

in Cedar Creek near here  
terday. Marks on the portion  
the body discovered in the wa-  
ly fishermen indicated it had  
n severed from the upper half  
blows from an axe.



# BEWARE OF THE RUMOR MONGER!

## HE IS THE FOE OF PROSPERITY!

**R**umor-mongers are at work in Sanford. Their office is the sidewalks of the city; their clientele, the public; their business, that of spreading malicious gossip about the soundness of our stores and industries, of seeking to undermine the substantial character of our trade, of trying to destroy our credit.

**T**he closing of the First National Bank has naturally given unusual opportunity for the rumor-monger to exhibit his wares. There may be business failures in the coming months, just as there may be business failures in any other Florida city, in any other city anywhere, but the epidemic is nowhere near as widespread as these rumors would seem to indicate.

**W**ithin the past few days there has scarcely been a merchant in Sanford who has not been reputed to be in bankruptcy, or about to go into the hands of a receiver. Actually the summer has seen comparatively few failures and with the coming fall and winter months, made bright with the prospects of unusually good prices for celery due to the National Advertising Campaign, we believe that Sanford is in for a season of exceptional prosperity.

**B**ut the rumor-monger is still with us. Like a venomous snake, he will remain with us until he is stamped out of our midst. Stand together, citizens of Sanford, and fight this treacherous creature!

## KNOWING ITS STRENGTH WE BELIEVE IN SANFORD

Oasis Cafe  
M. Hanson  
W. H. Long  
Wight Bros. Co.  
Roberts Grocery  
Union Pharmacy  
Mobley Drug Co.  
McLary's Shoppe

Laney Drug Store  
Flo-Pure Water Co.  
Peggy-Wiggy Stores  
The Kilgore Seed Co.  
C. C. Briggs, Jeweler  
Woodruff and Watson  
Wagoner Furniture Co.

Seminole Creamery Co.  
Winn-Lovett Red Front Store  
Title Guaranty & Mortgage Co.  
Milane Theatre, J. L. Marentette  
Sanford Paint and Wall Paper Co.  
Francis C. Stokes & Co., Seedsmen  
The Smoke House—V. McKeayolds







## Social And Personal Activities

MISS MARGARET PETERS, Society Editor  
Office Telephone 148. Residence Telephone 443.

### Social Calendar

#### TUESDAY

The Woman's Missionary Society of the First Methodist Church will hold its quarterly zone meeting at Tavares. All members who are able to attend are asked to notify Mrs. C. H. Smith.

### Personals

Lingle will leave Tuesday for Cairo, Ill. where he expects to join his wife and baby for a month.

Mr. and Mrs. E. Huyck and daughter, Beatrice, of New Smyrna spent Sunday here with Mr. and Mrs. C. P. Whidden.

Mr. and Mrs. F. W. Talbot and family expect to leave Wednesday for Beeville, Texas, where they expect to make their future home.

The Misses Marnie and Louise Melton expect to leave this week for a two weeks visit in Lakeland and other points in southern Florida.

Mr. and Mrs. John W. Dickins, formerly of Sanford, now of Ft. Lauderdale, and son, Arthur, are spending several days here with friends.

Miss Julia Mae Hodges and Ned Low of St. Petersburg and Miss Godbee motored to Daytona Beach Monday where they spent the day.

Mr. and Mrs. C. E. Rawson, 4450 Melville Avenue, have as their guest for several months, the latter's brother, R. L. Jackson, of Philadelphia.

Mrs. J. E. Baker and son, Ernest, and Miss Mary Went returned Saturday from Daytona Beach where they have been spending the past two weeks.

Mrs. N. J. Stenstrom and daughter Margaret Jane, have returned from Pinckney, Ala., where they spent a month with the former's parents, Mr. and Mrs. E. T. Glissendanner.

The Misses Anna and Elizabeth Clark have returned from Milledgeville, Ga., where they were attending summer school at the Georgia State College for Women.

Everly Jernigan of Jacksonville and Miss Myrtle Hogan of Deland returned the latter part of the week to their homes after spending some time here visiting Mr. and Mrs. S. W. Hogan at their home, 114 Jessamine Avenue.

Mr. and Mrs. S. W. Hogan, Miss Marnie Melton and Miss Carol Jones spent last week-end in Jacksonville with friends. Mrs. Scott Kilian accompanied them and will spend some time here as the guest of Mr. and Mrs. Hogan, 114 Jessamine Avenue.

