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SANFORD TODAY

FOR SANFORD — FOR SEMINOLE — FOR FLORIDA



VOLUME ONE

SATURDAY, SEPTEMBER 11, 1926

NUMBER NINE

WE MADE a mistake last week in this Column. In recording the decision (reported to us) to not take the Canal Case to the Supreme Court we congratulated the Mayor of Sanford. It now appears we should have offered our roses to the Mayor of Seminole County. When we so remarked to Mr. Forrest Lake this week, he laughed broadly. A sense of humor has helped that versatile gentleman gracefully through many a field of wry.

Sanford owners of power-boats are lifting their voices in complaint against the lightless state of the channel buoys in Lake Monroe and have asked SANFORD TODAY to publish the fact. Gladly done. An unlighted buoy in the dark of night is a very serious menace to navigators instead of the help such markers are intended to be. Several time of late, and presumably a great many times in the past, skippers of small boats attempting to feel their way homeward to the Sanford shore have narrowly missed collision with one and another of these stark spars. Had the craft been proceeding under much headway it is likely they would have been badly damaged, and injury of persons, even loss of life, might have been caused.

The matter of supplying lights to these channel-markers will be taken up with district officers at Charleston.

"Do Not Swear" is the topic upon which the Rev. Father Michael C. Clasby, pastor of All Souls Catholic Church, will preach tomorrow morning. Elsewhere in these pages his sermon, which we have denominated the briefest ever to be given from a Sanford pulpit (and some of you will correct us if that be not so), is commented upon.

Father Clasby is the fourth Sanford Clergyman to accede to this Magazine's suggestion that the community would be greatly interested to read here, each Saturday, a survey of a Sanford sermon to be preached the succeeding Sunday morning or evening—a new departure in the feature-field of

Talk o' The Town

magazine publishing. Minister King of the Baptist Church, Minister Buhrman of the Methodist Church, and Minister Root of the Congregational Church were the first three. The widespread welcome with which this advance treatment of their discourses was received in the homes of the City proved the undertaking to be a good venture. For next Saturday the sermon of Minister Brownlee of the Presbyterian Church is promised.

SANFORD TODAY is informed from neighborhoods throughout the community that

"A Tomorrow's Sermon Today" is one of the happiest of this Magazine's variety of weekly offerings to its readers; which is to say to all the homes of Sanford and hundreds of homes in the County outside of Sanford. The homes of this City and County, the offices and stores and other business establishments of the City and County, and all of the Chambers of Commerce and Boards of Trade and newspapers of Florida—these, together with many Northern residences, are the places to which SANFORD TODAY is personally delivered every Saturday, or mailed. That sort of circulation, to be welcomed as this Magazine is welcomed week after week, demands a class and variety of contents far above the ordinary. Not boasting, just telling.

IF YOU KNOW YOUR FLORIDA SCENERY



YOU WILL SAY 'WHY IT'S SEMINOLE COUNTY!'
(A Lake Beach Near Sanford)

Harry T. Bodwell has a letter in this issue bound to attract the attention of a much wider circle than the buyers and sellers of real estate, though Sanford and Florida real estate is at the core of the message he sends from New England. It is natural for us who live here to believe and say that the coming winter's crowds will be big and better than ever before; we desire that to be so and feel it must be so, knowing at close range the superiority of the State's and this section's attractions. When precisely the same view is expressed by competent and trained observers now residing outside of Florida, the wish ceases to be father to the thought. These distant commenters are, it appears, only reflecting and reporting the intentions of an unprecedentedly large percentage of non-Floridians to journey here this coming season and find out for themselves just what this incomparable winterless land is and offers, "now that the binder boys are gone and Florida is back in the hands of her own people."

Short of catastrophe unforeseen, the season of 1926-27 does give most substantial promise of being "the best" in our bright brief annals.

And the time to prepare for tomorrow is today, yesterday.
(Continued on Page Four)

BODWELL GUAGES SANFORD

WOULD NOT EXCHANGE HIS REALTY PROSPECTS HERE FOR THOSE OF ANY OTHER FLORIDA CITY, HE WRITES

EDITOR'S NOTE.—Harry T. Bodwell, developer of Mayfair, Bel-Air, and Dreamworld, and associate in the development of First Street Extension, is one of the most important captains of realty in Central Florida. The home office of the Bodwell Realty Company is Providence, Rhode Island, and its branch offices are in the Connecticut Cities of New Haven, New Britain, and Hartford, and Sanford, Florida. The letter here published (in part) is in the informal manner of a chief to one of his branch managers.

"The American public are going to make Florida."

That phrase, contained in a letter received in Sanford a few days ago from H. T. Bodwell of Providence, Rhode Island, deserves to rank alongside Thomas A. Edison's "There is only one Florida, and ninety million people are going to find it out."

The letter, written by the President-Treasurer of the Bodwell Realty Company to Warren R. Smith, Acting Manager of the Bodwell offices here, after reference to some personal business matters, reads:

"I had a very pleasant meeting with Mr. Lake" (Mayor Forrest Lake) "in New York last week and was very glad indeed to hear of the continuance of general movements throughout the City.

"You, of course, are very close up and I doubt if in that position one can get as good a perspective or give proper weight to general prospects. Then too, one is bound to contrast the present flatness of business with the old abnormal sales conditions rather than with what might be called healthy normal conditions.

"There are tremendous bets running into the millions that have already been made in Florida by thousands of people. This one State has been advertised both favorably and unfavorably, but it has been tremendously advertised. It is an alluring country, rich in prospect as to both agriculture and business, and as a winter playground it is unsurpassed and easily accessible. The American public are going to make Florida. They are rich. They like to do things. The objectionable features which deterred them

last year have been eradicated, leaving the field open for them to proceed with the legitimate business of building throughout the State.

"Even the high-pressure spots like Palm Beach, Miami, and St. Petersburg will unquestionably be crowded more than ever before, now that Europe has a somewhat hostile feeling toward America. Our rich people like to go where they will be welcomed while they are spending their money.

"How will Sanford fare?

"It has more solidity than any other City in the State. It has just become well known as a mighty good town with solid values. It has an exceptional asset in that it produces and distributes a big article in its celery; and it has very little to 'get over' in the way of inflation. For the first time in her history this fair lady is able to show her face, being powdered and rouged and ready for parade, since her waterfront, which is her real face, has been improved and is now available for public admiration. Heretofore the public have had only a back view of her person. . . . Her new Hotel will, I understand, be opened in November.

"All in all, I would not swap the prospects of Sanford for the prospects, for real estate operation, in any other City in the State. Especially because this fact is generally realized: that with the crowd that is coming to Florida this winter, you can no more keep them from indulging in real-estate buying than you can stop the American public from getting what it wants when it wants it.

"Very truly yours,

"H. T. BODWELL"

HOW SHE WILL SPEND HER \$5 PRIZE

Oh yes, there is quite plenty of work, if you call it that, in being the Advertising-Contest Editor and handling each Week of the Three-Months Contest the piles of answer-letters the Mail Man brings. But it's rather a delightful task. For instance, who would care to have missed the thrill of finding on his desk this letter from the Winner of last week's Gold Prize?

"Editor SANFORD TODAY—

"The bright and shining Five Dollar Gold Piece seems just too good to spend. I want to keep it. I have decided not to just hold it, however, but to put it in trust as it were, for my little eight-year-old nephew whose mother is a widow and struggling along. Each week I wish him to add to this Five Dollars even though only a few pennies, and by way of encouragement I shall double his little sum each time. This I promise to do for five years. Then he can take care of it himself. By the time he is twenty-one he may have the full amount; and if he has then learned the virtue of frugality, the delightful little magazine SANFORD TODAY will have performed a real mission.

"Mrs. S. H. BUCHANAN.

"Sanford,
"Route A, Box 48."

I think such a letter is a shade too fine for any comment. Don't you?

Longwood, the lovely old Seminole County town that has entered so wholeheartedly into

the spirit and effort of this singularly popular Contest, has our appreciation for this friendly letter from another of last week's Winners, the Assistant Post Master there:

"Editor SANFORD TODAY—

"This is to acknowledge the receipt of your letter with check enclosed, and I want to thank you for sending same to me. As I suppose you already know, I have tried again for the Five Dollar Gold Prize, but if I don't accomplish it this time I will do as you say, Try again.

"I do not know of any way you could better this Magazine, but if I ever have an opportunity when in Sanford I will stop in to talk about it.

"MARGARET R. MATTHEWS.

"Longwood, September 7, 1926."

In communicating with Prize Winners it is the Editor's pleasant privilege to invite them to call at this office and offer suggestions for making the Magazine better, more attractive to its wide circle of readers throughout Sanford, throughout Seminole County, throughout Florida, and at points distant in other States, as issue succeeds issue and the stripling grows. No one person can make as good a magazine as can be made by the helpful suggestions of its interested friends, its critics and its praisers. Winner or not yet a Winner or even a Contestant, your call or your letter about the Magazine will be a thing appreciated.

