop, if only temporarily, make their decisions quite often on superficial observations. General appearance is often the deciding factor.

When a merchant wants to attract the public to his store, he displays his wares as attractively as possible in his show-windows. Longwood is a merchant. The merchandise we have to sell is Longwood as a place to live, as a place to do business in, and as a place to spend the winter. The streets and the general appearance of our Town constitute our show-window. It should be attractively arranged. We want the passing stranger to pause and say to himself, "This is a nice neat little town, let's see what we can find here." When they stop because of our attractive show-window, we will then have an opportunity to show them the rest of our stock of merchandise. Let us all help in making Longwood's "show-window" attractive.

Longwood has a very fine stock of "other merchandise." It has first of all a fine location from a transportation standpoint. Located on a main-line railroad, also on a main highway, and close to deep-water facilities, its position is a good one. The back country is of the finest—hundreds of acres of the best citrus land admirably suited to a combination of citrus and poultry. The market is ready made. Seminole County alone uses well over \$200,000 worth of

## A TOMORROW'S SERMON TODAY

SUNDAY MORNING'S DISCOURSE FROM THE PULPIT OF CONGREGATIONAL CHURCH REVIEWED IN ADVANCE BY SPECIAL PERMISSION

In the Congregational Church tomorrow morning the Minister, the Rev. Mr. John Bernard Root, will have as the subject for his sermon "The Peril of Tomorrow." The text will be Ecclesiastes 11-4: "He that observeth the wind shall not sow; and he that regardeth the clouds shall not reap."

This, by the manuscript, will be a sermon of stimulation directed to the everyday life and endeavors of the individual. A practical sermon. I sometimes have wondered that the men of the pulpit, presumably trained to a careful knowledge of the contents of the Bible, do not prefer to preach a greater number of practical sermons in the course of the year.

Between the two covers of the Book are to be found more of practical suggestions for successful living than can be discovered in any important secular library. A list of the practical hints to human beings packed away in those Bible texts which are epigrams upon human life, would be a voluminous and a luminous thing. Certainly the clergy would not do well by their following in trimming out the idealistic from sermons; there is little enough of that element in modern life now. Just as certainly the diminished tenderness that remains in the stalk of churchly discourse ought not be squeezed out; heaven forbid. Nor may the transfiguring grace of the spiritual be suppressed; not if organized religion is to survive.

But could not the hands of these three ministers to man be joined to the hand of the practical and a more definite service result to him? Perhaps more self-unconsciousness in the pulpit would reach toward such an end.

Consider, the Rev. Mr. Root will say tomorrow morning, the wind of circumstances, as one of the many winds that discomfort us. "People tell us that circumstances have conspired to limit their growth and usefulness, and not infrequently they sit down and wait for circumstances to change. You might as well try to cook your food by the light of the moon as to wait for circumstances to change themselves. The only way we can transform the conspiring circumstances of life is to so bend their unfavorable energies as to compel them to contribute to the achievement of a worthy goal."

"Then there is the wind of environment. Did no one ever tell you that if his environment had only been different the significance and power of his life would have been greatly increased? There is truth in the claim, a great deal of truth, but it is not wholly truth: because we have as much influence upon our environment as our environment has on us."

"A good man moves into a community, and soon he begins to exert an influence on the surroundings; he radiates an atmosphere of cheerfulness and good-fellowship, and thus he creates to a large extent his own environment. If things are not what they should be in our environment, then let us change them. One half of the energy used in work that is wasted in discussion, complaining, and gossip, would make every town and city ninety per cent. nearer to the ideal."

The wind of public opinion and the wind of illusion find their place in the Minister's

poultry products annually, and produces only \$80,000 worth.

As a state, Florida imports each year millions of dollars' worth of poultry products. Poultry-raising here is not hard and should be much more extensively practiced than at present.

To prosper, we must produce—we must make something either out of the ground or in the shop. We must have something to sell, something to bring to Longwood money from outside in return for our efforts. No community can be any more prosperous than the territory tributary to it. As that territory grows in productiveness, just so much will the community grow in prosperity.

discussion; and he will say that one common effect of all these ill winds of life is to make us delay in the sowing of our seeds of kindness and usefulness.