J. J. Rogers accompanied by his granddaughter, Miss Nellie Lay, and Lucy Anthony of Jacksonville left Sunday for Jacksonville after visiting Mr. and Mrs. John Schirard at their home on West Tenth Street. Miss Julia Higgins accompanied them to Jacksonville where she will join Miss R. E. Griffin and spend some time as the guest of the latter's sister, Mrs. Karl Anderson.

One Opens Three-run Of "Alibi," Talkie Feature

Among the most forward step in the new art of talkie sound pictures, "Alibi." Artists all dialogue under thriller, opened at the Theatre, last night and will run again today and tomorrow. Motion picture in recent has aroused as much enthusiasm as an entirely new concept of sound film technique, of most thrilling plot of any story and presents the array of stage favorites in a one production. Produced and directed by West, who has to his credit successes as "The Bat," "The Purple," "The Monster," "The Dove," is based on the "Nightstick" which runs in New York, Los Angeles and other cities. Adapted for the screen from Sullivan, is described as a powerful story of crooks, gay night life and love. Alibi is heralded as a melodrama, a picture contains some of the best laughs of the year, and all the world a couple of sentimental new musical hits, written for the production. In added feature the Florida Warners, a local musical nation, will play tonight.

### MISS KATHRYN LAWTON'S BETROTHAL ANNOUNCED AT PARTY IN OVIEDO

The engagement of Miss Kathryn Lawton, daughter of Mr. and Mrs. W. J. Lawton of Oviedo, to W. Harold Varn, was announced last Friday at a rainbow bachelorette party given by the former's sister, Miss Elizabeth Lawton, at the Woman's Club of Oviedo.

After several progressions of bridge, prizes of dainty organdy powder cases were awarded to the winners of high, second high and low scores. The hostess presented her sister, Miss Kathryn Lawton, a pot of gold, found at the end of an improvised rainbow, which when passed to the other guests, was found to contain the announcement of her engagement to Mr. Varn. Miss Lawton also received a crystal boudoir lamp as a memento of the occasion.

The club house was decorated with quantities of cut flowers, palms and shrubs, developing a rainbow color scheme. The tables and crepe paper table covers were in pastel shades further accentuating the rainbow color scheme. At the tea hour the hostess, assisted by her mother, Mrs. W. J. Lawton, her aunt, Mrs. B. F. Wheeler, and Mrs. Z. B. Rathbun, served a salad course. The honor guest is the daughter of Mr. and Mrs. Winifred Joseph Lawton of Oviedo, where she has made her home the greater part of her life.

### Upsala-Grapeville

Mr. and Mrs. C. L. Fisher and daughter and son of Birmingham, Ala., spent a number of days here at the home of Mr. and Mrs. Dionson. This was their first trip to Florida and they were said to have been delighted with their visit.

Mr. Dyson has recently returned from the bedside of his father who has been stricken with paralysis at his home in Cardinals.

Mr. and Mrs. Shiloh of Ormond Mr. and Mrs. Haskins and Mr. and Mrs. Walfrid Pierson were all callers Sunday at the home of Mrs. Alma Neese and father, Malin.

Emil Magnuson, who has recently recovered from an attack of asthma, called with his wife, to see his sister, Mrs. Hilma Lundquist at the home of her son, Ed Lundquist.

William Swayne of the Seminole Hotel Co. spent last week at home during which time he made various improvements at his residence.

Mrs. Harold was a recent caller to see her old friend, Mrs. Stedman. The Grapeville young folks spent Thursday afternoon enjoying a lesson in hemstitching, given by Mrs. Ballinger and Mrs. Peterson.

Mr. and Mrs. August Swanson entertained all their young folks at their home Wednesday.

Mrs. Lundquist and son, Ed and children and Miss Ruth Bergquist, Mr. and Mrs. E. F. Lundquist and children and Mr. and Mrs. Gardar Lundquist and children, were visitors, remembering Miss Melva Lundquist's birthday on July 15 at the home of her parents, Mr. and Mrs. Hilmer Lundquist.

Mrs. Noah Fry entertained with a birthday dinner last Sunday honoring her husband who celebrated his birthday at that time. The guests included: Mr. Fry, honor guest, Mr. and Mrs. Elmer Tyner and children of Windermere, Mr. and Mrs. Jameson of Sanford, Mr. and Mrs. T. O. Tyner and family, and Mr. and Mrs. Magnuson.

Miss Pearl Tyner returned with her brother, Elmer Tyner, to Windermere, Tuesday.