A charming letter from Mrs. G. F. Michael, Note Teller of the First National Bank, whose

Bright Saying was among those published last week:

"Editor SANFORD TODAY—

"It was a pleasure to return from a week-end trip and find I had won 'recognition' in SANFORD TODAY, and I am glad you found my little joke worthy. I shall try again soon—accept this as good news or not!

"I do thank you for the small check and the very nice letter that accompanied it.

"Mrs. G. M. MICHAEL.

"Sanford, September 7, 1926."

Part of the sport of this merry Contest is in the trying again. And already, though the "game" is in only its third week, one two-time Winner is listed-today. Miss Thelma Godbee of Palmetto Avenue.

From Mrs. Pearl L. Robson, wife of Sanford's Doctor James N. Robson of the Robson Sanitarium, comes a jolly fish-story (of the Doctor's, we suspect), too long for the Contest Rules but too good not to publish, since permission is given. The letter that brings it was written at Daytona Beach, where the Robsons are summering. This is it:

"Editor SANFORD TODAY—

"I have been reading with pleasure your interesting Magazine, today while the cars are passing by on the beach by the hundreds. I noticed that you have an interesting feature—looking for a misspelled word. I have found one on Page Seven, the sixth line in the Laney Dry Cleaning Company's advertisement—'We Make Your Clothes Like New': you have it 'Make Your Cloths Like New'.

"Yes, I can send a story—but I must be allowed more words than fifty!

"One of Sanford's physicians has been enjoying fishing from the pier at Daytona Beach, and people have been attracted by the number of fish he pulled in. One lady asked him to what he attributed his success.

"Well," he said, "you see, I use tobacco for my bait."

"Tobacco?" she demanded. "And why?"

"For this reason: I cut the tobacco up in small pieces, throw it into the ocean, and the fish that get it take a chew. They come up to spit, and then I can tell where to throw my line. It is perfectly simple."

EDITOR'S NOTE TO DOCTOR ROBSON.—Just for that, you are going to have sprung on you, some unsuspected day, the wild lie your confrere Doctor Ap Morgan Vance of Louisville sawed off on us, one unsuspected day. Walk warily, you.

FOR SANFORD — FOR SEMINOLE — FOR FLORIDA TO SAFEGUARD FROM LIGHTNING

State Road Department Drives Fence
Stakes to Ground Current

The State Road Department is experimenting with something new to Florida as a result of the death of Ernest Cox of Hilton, killed by lightning recently while crossing the causeway and bridge over Escambia Bay between Milton and Pensacola, the Florida State Chamber of Commerce has been advised.

Cox was driving a motor truck when the lightning bolt struck the woven-wire guard fence along the causeway and leaped to the truck.

The Road department, on the theory that Cox might not have been killed had the fence been grounded, is proceeding to accomplish this at intervals of sixty feet. The ground wires are being attached to the fencing and are being anchored to metal stakes driven deeply into the earth.

"It has been a habit of mine to spend part of my winter each year in your great State, and its sunshine and health-giving climate have added much to my enjoyment. May all of your efforts at advancement and progress meet with the fullest measure of success."—Former Mayor John L. Hylan of New York.

For Sanford — For Seminole — For Florida

N. Y. EXPOSITION AWAITS FLORIDA

FAMOUS GARDEN TO HOUSE SOUTHERN STATES OCTOBER 2-10; FLORIDA'S SPACE IS 5000 SQUARE FEET—GOV. MARTIN SPEAKS

A genuine opportunity for Sanford and Seminole County, as premier parts of Florida, to hold a central position on the national stage in New York City for a week will be offered this City and its surrounding territory next month.

From October 2 to 10 the Southern States Exposition will be held in Madison Square Garden, and Governor Martin in a formal statement just issued from the Executive Mansion not only endorses Florida's participation in this very important event but announces that the several departments of the State Government have been requested by him to do everything in their power to assist in assembling creditable exhibits from all sections of the State.

Florida did not participate in the Southern Exposition of 1925 but early last Spring the

Florida State Chamber of Commerce obtained first choice of locations in the Garden for the 1926 event and contracted for 5,000 square feet of space.

Here is Governor Martin's Statement:

"Florida has a golden opportunity to tell its story to hundreds of thousands at the Southern Exposition in New York City next month. Every other Southern state will be represented by the products of its soil, its industries, its mines, and its waters. Florida must be present on a scale in keeping with its leadership in the progress of the South.

"The Governor wholeheartedly approves of Florida's participation. The State departments have been requested to do all within their power to assist in assembling a complete exhibit and statistical data which will demonstrate the opportunities in Florida for the farmer, the manufacturer, the business man, the investor, and the person seeking a home where conditions most nearly approach the ideal from the viewpoint of health and comfort.

"Florida could not afford not to participate.

"During the period when the Exposition will be in progress New York City entertains a larger number of persons from all sections of the country, and from Canada, Mexico, and Europe, than at any other time of the year. These hundreds of thousands, whether in the East on business or pleasure, seek entertainment, and no matter what the attraction at Madison Square Garden the bulk of them visit that place.

"From October 2 to 10 Madison Square Garden will be devoted to a demonstration of the possibilities of the South. The story of the South will be told in a manner impossible in any other way. Florida is the center of attraction in the South, and it is imperative that the Exposition tell the story of Florida.

"Florida did not participate in the first Southern Exposition last year. The Southern States which did take part benefitted handsomely. The showing of their agricultural opportunities is still drawing farmers from all sections of the country. The exhibit of Manufactured products, demonstrating what could be fabricated in their territory, has resulted in the establishment of numerous new factories. The story of their undeveloped mineral and other resources has resulted in their exploitation on an ever-increasing scale.

"The people of Florida must finance its participation, for unfortunately there is no fund in treasury which will permit the State to do so, and our Legislature which has the sole power to authorize such an appropriation does not meet until next year. The State, however, will go just as far as it can to assist in presenting a creditable exhibit and is placing the full resources of its departments behind the movement to this end."

FROM THE LIONS' DEN

By R. L. ROBERTSON Keeper

Lions met September 9. And it was Thursday again.

Vice-President Talbott presiding. Entertainment by Mrs. Emma Abbott Lyman accompanied by Mr. Geo. Brockhahn; selections by Mr. Brockhahn, and solo by Dr. H. W. Rucker. Short talks by Lions Rodenberry, Walther, and Kanner. Glad to have these boys back with us. Rodenberry has been in Arkansas and Walther in the Carolinas, both with American Fruit

Growers. Kanner has just returned from vacation.

It is expected that Lion Ziegler will pass out the Havanas next Thursday. It's a cub.

Report of committee on road signs, and the educational committee. Directors' meeting was held immediately after regular luncheon to discuss business matters.

Next week, September 12 to 18 inclusive, will be Constitution Week among the Lions. Hope to have Judge Housholder give us a talk on the American Constitution, and Dr. King and Dr. Brownlee to make discourses. The week among Lions calls for giving out and taking in lessons on the history of our Country and our Constitution, with illuminating lights thrown upon the hardihood and hardships of our forefathers in creating and making us heirs to both.

KIWANIS SESSION

By L. C. BEBOUT, Secretary

Vice-President T. W. Lawton in an address to fellow Kiwanians on Wednesday stressed the fact that Sanford schools are second to none in the state. The \$450,000 building and alteration program has placed the Sanford and Seminole County schools among the best equipped in Florida. There will be an enrollment of 500 pupils in the high-school this year. The faculty is keenly efficient and the Superintendent of Public Instruction is indeed optimistic on the outcome of the 1926-1927 school year.

Dr. J. B. Root, Pastor of the Congregational Church, outlined in well chosen terms the relation of lack of religious training to the crime wave that is sweeping our country. Briefly he gave the Kiwanians food for thought in the matter of prevention of crime, basing his theme on the fact that elimination of the undesirable element can only be realized by the education of the young and the surrounding of the young men and women with a healthy and uplifting environment, giving the underprivileged child an opportunity to read and learn the ways of righteous living. The figures Dr. Root gave concerning the number of neglected children were astounding. It is thru organizations like Kiwanis that this deplorable condition may be remedied.

Dr. O. L. Woodbury of Clermont gave the Club some facts on cultural development, with a view to having Kiwanis sponsor lectures of a high order in Sanford this winter. A committee of three—W. R. Smith, R. B. Chapman, and J. G. Sharon—was appointed to weigh and report at the next luncheon.

Dr. W. T. Langley reported on the arranging of hospital treatment of one of our little local boys, and a committee will call for this (Continued on Page Eleven)

Edward Higgins, Inc.