"We put off sowing until tomorrow. Tomorrow never comes." And the procrastinator never reaps. Aptly the sermon cites the legendary procrastination of Solomon the great son of David. Possessing within Sheba's priceless vase-gift the elixir of life, that King would bestow none of it upon friends who were about to die and desired it; he put them off. Then crept age up to him, leading death by the hand, and when the King took from his servant the vase to open it and drink the renewing liquid, the vase was empty, as empty as the unkept promises of departed days, and death and the King became along together.

"Every one of us," the Minister will say, "has something more precious than any emerald vase treasured for its traditions. Into us God has poured the Water of Life. It is for our healing. It is also for the healing of others. Do we not hesitate in the using of it because of the adverse winds of circumstance, of environment, of public opinion, of illusion, or because of certain clouds that darken our vision for the moment?"

"As children of the Great Father who makes use of wind and cloud in the interest of His created work, it is for us day by day in the spirit of willing sacrifice to transform each impending cloud and threatening wind into agencies of right achievement. Then will our lives be strengthened and our sympathies be broadened, and men will rise up and call us blessed."

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# LETTERS THAT WIN PRIZES IN THIS WEEK'S CONTEST

All Women this week, the Winners! Five of them, and not a single Man! No, nor a married one either. Well, well. The epistolary supremacy of the well known Sex does glitter, what? And they are clever, the one Gold Prize Joke and the four Kids' Bright Sayings, you bet they're clever. Any one of them is worthy the shiny gold-piece, and if sugar-beans-and-bacon cost less instead of more and more, every one should have the yellow disc, if you wish to believe me, as Central says. Read, now!

## FIVE DOLLAR GOLD PRIZE

"The misspelled word in the ads of SANFORD TODAY is found in Line twenty-sixth of Hof-Mac Battery Co. ad: 'Avanue' (Avenue).

"The wedding anniversary of one of Sanford's most popular young ladies was published, and the usual interest manifested.

"Bridget," inquired a friend of the young lady, "have you seen Miss A——'s fiancé?"

"Bridget pondered a moment, then bent over the tub. 'No, ma'am, it aint been in the wash yet."

"Mrs. S. H. BUCHANAN,  
"Sanford, Route A, Box 48."

Aug. 30th, 1926.

## 50 CENTS EACH TO THESE FOUR

After stating correctly the misspelled word, they wrote:

"Little H—— came home from school one day covered with dirt. His mother asked:

"Did my little pet learn anything at school today?"

"Yes!" he answered, "I learned two kids better'n' to call me Mamma's little pet!"

"THELMA GODBEE,  
"618 Palmetto Avenue,  
"Sanford."

"Little daughter: 'But Mamma, I don't want to go to bed! I'm scared!"

"Why child, you shouldn't be afraid. When you go to bed the angels will watch over you and sing you to sleep."

"Little daughter (after being in bed ten minutes): 'Hey! Mother! The angels are hitting me!"

"MARGARET R. MATTHEWS,  
"Longwood, Florida."

"August 29, 1926.

"Four-year-old Gary had been embarrassed by the stares of her schoolmates when her mother visited the kindergarten. That night—

"Mother, I wish you wouldn't come to school—you make me so disgraced!"

"Mrs. G. F. MICHAEL,  
"Discount Teller,  
"First National Bank,  
"Sanford."

"Junior, five and full of pep, was promised a baby brother in the spring if he would be good. At the sight of the first robin he got a pencil and the Sears, Roebuck catalog, and calling to his mother said:

"Come on, mother! let's get our order in early!"

("MISS) LOUISE ISLER,  
"Longwood, Florida."

ALL SET NOW FOR NEXT WEEK!  
\$5 GOLD EACH WEEK!

## SOCIETY

(Continued from Page Nine)

Exery!" The newboy proved to be Master Billy Thigpen with "extra" editions of a newspaper announcing the engagement and approaching marriage of Miss Lillian Shinholser to Mr. Earle Edward Jones.

With editions of this "extra" as covers, refreshments consisting of an ice course were

served, the hostess assisted by her mother Mrs. A. D. Zachary and by Mrs. Dick Philpaw, Miss Marjorie Dempsey, and Miss Marian Hand.