Lincoln FORD Fordson
NEW MODELS NOW ON DISPLAY



COMMERCE CHAMBER IN BUSY SESSION

By MARY E. POWELL

Friday's luncheon-business-meeting of the Sanford Chamber of Commerce, while not unusually large in point of members, was full of enthusiasm and go. Chairman George W. Knight of the New Industries Committee reported the result of the joint meeting of the Finance and New Industries Committees and the Board of Governors held in the Chamber of Commerce office in the forenoon.

Forrest Lake moved that the Board of Governors secure a new secretary as soon as possible. This motion was seconded by Col. Knight and carried unanimously. President Douglass stated that the Board would not act hastily, but would try to select a man within the next ten days.

Mayor Lake announced that further work of installation would necessitate the Whiteway lights being cut off First Street after midnight, for a period of about three weeks.

Col. Knight called attention to the publicity being put out in the matter of excursion rates, not giving rates to any inland points. This matter was referred to J. L. Wells, Commercial Agent of the A. C. L., as a Committee of one.

President Douglass urged that the committees get to work, as the summer vacations were over, and stated that if they did not get busy he would be under the necessity of appointing new committees.

Judge Sharon of the Membership Committee reported that letters had been sent out to all members and responses were being received to the same.

A general discussion was had, President Douglass calling on Forrest Lake, A. P. Connelly, George W. Knight, J. G. Ball and Judge Sharon, who made inspiring talks touching on the general conditions of business in Sanford and the bright outlook for the future.

Constant Miller, of the Miller Furniture Company, Inc., talked on the question of new industries, and called attention to one firm in Ohio making porch furniture, which firm expects to locate in Florida.

H. S. Wheeler of the Wright-Barlow Co., the guest of Mayor Lake, was called upon, and spoke of Sanford as being the most substantial city in this section of the State.

Monroe Hutton spoke on the matter of new industries, calling attention to a large city in Georgia, which had superior advantages for the location of industries, but lost several industries on account of the price of land being put up. He urged cooperation in this matter. He also called attention to the pay-rolls of Sanford and the benefit such payrolls had been in upholding business this past summer.

For Sanford — For Seminole — For Florida

SANFORD TODAY

THE WEEKLY MAGAZINE OF SANFORD
AND OF SEMINOLE COUNTY

PHONE 801

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

Subscription: A dollar a Year, in Advance

Official Chamber of Commerce news

Advertising Rates on Application

F. E. Bradley Advertising Manager

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

Vol. I Saturday, September 11, 1926 No. 9

Talk o' The Town

(Continued from Page One)

day being gone over the hill forever. What would Sanford do with a great influx of people if tomorrow were December? That influx soon will be bound our way. Already the luggage-laden cars are skimming our roads southward, since September set in. What are we doing

THE PRIZE-WINNERS

THE LIST OF THIS WEEK'S PRIZE-WINNERS IN THE MISPELLED-WORD CONTEST WILL BE FOUND ON PAGE SEVEN OF THIS ISSUE. ADDITIONAL INFORMATION ABOUT WINNERS APPEARS ON OTHER PAGES. LOOK FOR IT.

today to be ready with houses and apartments and a hundred necessities, when the increasing few cars have become a steady stream? Are they all to go skimming on through, because SANFORD is unprepared to accommodate them?

Right now, authorities announce, building costs in this County are the lowest they have been in three years. That won't continue much longer.

One of the reasons, perhaps the chief reason, why secular journals and newspapers give no more space than they do to the churches is that those in charge of the churches offer so little real news to the editors. The day when such general publications needed "something to fill up their space" departed a long while ago and has been dead not less than a generation. In these rattling times much, much more material is discarded each day or week or month by newspapers and periodicals than is put to print.

There are several reasons why this is so. Advertising has grown from inches to pages, speaking proportionally. The cost of producing publications has climbed to dizzy heights. Twenty things of common interest happen today where one happened thirty years ago, and the same increase applies to occurrences. Today's public (this is specifically true of the newspaper public) reads headlines in preference to body-text; the numerical increase of daily news items requires a corresponding numerical increase of heads, and these take up more and more space as type-faces are enlarged to please the darting eye of our restless times. But mainly the phenomenal growth of advertising as the prime creator and regulator of trade is responsible for the fact that the editor's problem has become one of selection and rejection instead of collection and injection.

Primarily and above and beyond all, his job is to determine *What is News?* The success with which he determines that, determines in turn how much of a success is he. As all old

newspaper-men know, it was Horace Greeley who gave to his day and posterity the world's most classical definition of News. "If a dog bites a man," explained the great Editor to a staff youngling, "that is not news. If a man bites a dog, that is news."

In explaining to friendly pastors'-assistants what this Magazine would consider news from their several churches which SANFORD TODAY would be ready and most glad to print, this Editor had occasion for no such impudent hyperbole. Understanding and acquiescence were quick to answer his suggestion that the listing of prayer-meetings, pulpit services, sewing society meetings, and like stereotyped appointments, is not news, for two reasons: they are repetitious by schedule, and they do not appeal to the general or community sense of what is interesting. Whereas—

If a church engage a new solist for the choir, or is sending a boxful of allsorts to Timbuctu's beyond, or a church group helps some individual or family out of misery (no names mentioned, of course), or saves dimes to endow a hospital bed, or gives the Minister's family a "shower," or does or proposes to do some anything out of the week-in-week-out processional rut, and does or proposes to do it in a way to touch the heart or quicken the interest of that part of the community which is outside that church's membership—then that is News.

If you will turn to another page and read Miss A. D. Mitchell's church letter gathered and written by her in generous compliance with the foregoing editorial ideas, this Magazine thinks you will agree that the Secretary of the Methodist Church understands quite as well as we like to think we do, what constitutes church news. It is our hope to see the "REAL CHURCH NEWS" column grow longer and longer, fed by more and more churchly denominations, in coming issues of SANFORD TODAY.

Mr. E. A. Douglass, President of the Sanford Chamber of Commerce and one of the builders of this City, this week joined Mr. Frank P. Forster, President of the First National Bank, in contributing the reminiscences of the Sanford of half a century ago appearing weekly in these pages; a series of intensely interesting conversations clustering around the rare photographic views of old Sanford which Mr. Forster has lent to this Magazine for reproduction. Not only are these recollections arousing the liveliest interest of the community, but they are forming an important historical document which will be preserved in the Sanford Public Library as a permanent record.

NOTICE.—Any person or agency having for rent within the City of Sanford a House or Apartment (not meaning rooms in a private household) may bring to the office of this Magazine for FREE INSERTION in this Column his, her, or its Advertisement of such House or Apartment. Provided—That children shall NOT be barred by the renter.—SANFORD TODAY.

FOR RENT

Three-room apartment and bath.
Also two-room apartment, bath. No dogs. 409 Bay Avenue, near 4th Street.—D. C. ROBB, 307 Palmetto Avenue.

Frank S. Lamson, City Hall's Secretary, this week received a letter from City Manager W. B. Williams mailed from Mt. Vernon, Illinois. Mr. Williams' old home, where he has been spending part of his four-weeks vacation. The City Manager wrote that he was about to start homeward from Mt. Vernon and driving leisurely should arrive in Sanford by the 15th.

This Column has not encountered in Florida a busier, a faithfuller, or a better adapted
(Continued on Page Twelve)

DOES THIS MAGAZINE PAY?

The Hof-Mac Battery Company put on a publicity contest to rivet the attention of a larger proportion of the buying public of Sanford and Seminole County upon its business. The prize to the winner was a \$50 radio receiving set. A contest-entry coupon was inserted by the company in three Sanford publications simultaneously: SANFORD TODAY, the Sanford Herald, and a publication called "This Week in Sanford." When at the end of the allotted number of weeks the contest closed, the Hof-Mac Battery Company counted separately the coupons as clipped from the three advertising mediums and deposited by the entrants in the company's locked box. The Hof-Mac company reported the following count:

Coupons clipped from the pages of SANFORD TODAY—59.7% of All
Coupons clipped from the pages of Sanford Herald—14.9% of All
Coupons clipped from the pages of "This Week"—25.4% of All

Does SANFORD TODAY Pay?
Ask Its Advertisers!

WORLD-WIDE NEWS

LEIPSIK, Germany.—The Mayor of this city, Herr Rothe, has been granted six weeks' leave with pay, to proceed to New York City to sign his name seven thousand times to municipal bonds totaling \$5,000,000 which will secure an American loan to finance the Leipzig Municipal electric works. The local authorities ascertained it would be some thousands of marks cheaper to send their Mayor across the ocean than to pay a New York notary to sign for him.

ASHBURY PARK, N. J.—The Chief of Police of Interlaken, a suburb of this city, forced a wealthy citizen of East Orange to get out of his motor-car in a pelting rain and walk a mile on a muddy road picking up pieces of newspaper and popcorn boxes the motorist and his gay party had thrown out of their car-window "in fun" as they scuttled along at 45 miles an hour. The object of Chief Harry Beatty's discipline, J. Russell Draper, was wearing white flannels and white silk shirt.

CAMBRIDGE, Mass.—Professor Harlowe Shapley, Director of the Harvard Observatory, in his new book "Starlight" announces that our days are growing longer, because the action of the moon in creating tides is slowing down the earth's rotary motion, and that the moon is receding from the earth. But—the days are being lengthened by only a thousandth of a second in a century, and the moon is receding only seven feet in 100 years.

LAVALETTE, N. J.—Mayor Enoch Van Camp arrested Allen Roesch, 23, of Jenkintown, Pa., and forced him to apologize to four life-guards, because by swimming out too far in the breakers he had caused the guards to risk their lives in rescuing him. The Mayor stated that if any of the guards had been drowned the foolish swimmer would have been prosecuted for homicide.

CHICAGO.—A strike of musicians "caused 400 moving-picture houses and dance "palaces" to go through with evening performances without music of any kind. Admittance rates of two-thirds failed to fill the musicless houses.

SANFORD'S BRIEFEST SERMON

WILL BE PREACHED TOMORROW MORNING IN ALL SOULS CHURCH BY
FATHER CLASBY—TOPIC: 'DO NOT SWEAR'

"Is it then," said Father Clasby, "that you are a Pagan?" He accepted a light; our smoke drifted restfully like our talk, among the moon-lighted shadows of his porch, the pleasant porch of the white house on Oak Avenue.

"Hush to you," laughed Father Clasby; "you are no Pagan but only a sheep with nose and tail outside of any fold and neither to be quarreled with nor pitied. Some things a man likes to think are his own business, forgetting that this is a world composed largely of neighbors. You must do this. You must do that. And 'tis but a step more to state a spy at the window-ledge. That is so.

"And you tell me it is my turn to put a sermon in your pages. I suppose it is all right, taking a pastor's Sabbath thunder away from him and giving it to the people on Saturday him and giving it to the people on Saturday. In everything, including religion. We spend what we earn before we get it, value the instant above the hour, wait for no possession that we can rush halfway to meet, and so why shouldn't we nibble our Sunday sermon Saturday if that's the latest? Who am I to object?

"I read in your paper that you wonder why the clergy do not incline more to preaching practical sermons. It is a fair question. You are one of many wonderers. One idea is enough for any sermon. There are fifty-two Sundays in a year. Fifty-two ideas assimilated in a year is work enough to expect any congregation to do. An individual who absorbed into his life fifty-two upward-and-forward ideas in one year would become an astonishingly well educated person. He would be amazingly equipped for progress for all the years to follow. He would that.

"Come again to see me tomorrow, if you like. But come not with expectation in your eye. I may not have the sermon. I may not have had time to make it brief enough, that Messianic message. It takes time to be brief. Anybody can write a long one. Boiling it down is another story. We shall see. Perhaps I shall make a sermon for—a Pagan."

In All Souls Catholic Church, Oak Avenue near Ninth Street, tomorrow morning the Rev. Father M. C. Clasby will have as the topic of his sermon "Do Not Swear." His text will be Exodus 20:7—"Thou shalt not take the name of the Lord thy God in vain; for the Lord will not hold him guiltless that taketh His name in vain."

Father Clasby will say:
"My friend, I perceive that you are a praying man, for every oath is really a prayer; and that you are not ashamed to pray in public. The frequency of your prayer is commendable, but can you not improve the quality?"

"When you ask God to damn others you do not really mean it, neither do you expect that God will answer your prayer.

"Why waste your breath in such a foolish and wicked way?"

"Had you not better pray for yourself, asking God to forgive your blasphemy and to bestow blessings, not curses, on others?"

"Do it now."

ROTARY'S COLUMN

By R. J. HOLLY

Sanford Rotary Club was "given the air" on Tuesday when Ed Markell gave the entire tribe a ride around the lake on the good ship Welaka. It was Ed's turn to entertain the club and he conceived the real idea of entertainment in the ride on beautiful Lake Monroe. There was a fine breeze blowing and the boys all congregated on the upper deck where a cold collation consisting of sandwiches, iced tea, pickles and salad and other good things was placed on tables convenient to the lunch-grabbers.

No real business could be transacted, so President Walt eliminated the regular routine and the boys talked shop and other things as the boat circled the Lake. Sanford's skyline looks mighty good from the decks of the Welaka and Benson Springs also has a skyline of her own with the fine big building of the Public Service Company looming up on the Lake-front.

At the end of the cruise, which was nicely timed by the Captain, the Board of Governors held a business meeting on the lower deck and the rest of the bunch trooped off to their various offices. Dave Thrasher formally thanked Commodore Markell and his gallant crew for bringing the Rotes home safely and for giving them an hour and a half of real pleasure.

Randall Chase and Ralph Stevens will have the program for the 21st and 28th and Dave Thrasher will probably fill in for next week with a treatise on dogs. Dave has become famous as a dog wrestler and he will be called upon to tell how he does it with nothing but his bare hands.

Sometime soon the inter-city meet will be held at Sanlando with Winter Garden, Eustis, Sanford and Orlando all meeting together at one of the most beautiful spots in the country.

One of the largest poultry developments in the State is now in progress in Seminole County. Seven thousand acres of the choicest of Seminole County lands have been purchased for this purpose.

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.)

BASIC GELATINE SALAD

Gelatine	2	tablespoonfuls
Cold water	1/2	cup
Vinegar	1/4	cup
Lemon, juice of	1	
Sugar	1/2	cup
Salt	1	teaspoonful

Mix gelatine in usual way; when it begins to set, stir in any vegetables, and pour into moulds. Place in refrigerator. Serve very cold, garnished and with salad-dressing.

LOUISIANA RICE CORN-BREAD

Eggs	3	
Milk	1	pint
Cold boiled rice	1 1/2	cups
Cornmeal	1 1/2	cups
Melted fat	2	tablespoonfuls
Baking-powder	1 1/2	teaspoonfuls
Salt	1	teaspoonful

Beat eggs very light; add the other ingredients in order named. Beat hard, and pour into well-greased pan. Bake in hot oven 35 minutes.

ASPARAGUS au GRATIN

Cut (cooked) asparagus tips in small pieces, and add to white-sauce. Add slices of hard-boiled eggs, and seasoning to taste. Put into well-buttered baking-dish, cover with bread-crumbs and grated cheese, and bake until browned.

OPENING

Bauman Brothers

announce the opening of their
Feed and Grain Supply Store

IN SANFORD

To be conducted upon the sound
lines of quality and service which
have made their DeLand Estab-
lishment so successful.

THEIR

"CHECKERBOARD STORE"

in the Shinholser Building, cor-
ner Commercial St. and Maple
Ave., invites your early attention
to the celebrated PURINA
Brand of Chows and Mill
Feeds, Grain, Feed and Hay.

PURINA

"Remember the Name"

\$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

\$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.

SEE Benham & Turner Auto Electric Co.

About Leaky Radiators, Generator and Starter Troubles, Battery Recharging and for all Repairing.

We Handle the PHILCO BATTERY

820 West First Street

\$5 IN GOLD

A Prize to You Each 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 ever the line may be) of the Advertisement in which the misspelled word is. THEN, on the same sheet another sheet write NOT MORE THAN 50 words telling the funniest story you ever heard, or an interesting anecdote of Sanford, or Seminole County, or know, or the bright saying of a child in your own family, or the smartest thing you ever heard a dog to do—Not less than 10 nor more than 50 words on any one of those four subjects. Mail to Advertiser, Contest Editor, SANFORD TODAY, 411 First National Building. AND to the person whose reply is chosen by the Editorial Office of this Magazine to be the best that week, we will send a Special Delivery letter to him or her to call at this office and receive FIVE DOLLARS IN GOLD as a Free Prize. Replies which do not draw the Gold Prize but are published in SANFORD TODAY

PATRONIZE THE ADVERTISERS

LANEY'S Drug Store

For Service and Your Money's Worth

Phone 103

Sanford, Florida

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

THAT'S SINCLAIR GAS

"Full of eager power"

30 x 3½ CORDS \$8.50

Rines Filling Station

Phone 461-J

1113 Sanford Ave. Sanford, Florida

Seminole Creamery

417 W. 4th Street

Our Buttermilk is a pleasant drink—Try it and note the uniform flavor and body.

Telephone 634

Saturday Specials

1 lb. Compound Lard	18c
10 lbs. Irish Potatoes	54c
1 lb. Sliced B. Bacon	45c
3 lbs. Onions	25c
1 Dozen Lemons	25c

Plenty Fresh Vegetables

McCuller's Grocery Co.