The guests were Miss Lillian Shinholser, Miss Marjorie Dempsey, Miss Marion Hand, Miss Ruth Hand, Miss Frances Dutton, Miss Fern Ward, Miss Sara Warren Easterby, Miss Mina Howard, Miss Ruby Hayne, Miss Margaret Cox, Miss Mildred Hand, Miss Emily Bailey, Miss Mary Gresham of Arcadia, Mrs. Greut Wilson, Mrs. Ralf Stevens, Mrs. Dick Philpaw of Gainesville.

Mrs. Frederic T. Williams, Miss Sara Evelyn Williams, and Mr. Frederic Williams returned Thursday from Northampton, Massachusetts, where they were the guests of relations. They stopped at New York, Boston, and Washington, returning.

A pleasant occasion of Wednesday was a bridge luncheon given by Miss Mae and Mildred Holly at their home on Park Avenue, honoring Miss Margaret Neal of Orlando, Miss Catherine Pittman of Tampa, Miss Rosa Gray of Laurens, South Carolina, and Miss Margaret Wight of Cairo, Georgia.

The tables were spread for play on the porch. Brightly-colored Zinnias with ferns were used in profusion. The tallies were odd French designs of brilliant coloring. Miss Georgia Mobley took high-score and was awarded a box of French lawn. As cut prize Miss Louise Sarles was given a compact. The honor guests were presented with bottles of perfume.

At one o'clock a delicious four-course luncheon was served, the hostess assisted by Miss Maude Lake and Mrs. R. J. Holly Jr.

Those playing were: Miss Margaret Neal, Miss Rosa Gray, Miss Catherine Pittman, Miss Margaret Wright, Miss Maude Lake, Miss Olive Newman, Miss Mary Elizabeth Puleston, Miss Georgia Mobley, Miss Ava Wright, Miss Helen Vernay, Miss Claire Zachary, Miss Katherine Symmes, Miss Lena Belle Hagan, Miss Louise Sarles, Miss Naomi Scoggin.

## FASHION NOTES

Tunics and belted effects will be worn this fall to soften the tubular silhouette, so popular last Spring.

Shirt lengths now are the same for daytime and semi-formal wear, while evening gowns show a tendency to be longer with uneven hems.

The monogram fad has entered the realm of gloves. The new gauntlet-glove with buckled wrist-strap is another new mode in kids.

For evening foot-wear, silver kid and metal brocades elaborately appiequed will be worn this fall.

Marabou will be used to a great extent for the trimming of Autumn evening wraps. These wraps are slender in line and will be worn in a wrap-around manner.

For formal attire the sleeveless dress predominates. The dress with sleeves is the choice for lesser social functions.

"The loneliness and beauty and peace of her coral keys are beyond compare. The white winding shoreline, the fringe of coconut palms, the bright green mangroves, the dark blue Gulf stream, and the opal shoals, the bird-life and fish-life, the mystical trade-wind clouds and wonderful sunsets, the white sun at noon, and the white moon at midnight—these are a few of the things I love in Florida."—Zane Grey, novelist, Altadena, California.

## FROM THE LIONS' DEN

Via R. L. ROBERTSON Keeper

September 2 and it is Thursday. President Dighton presiding. Opened by singing "America." Invocation by Secretary Robertson.

No visitors today. First Thursday each month reserved for members only, at which time all outstanding business matters are taken up and plans for future work discussed.

Lion Max Stewart ate the raw meat today. Max was accepted as new member and we are glad to welcome him into our organization. Lion Frank Talbott gave the welcome address.

Lion Peter Schaal gave a very interesting talk regarding his trip to Alaska. Certainly glad to have Pete back with us but the question still open in our minds is how he took that long trip alone?

Lion Earl Jones because of his matrimonial intentions was asked to tell us "how it was done." He says it may be a gamble, but then—there's a lot of gamblers in the world and he'll try anything once. (He means anything like this.)

Lion Hawk Connelly then gave Earl some very good pointers on the double life.

Plans for Anniversary Banquet to be given October 12th were discussed. We will be one year old on that date and our banquet will not only be for the Lions and their wives and sweethearts but an invitation to all the new Sanford school teachers will be made.

The purchase of Road Signs was discussed. A committee composed of Lions Connelly, Meyers and Schaal will handle this.

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Pork Chops, Western	35c
Florida R. Steak	25c
Western R. Steak	35c
Loins and Tee Bone Steaks	50c
Beef Roast all Kinds	25c
Hamburger Steak	15c

Home Dressed Hens and Fryers

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