Phone 671

The Basket

SEE KELVINATOR PLATT CO.

McLander Arcade



Electrical Refrigeration for the Home

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

FALL

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

We carry a wonderful selection of goods properly. No job too small.

We are

"Your Home"

Miller Furniture

Sanford, Florida

Each Week for 3 Months! \$5.00

THIS WEEK'S WINNERS

\$3.00 in GOLD—Mrs. R. S. ENTZMINGER, Longwood, Florida.—Please call at this office Monday for your Prize.

Mrs. F. E. GILES, 1004 Palmetto Avenue, Sanford.—For an accepted Bright Saying, 50 cents.

Miss JOSEPHINE RORABAUGH, Clermont, Florida.—For an accepted Bright Saying, 50 cents.

Miss FLORENCE McKAY, Box 219, Sanford, Florida.—For an accepted Bright Saying, 50 Cents.

Miss AUGUSTA FLETCHER, 2108 Palmetto Avenue, Sanford.—For an accepted Dog Story, 50 Cents.

Miss THELMA GODBEE (second-time Winner), 2108 Palmetto Avenue, Sanford.—For an accepted Bright Saying, 50 Cents.

Miss YVA McCLLOUD, Box 196, Longwood, Florida.—For an accepted Funny Story, 50 Cents.

SEE PAGE 12 FOR WINNER STORIES

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

at next best, will be paid for, 50 Cents each, as many times as you like in any one week or in successive week. Answers must be in this Office not later than Thursday to be considered.

USERS ON THIS PAGE

HERE

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

and have an expert to lay it
so large.

to Serve

ld Come First"

Company, Inc.

on Avenues

Sanford Music Store and Gift Shoppe

318 E. First St. McLander Arcade

Sheet Music, Rolls, Records,
Strings, etc.

Gifts For Parties, Birthdays.

New Goods
Arriving Daily

Piano Tuning and
Phonograph Re-
pairing by Factory-
Trained Men.

Phone 832

Now Is The Time



BURGESS

Radio Batteries for Perfect Recreation

HOF-MAC BATTERY COMPANY
117 Park Ave. Phone 101-W

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

BUILDING ACTIVITIES

THE CITY
SUBSTANTIAL

In and Around SANFORD

THE CITY
PROGRESSIVE

IF Your ROOF Leaks

That does not always mean you need a new one—Repair may be all that is necessary.

ASK US

Our time and skill are at your service promptly, gladly.

Agents Here For

BARRET'S BONDED ROOFS

WE'LL TELL YOU THE
TRUTH ABOUT IT

Sanford Roofing Co.

F. B. ADAMS, President

Room 9 Masonic Bldg. Phone 75

H. B. McCALL, JR.
BUILDER'S SUPPLIES
ROCK - SAND - CEMENT
Our Specialties
110 North Laurel Phone 763

BOND-HILL Lumber Company

CONSTRUCTION
MATERIALS

Saw Mill and Brick Factory Under
Same Management Enable Us
To Give

BOND GRADE ZIP
SERVICE

YARD: Holly Ave. at 11-12-13th Sts.
Phones 135-136

PAIR OF BANNER MONTHS

Two important facts thrust themselves forward this week in the local building field. The first is that at this moment prices for building material in the Sanford district are lower than they have been at any time in the last three years. The other is that this month of September bears signs of becoming the biggest building month in Sanford's history, while there are some strong indications that October will overtop even September's completed record. School-house and dwelling construction is the basis for this forecast.

THE SCARCITY OF HOMES

Yet even with these predictable facts showing up, a further fact fails to be shaken: the fact that Sanford and the surrounding district are neither taking full advantage of this most favorable time to build nor are engaged upon anything like the amount of home-construction work that ought to be under way now, and should have been under way months ago, if this immediate part of Florida is to be ready with roofs for the heavy influx of fall and winter southbounders we are told to expect.

Whether lack of liquid capital or lack of a determination to be prepared for what is ahead is to blame for this under-construction has not been made plain. Probably some of both causes enters into the regrettable and serious situation. With not a rental dwelling to be had for prayers or money, and with no more than a very small handful of sale houses in sight, Sanford approaches the second half of September—December only two and one-half months away.

TIME TO SPEAK THE TRUTH

If Sanford simply does not want and intends not to encourage renting-families to come here, it would be more honest and far more wise for the community to say so openly, now, and let it become known abroad; is she does want rental families to come and make their home here, then there should be no more hanging back about the building of such houses.

That money cannot be obtained for this class of construction investment in this rich and confessedly substantial section, seems a thing rather difficult to believe. But whatever the facts may be, nothing is possible to gain, now, by avoiding or ignoring or suppressing them. Winter's coming!

AUGUST-SEPTEMBER RECORD

Here are some briefed records down to date: Last month (August) building permits were issued of the total value of \$99,768. This month to and including the 9th the total was \$21,040.

In August the total number of building permits issued was 98: For new residences 41, for garage apartments 6, for private garages 5, for stores 3; for alterations, repairs, and enlargements 43.

This month to and including the 9th the total number of building permits issued was 21: For new residences 6, for private garages 2, for store buildings 4; for alterations, repairs, and enlargements 9.

Sanford, the judicial seat of Seminole County, is one of the best paved small cities in the United States, having 45 miles of paved streets.

The population of Seminole County, according to the 1925 census, was 14,500.

J. H. Jackson

REAL ESTATE—LOANS
INSURANCE

Merriweather Building

Second Street

Phone 611

For Sanford
For Seminole
For Florida

BUILD NOW

While there is yet time, and Material
Costs are Low

SECURITY LUMBER COMPANY

Cor. Maple and Sixth St.
PHONE 797

JAMES H. COWAN

SHEET METAL CONTRACTOR

20 Years in Sanford

Oak Ave. and 3rd St. Phone 111

Celery City Lumber & Supply Company

Lumber	Plaster
Sash and Doors	Roofing
Builder's Hardware	Screens
Lime	Cement

West Third Street
Telephone 365

LONGWOOD'S OWN COLUMN

By H. W. LODER

Secretary Longwood Chamber of Commerce

At the meeting of the Chamber of Commerce R. S. Entzminger brought attention to the fact that one of this region's most interesting landmarks, the well known "Big Tree," lies directly in the path of the new State highway now under construction between Sanford and Longwood, and that unless some quick action is taken to preserve it, it may be lost to us forever.

For those who may not know the facts, it might be well to say that we are referring to a very large cypress tree generally said to be the largest in the State. From a dozen or more persons who have seen it, there have come as many estimates as to its size. What seems to be the most trustworthy places its diameter at about ten feet, and the height to the first branches at about seventy-five feet. At any rate, it is an exceedingly large tree. It would certainly be a great loss to this section if it were removed. It should be preserved as a landmark.

With this end in view and after some discussion as to ways and means, a committee, consisting of W. S. Entzminger and the Secretary, was appointed to take the necessary steps to bring the matter to the attention of the proper authorities as soon as possible. It was the feeling that the County Commissioners should handle the matter for us, as they would be in a position to get the quickest action. We all earnestly hope that their efforts will be successful.

The Chamber indulged a lively discussion of the St. Johns-Indian River canal controversy, which was in no way dampened when the lights went out and the meeting had to be continued in the dark. Many views were expressed. A resolution was offered and adopted, without a dissenting vote, approving expressed intention of some of the County Commissioners to carry the question of the constitutionality of the Canal legislation to the Supreme Court of the State.

The action taken by the Chamber is apparently in pursuance of that very old policy "First be sure you're right, then go ahead." There is no division of opinion as to the desirability of having the canal. We can all visualize what it will mean to this section of the State, and especially to Seminole County. It is a project that should have been taken up years ago. Let us hope that whatever legal action is taken, will be taken quickly, without any unnecessary delay, as soon as the proper course is decided upon.

For Sanford — For Seminole — For Florida

FLORIDA'S FOES IN COLLAPSE

State Chamber's President Notes Their Passing, on Tour in North

A nine-weeks tour of the North and East from which he is just returned has convinced the President of the State Chamber of Commerce, Herman A. Dann of St. Petersburg, that anti-Florida propaganda is practically at an end and that the State's much-advertised "enemies in the North" are creatures of the past. In a statement issued through the Chamber at Jacksonville Mr. Dann says:

"The information I have in hand as a result of my tour is first-hand information gathered by myself. It coincides with a growing mass of information collected lately by the State Chamber of Commerce from points throughout the country. There no longer is ill-feeling in the North toward Florida except on the part of a relatively small number of persons who nurse a grudge because they failed to become wealthy overnight after sinking their money in absurd offerings, such as 'building-lots' where building-lots had no possibility of being, or who rushed

to Florida on a shoestring, expecting to take riches out of the State without means of putting anything at all into the State but their own impetuous presence.

"Such persons are an annoyance while their loud talk lasts, but they soon lose their audience, having—again—nothing to offer. They already have lost it 'back home.'

"Floridians no longer need worry about combatting unfavorable propaganda, and the quicker the few who still believe in its existence forget it and turn to something else, the better off the State will be.

"Our task now is not to combat propaganda or enemies of the State, because they no longer exist in any important measure, but to inform the people in the North that the binder boys have skipped, that the robber restaurant and hotel keeper and merchant who leased at a high rental and gouged right and left have thrown up their leases and fled to greener fields, and that Florida once again is in the hands of its own people."

REAL CHURCH NEWS

NOTE.—See explanatory reference to this Column in "TALK O' THE TOWN."

METHODIST CHURCH

By A. D. MITCHELL, Secretary

Friday afternoon (yesterday) a motorcade went over to visit the Methodist Orphanage at Benson Springs, the occasion being a part of the entertainment of the delegates to the DeLand District Epworth League Institute, which was held in the Methodist Church on Thursday and Friday. Many of the visitors and even some of our own citizens had never had the pleasure of visiting this institution just across the Lake from Sanford, and it was a very interesting trip for them.

Rev. J. W. Austin, Superintendent of the Orphanage, aided by his family and his corps of workers, is doing a great work for the church and the State in the training of these orphan children. There are nearly a hundred in the Home at this time, and it requires a great deal of work and money to keep up such a place.

The most interesting member of the orphanage family at this time is the beautiful little blue-eyed baby, only seventeen months old, that has recently been placed there by the Courts. There is never any jealousy shown by the children over a baby, but each one does his or her part to help make the tiniest one happy and contented. For years "Little Billy" has been the "baby" of the home, but he is a big boy now, and so a new baby was welcomed by all the children.

Very soon—next month—there will be a day which will be known throughout Methodism in the Florida Conference as "Orphanage Work Day." On that day every member of the church and any friends who wish to do so, are asked to give their wages or salary for the day for the up-keep of the Orphanage. Who does not love an orphan child well enough to give one day's work during the whole year for that child's comfort?

This is one of the ways in which the Orphanage is supported. Many of the children are taken care of by some Sunday-school class, some individual, or some other organization, but this does not keep up the Home. One of the organizations of the Woman's Missionary Society of our own church has clothed a boy at Benson Springs for years. The citizens of Sanford have been very kind to the children in the Orphanage, and the children do not forget the kind things that are done for them. These children are among Sanford's nearest neighbors and may be future citizens of our town, so we can not do too much for them while they are young. It is an investment that should bring large returns.

AMATEUR TALK SPORT By DuBoss

Athletics at Sanford High-school, which have been on the wane the last two years, are due for a big advance this season according to all the dope that's available at this time.

Coach Hugh Welchel in charge of the football team expects to have a light but very fast team in the field for the first game of the season, which is to be played here on the 2d of October. Although Sanford High's football team suffered a great loss in the graduating of such stars as Russell, Barber, Entzminger, King, Grier, Pope, and the Booth brothers from last year's team, still Welchel has eight letter-men from last year around whom to build a very good machine.

With the completion of the new High-school Building, which should be ready by the first of January, Sanford High will have its first gymnasium and basket-ball court. For the last several years the basket-ball team has suffered from lack of a place to play and has not won as many games as it should have under ordinary conditions. This year Coach Cecil Frisbee expects to have a snappy season and if the boys turn out as well as they are in the habit of turning out there is no reason why he and the school should be disappointed.

In the last three years Sanford High has not sent a swimming team to the annual meet at Rollins but we hope to see a fast team out this year, for there are plenty of fast swimmers in the school to turn out a wonderful team.

It is a well known fact that in order to put out a winning team in any line it is necessary for that team to have the wholehearted support of not only the entire student body but also the entire City. Sanford is just closing out a very successful baseball season and now knows how it feels to have a championship team. Let's get behind the High-school and show them that we appreciate the efforts to keep up the good name of Sanford in athletics. And remember that in building up the reputation of the town and school "It matters not whether you win or lose, but how you play the game."

WINS HOF-MAC RADIO SET

Maybe it's true that lightning never strikes twice in the same place,

But: Mrs. R. C. Maxwell, 327 West Ninth Street has no cause to quarrel with the Lady Fortune!

August 28th this Magazine had the pleasure of naming her the first Winner in its Misspelled-Word-Advertising Contest and presented her with a gleaming Five Dollar Gold Piece as her Prize. And now the Hof-Mac Battery Company, whose coupon-clipping contest has just closed, has notified Mrs. R. C. Maxwell, 327 West Ninth Street, that she is the winner of the one and only prize offered, a Radiola 3-A 4-Tube Receiving Set, retail value \$50.

Such high fortune must surely continue on and on. We do hope so.

The Hof-Mac company's drawing for winner was held in the firm's new radio shop on Second Street near Park, in the presence of Post Master and Mrs. Joseph P. Hall, Miss Frances Pierson, Theodore Rittenar, and an interested crowd. The large box into which had been placed the coupons clipped through the contest from the advertising pages of SANFORD TODAY and other publications, was held aloft by "Mister Hof" and a girl in the crowd was asked to pluck one coupon from it. It bore the name of Mrs. Maxwell. Promptly the prize set was delivered to her.

The business of Seminole County is administered by a Board of Commissioners elected from five political divisions.

FORTY-FOUR YEARS AGO IN SANFORD

THE UPPER PICTURE

THIS view of the Fort Reed Building of bygone days opens this the third section of Mr. Frank P. Forster's absorbingly interesting conversations about the Sanford of forty-and-odd years ago; conversations begun in the August 28th issue of *SANFORD TODAY* and continued in the issue of September 4th.

The rare and faded photographs lent by the First National Bank's President and his no less rare and far more distinct recollections of the town and its people of another generation, have taken a strong hold upon the fancy of those who compose the community today. These photographic reproductions, examples of high skill in photographic and engraving studios, and their accompanying reminiscent text, are to form part of the permanent documentary records of Sanford and be placed in the keeping of the Public Library when completed.

The Fort Reed Building of 1882, here shown, was "the first skyscraper in Seminole County" (Orlando papers copy and turn green!), for it boasted four full stories and there was not within a long time another such tower of architecture in the town. The building was partly constructed of lumber removed from Fort Reed, which stood upon ground now a part of the Aviation Field. The location of the pictured structure was where now stands the Yowell Building on First Street. That street, as it was forty-four years ago, is seen to the left or south of the building.

On the first floor of "the Skyscraper of Lake Monroe" were three small store-rooms. The eastern one of them (nearest the fence) was occupied by the barber-shop of Bob Mapson, a black knight of the razor. The second or middle room was used as the Lyman Bank, which opened in those unspacious quarters January 23, 1883, to remain until January of 1884, when it was moved across the street to the building which occupied the site of the present Western Union Building. The third or most western of the three rooms was the Post Office, and the Post Master was the Rev. Lyman Phelps, rector of the Episcopal Church.

The second floor of the building was given over to living-quarters for the servants of the

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

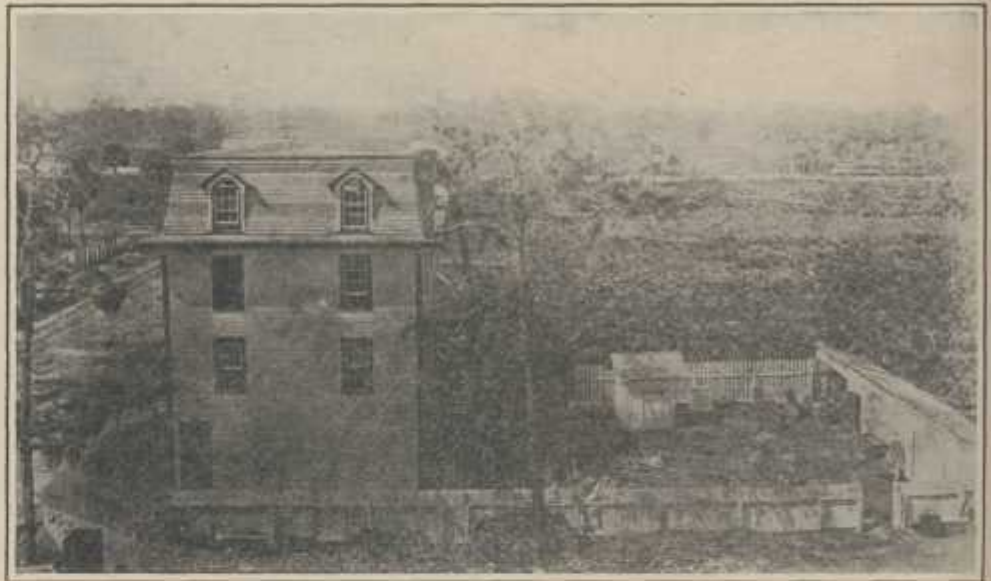


Photo. by UPTON.

THE OLD FORT REED BUILDING

Sanford House. How the third and fourth floors were used is not of the moment's record.

In the right background of the picture are parked two cars (a coach and a freight car) of the South Florida Railroad, and this probably was part of one of the first if not the first combination passenger-and freight trains to be operated out of Sanford.

THE LOWER PICTURE

This is Sanford's waterfront and docks as they were six years less than half a century ago.

The small steamer at the end of the pier in the distant left-background of the picture is not now remembered by name, but the craft plied between Sanford and Lake Winder at the extreme head of navigation on the St. Johns River. This vessel belonged to an independent line which transported both passengers and freight. The wharf in the right mid-background marked the foot of Sanford Avenue. The wharf set high on piles in the left mid-foreground was supplanted by the present Clyde Line dock and warehouse. The old structure had a driveway for carriages, and also a line of "railroad" whose rails were two-by-four wooden scantlings faced with strap-iron, on which freight-trucks were operated to and fro between vessel and warehouse by hand-power.

The large rectangular white building in the center mid-background, the one topped with a sign which reads "Sanford Store," was the depot of General Sanford's mercantile business, which was extensive up and down the River and inland. The general store occupied the ground floor. Mr. Forster recalls the flood of 1879 or thereabout when water as deep as twelve inches covered the grounds around these buildings and extended almost to First street. The upstairs portion of General Sanford's store building was used, the front part, as sleeping quarters for store employees, and in the rear of these quarters the Presbyterian Church held services.

"At that time," remarked Mr. E. A. Douglass, President of the Chamber of Commerce, who occasionally joined in this conversation: "General Sanford drove a mercantile trade over a territory of 100 miles surrounding, and transportation of goods and persons was chiefly by ox-wagons and mule vehicles. I frequently saw Seminole Indians prowling about the streets in their bright clothing, they having journeyed sometimes by pony-back or small boats all the way from the Everglades. The first money I saw in

(Continued on Page Eleven)

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



Photo. by UPTON.

SANFORD'S DOCKS OF OTHER DAYS

IN SOCIETY

COLLEGE SET DEPART

By NAOMI SCOGGAN
(Telephone 179)

Vacation days are now at an end, and the members of the college set are returning to their respective schools.

As a *grand finale* the young men gave a series of three farewell dances on Thursday, Friday and Saturday nights in City Hall Auditorium. The dance on Friday night was a masquerade ball. Many gay costumes were worn and great was much merriment when at the hour of twelve the dancers unmasked.

Among those departing Sunday for Florida State College for Women are Miss Emily Griffin, Miss Carmeta Barker, Miss Claire Zachry, and Miss Lenabelle Hagan. Those departing Wednesday for F. S. C. W. are Miss Maude Lake, Miss Olyne Newman, Miss Mary Elizabeth Puleston, Miss Mae Holly, Miss Mildred Holly, Miss Georgia Mobley, Miss Sara Evelyn Williams, Miss Helen Vernay, Miss Emma Spencer, Miss Sarah Wheelless, and Miss Ella Mary Muirhead.

Those for the University of Florida are Messrs. Herbert Messer, John Shirard, James Sharon Jr., Warner Scoggan Jr., George Wilson, John Wilson, Leonard McLucas, Dean Turner, and Charles Norton.

Miss Katherine Symes goes this week to Sargeant College, Cambridge, Massachusetts.

Miss Margaret Peters will attend Notre Dame at Baltimore, Maryland, this winter.

Miss Clifford Shinholser and Miss Mildred Hand went away last Sunday, to attend Wesleyan College at Macon, Georgia.

Miss Martha Fitts departs Monday for Staunton, Virginia, to enter Stuart Hall College.

Miss Florence McKay returns this week to Rollins to continue her course.

Miss Anna DuBose goes Tuesday to Atlanta, where she will take a course at the Carnegie School of Library Science.

Miss Margaret Zachary departs Wednesday for Durham, North Carolina, to attend Duke University.

Miss Rittie DuBose went away Saturday to Tuscaloosa, to continue her studies at the University of Alabama.

Miss Margaret Cox will resume her studies at Gaucher College, Baltimore. She goes the latter part of the week.

Mr. Harten Mabre departs Monday for Lexington, Virginia, to attend Washington and Lee University.

Mr. Raff Woodruff and Mr. Harry Woodruff go Monday to Chapel Hill to attend the University of North Carolina.

Miss Carol Stone and Mr. James Stone will attend the University of Michigan. Mr. Stone will be a Senior there this year.

Mr. Joe Meisch will attend G. M. A., at Atlanta, this winter.

Mr. Briggs Arrington is attending Davidson College in North Carolina.

On Tuesday evening Mr. Randall Chase and Mr. Stanley Vernay were hosts at a treasure hunt. The invitations, written on black paper and headed with a skull and cross-bones in glaring red ink, read thus:

"Ye are hereby challenged to go in quest of treasure, hidden by pirates in bloody times.

"Be ye of bold nature and daring nerve! Appear at Oak and Ninth Streets on September seventh, nineteen twenty-six, at the hour of half-past eight.

(Signed) "RANDALL CHASE
"STANLEY VERNAY."

The guests were divided into crews and each crew went in a separate car in search of this hidden treasure. The first clue was read aloud after the guests had gathered. From then on there was excited searching for other clues, which were all cleverly worded. The search ended at the County Club, where the treasure, a lovely wooden chest filled with five hundred brightly polished pennies, was found by Mr. G. W. Spencer Jr. Miss Maude Lake, whose search was in vain, was consoled with a miniature wooden chest which contained one lone penny.

The guests then danced until late in the evening. Music was by the Seminole Syncopaters. Refreshments of peach ice-cream and caramel cake were served by the young hosts assisted by Mrs. E. D. Mobley, Mrs. A. P. Connelly and Mrs. C. T. Fuller.

Those enjoying this hunt were Miss Margaret Neal, Miss Mary Elizabeth Puleston, Miss Mae Holly, Miss Mildred Holly, Miss Olyne Newman, Miss Maude Lake, Miss Ruth Henry, Miss Helen Vernay, Miss Rosa Gray, Miss Ava Wright, Miss Georgia Mobley, Miss Frances Dutton, Miss Le Claire Jones, Miss Emily Griffin, Miss Sara Evelyn Williams, Miss Katherine Symes, Miss Naomi Scoggan; Mr. and Mrs. A. P. Connelly, Mr. and Mrs. C. T. Fuller, Mrs. E. D. Mobley, Mr. and Mrs. M. B. Hutton, Mr. and Mrs. Benjamin Whitner, Mr. and Mrs. John Meisch Jr., Mr. and Mrs. Hawkins Connelly; Messrs. W. A. Adams, G. W. Spencer Jr., Joe Meisch, Stacey White, Harry Woodruff, Everall Dash, Monk Dash, Herbert Messer, Ralph Woodruff, Robert Rodson, James Sharon Jr., Harten Mabre, Hampden DuBose, Rayford Laney, Calvin Teague, Martin Teague, Robert Dean, Allen Jones, Reginald Crowell, Hodson Ball, Edgerton Patterson, Robert McCuen, James Wright, Warner Scoggan, Frank Woodruff, John Brumley, Albert Connelly, Elwin Moore, Lloyd Boyle, William Lake.

Mrs. Charles L. Britt was hostess at bridge on Tuesday evening at her lovely new home in Pinehurst. The color scheme of pink and green was carried out in detail. Baskets and vases of pink radiance roses combined with asparagus fern were used throughout the rooms. Brightly tinted tallies on which were written droll rhymes were used for scoring. At the end of a lively game Mrs. Paul Monahan received silk hose for holding high score, while Mrs. Braxton Perkins was consoled with a dainty vanity.

The hostess served a delightful salad course at the conclusion of the game.

The players were Mrs. M. S. Wiggins, Mrs. Braxton Perkins, Mrs. Paul Monahan, Mrs. W. W. Potter, Mrs. S. M. Lloyd, Mrs. Ralf Wight, Mrs. Archie Betts, Miss Roba Williams, Mrs. Britt.

"I think that above and beyond the riches of climate and sky and ocean is the friendliness of its people. Florida friendship has the ring of genuine sincerity. I am looking to being able to return to it."—Edgar A. Guest, writer of popular verse, Detroit.

"I visited Florida, and thought so much of it that I invested a considerable sum of money there and intend to return for a part of each year during the balance of my life."—T. T. Ansberry, attorney, Washington.

FORTY-FOUR YEARS AGO

(Continued from Page Ten)

Sanford was Spanish doubloons, the equivalent then of \$20 in our money."

"Those coins were not round," added Mr. Forster, "but unevenly rounded with smooth unmilled edges which could be sometimes pressed apart with the blade of a knife."

Mr. Pierson was the first Mayor of Sanford, and after him served Mr. Hull and Mr. DeForest. Pierson and Hull were agents for General Sanford in the handling of much of his business. Hides and furs from the southward were a principal item of business. Behind the General Store can be seen the outlines of the store's long hitching-sheds.

About this time J. E. Ingraham, whose office is the building like a "pill-box" in the central foreground of the picture, was second Second Vice-President of the South Florida Railroad and he was also an agent of General Sanford. A S. O. Chase Sr. assisted Mr. Ingraham in the latter's agency for Sanford lands.

KIWANIS SESSION

(Continued from Page Three)

boy next Wednesday and have him placed comfortably in Fernald-Laughton Hospital preparatory to entering him in a hospital for the best surgeons to try to effect his complete recovery.

The meeting next Wednesday will be a celebration of Constitution Week, September 12th to the 18th, at which Professor Lawton will have charge.

The "On To Lakeland" movement is progressing rapidly as outlined by the committee in charge, and Sanford Kiwanis will turn out *en masse* at the Kiwanis District Convention at Lakeland, October 25-26th, and will bring the 1928 Convention home to the City Substantial!

The average temperature for Seminole County, according to Government statistics, is 72 degrees.

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HERE ARE THE 7 PRIZE LETTERS IN THIS WEEK'S CONTEST

Now then! What have we here? Longwood and a lady carry off the grand Gold Prize! Mail Man, page Mrs. R. S. Entzminger of Longwood, please! Tell her Five Dollars and a Contest Editor who fears hic-cups from chuckling await her presence at a desk in Room 411 First National Bank Building, Sanford, at any moment next Monday that may be suitable to her pleasure between ten in the morning and noon or between two in the afternoon and five.

Here is this Winner's winning letter:
"Longwood, September 6, 1926. Dear Editor—
"If at first you don't succeed—Here's my story:

"Rastus, doesn't that mule ever kick you?"
"No, suh, he aint yit, but he freckently kicks de place wha' Ah recently was'.

"I forgot to say 'Cloths' should be 'Clothes' in the sixth line of the Ad of the Laney Dry Cleaning Company.

"Yours very truly,
"Mrs. R. S. ENTZMINGER."

Before we proceed with this merry record, a word of recapitulation. This week's Prize decisions are particularly arresting. A survey of the little heap of white and tinted letters that is the result of hours of enjoyable sifting of the big, big heap of all the white and tinted letters received in this third week of the Misspelled-Word-Advertising Contest discloses that once again not a solitary he-man has domineered his way into the queue of seven Winners—every last she of them is a her. A score or so of males did their best—we presume they did their best—to capture the glittering yellow Five that waits in our desk, and failing that, sought to steer our pausing hand to write their names on one or more blue checks as yet unborn from a thick important book, but not one of them could quite make the grade: every last her is a she.

And, not only does Longwood nose Sanford out of the Gold Piece but up steps Miss Yva McCloud—also-of-Longwood and selects for herself one of six Acceptance Prizes with a most able story indeed. When you presently have read that story you will feel like sympathizing with us in the contestorial difficulty we experienced in classifying it—Oh well then, here's the story:

"She—'Would you kiss me even if I told you not to?'

"He—'I sure would!'

"She—'Oh goody! Then I can mind mamma.'"

Here! Stop it. Quiet down now and listen. Would you classify that as a Funny Story? The girl was in earnest; she really wanted it. What is there funny in wanting a man to kiss you and not being sure he will? We don't know, we're asking you. We never wanted a man to kiss us. What's it like?

We debated for a time classifying it as an Anecdote of Sanford or Seminole County, but Miss McCloud failed to state where the incident took place. It might have happened in Orlando, some persons say it is a very forward City. But anyway she didn't say that it took place in either Sanford or Seminole County, which the Rules require, so it seemed not to place itself as an Anecdote. We decided against classifying it as a Bright Saying, because the evidence seemed to be against the conclusion that this girl was a child; somehow there seemed something more mature attaching to the narrative. That left no classification but Dog Story, and that appeared quite impossible. Loath and sorely puzzled, we turned back to the Funny Story division, and the case seemed more hopeless than before. Tell us—do you think we too greatly erred? We shall not perfectly rest until we hear. Perhaps not then.

It is pleasant to receive yet another County community into the growing group of Winners

—Clermont with this clever one, which was not hard to classify at all; it's from Miss Josephine Rorabaugh and we hope she will try again:

"Our favorite pudding was served at supper. Finishing his 'steenth dis, little Tommy, aged three, got down from the table and leaned against his mother's chair.

"Well, Tommy, have you had enough?" she asked. The little fellow replied:

"Me's full but me wishes me wasn't. Me wishes me wanted more."

Just how we are going to manage about Palmetto Avenue in this City of Bright Young Women is a problem. Do you think it is religious for one street to go out and gather in three of these Prizes in one week? But then, what are you going to do about it if so many superior story-tellers insist upon getting together like a colony instead of scattering their residences some more? We personally own no lots on Palmetto Avenue. We are and have been courting no lady on Palmetto Avenue. We owe no bills on Palmetto Avenue. We do not reside on Palmetto Avenue. Yet look how Palmetto Avenue has devastated the week's Prize list:

From Mrs. F. E. Giles, 1004 Palmetto Ave.
"Little Mary was talking to her teddy-bear, which was of the home-made variety and had a somewhat cross-eyed look. She called it 'Gladly.'

"Her mother asked her why she had given her Bear such a peculiar name.

"Why," said Mary, "they sang in church 'Gladly A Cross I'd Bear.'"

Sit down!—Sit down, Palmetto Avenue, and get quiet! My goodness.

And this is from Miss Augusta Fletcher, 2108 Palmetto Avenue—

"One day I noticed a fine shepherd dog (whose name was Paderewski) coming down

Talk o' The Town

(Continued from Page Four)

municipal official. Every hour of this brief misadventure rest he earned many, many times over. While he is absent the multitudinous affairs of his public office—one of the most trying of offices, demanding in its conduct quite as much human tact as mental efficiency and physical endurance—give evidence of having been left by him in very capable hands. When he returns, Sanford can prove by its welcome that here is one profit who is not without honor in his own country.

A message to Pere Couie in the Land which next to Florida is the best place to be: Every day in every way SANFORD TODAY's circulation is growing better.—Hereafter when you buy a Sunday newspaper on Saturday at the First National Bank Lobby News-stand you will find tucked between its pages a copy of this Magazine. And your newspaper will cost you no more.

A new sign on the Shinkholser Building, Commercial Street at Maple Avenue, bears the figure of a galloping pig with a flowing bow of checkered blue-and-white encircling his neck. There is a smile on his hastening face, for he is headed toward the far side of the sign where poses invitingly a blue-and-white-checkered sack labeled "Purina Chows." All this is without. Within is the new Sanford store of Bauman Brothers, distributors of feeds, grain, and hay. Their established business in DeLand proved so profitable that expansion was the logical answer, and they have chosen Sanford as the logical City for their greater growth. Sanford welcomes the three Bauman brothers—H. C., O. C., and W. A. May they dwell long and prosper with us.

the street, a tiny black dog trotting beside him. Paddy came up to the gate, placed his right foot on the latch, opened the gate, and held it open for the little dog to come in. (This is a true story and happened in Ocala at the house of my sister Mrs. D. A. Miller.)"

Yes, and it is not only the first Dog Story to be entered in this wide-spreading Contest but it is an uncommonly good one. If every man of us was by heart and hand as kindly a gentleman as Dog Paderewski, more gates in this world would be pleasant places to pass through.

How do you do, Miss Thelma Godbee of 618 Palmetto Avenue! It is indeed a pleasure to re-welcome you as a Winner, this Contest's first second-time capturer of a Prize!—

"Jack was saying his prayers. His small sister kept tickling the soles of his feet. At last, looking upward very sadly, he said:

"Dear God, please excuse me for a minute till I knock the devil out of Nellie."

Well! there is just no use trying to make tat Palmetto Avenue yell quietly. All right then, howl. What do you think you are, a foot-ball game?

(I'll give that colony something to howl about.) Ladies and gentlemen, Miss Florence McKay of Box 219, Sanford—

"Tommy and Willie, observing man in barber-shop having hair singed:

"Tommy—'What's that man doin'?"

"Willie—'He's huntin' for 'em with a candle.'"

Here! all you P. O. Boxes—shut up!—Shut up! Joe Hall says he won't stand for the racket!

Good night. Till next Week. Tell the Mail Man not later than Thursday, please!

The recent State agricultural census shows 60 per cent of Seminole County citizens to be home-owners.

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