Miss Alice Vihlen has returned home after visiting in Winter Park.

of her life. She attended the grade schools in Oviedo and later was a student at Seminole High School from which she graduated in 1924. Miss Lawton is also a member of the 1928 graduating class of Wesleyan College at Macon, Ga. For the past year she has been employed as a teacher in the Seminole High School.

The wedding will take place on Aug. 1 at 6 P. M. at the First Methodist Church of Oviedo.

Guests at the bridge party were: The Misses Kathryn Lawton, Wilda Young, Nell King and Mrs. C. T. Kibler, Mrs. C. L. West, Mrs. Orrin Burnett, Mrs. J. H. Lee, Mrs. W. P. Carter, Mrs. J. B. Jones, Mrs. H. V. Sley, Mrs. W. A. Coates, Mrs. W. B. Young, Mrs. B. G. Smith, Mrs. Joseph Leinhardt, and Mrs. L. E. Jordan, all of Oviedo.

Also Mrs. Edward McCall, Mrs. Frank MacNeill, Mrs. Z. B. Rathbun, Mrs. Glenn Wimble, Miss Helen Vernay, Miss Elmina Howard, and Miss Ruth Hand of Sanford and Mrs. H. B. McCall of Columbia, S. C.

Tea guests were: Mrs. L. A. Lee, Mrs. W. J. Varn, Mrs. C. S. Lee, Mrs. L. W. Varn, Mrs. E. B. Lee, Mrs. H. E. McGowan, Mrs. B. F. Wheeler, Mrs. Enoch Parlin, Mrs. T. L. Lingo and Miss Sarah McGowan.

### GENEVA NOTES

The Ladies Aid of the Methodist Church met at the home of Mrs. M. E. Dooley Wednesday afternoon. The meeting was opened with the devotion and period of prayer and was followed by the usual business session, at which time work was planned for sewing garments for the orphans at Benson Springs.

Mr. and Mrs. E. S. Ball left recently for a visit at Marietta, Ga.

Mrs. William Daniel is entertaining Mrs. Major Daniel of India for two weeks.

Miss Edna Sutton returned last Sunday from a visit in Cocoa.

Leaving last Sunday by motor for visits in Southern Florida were: Miss Margaret Lindsey, Miss Opal Peters, Miss Pauline Moran and Lester Brown. Miss Lindsey went to Melbourne to visit her brother, Miss Peters to Cocoa to be the guest of Mr. and Mrs. R. L. Black; Miss Moran to West Palm Beach to see Miss Margaret Cook and Mr. Brown to Okeechobee to see friends.

Mrs. S. Miller has gone to points in North Carolina on business.

Mrs. H. H. Pattishall is visiting her daughter, Mrs. Herman Schwartz in Jacksonville.

The Mediterranean fruit fly has not been in evidence for a month in this vicinity, due to the splendid cooperation of the citizens here. A group of men under the efficient management of Henry Levy are still cleaning away the possible host fruits and vegetables.

Mr. and Mrs. P. T. Wakefield and Allen Logan attended the funeral services of T. R. Snook at Wiersdale last Friday afternoon.

Miss Margie E. Krupp expects to leave Tuesday for her home in New York City after spending several weeks here as the guest of Mr. and Mrs. Ernest Krupp at their home, 910 Park Avenue.

A card has been received here from Mr. and Mrs. W. H. Schmidt stating that they have just visited Pike's Peak and intend going from there to Cheyenne, Wyo. While in Denver they saw Mr. and Mrs. Lelloy Chittenden who are enroute for Seattle, Wash., to make their home.

### AMERICAN HEIRESS TO MARRY



Announcement has been received from London that Miss Carolyn Glomey (above), a granddaughter and heiress of the late Isaac Gengheim, and John Paley Johnston of the Royal Artillery of Surrey, England, have been engaged.

Mr. and Mrs. H. A. McMichael spent Thursday afternoon in Deland with Mr. and Mrs. Henry Hurd.

Mrs. Ralph Smith motored to Orlando Monday where she spent the morning.

MOUNT DORA—Modeler Bros' new radio department installed in building formerly occupied by Blue Bird Tea Room.

Easton Industrial survey and advertising campaign underway in this place for purpose of locating industries within the city.

### DARING DYNAMIC VIVID See and Hear ALL TALKING



Special Attraction To-Night Only "The Florida Footwa mers" Jazz Orchestra

MILANE THEATRE

## DON'T FORGET

OUR Cash And Carry DEPARTMENT

20 Per Cent DISCOUNT ON ALL WORK ON THIS PLAN

Laney Dry Cleaning Co.

110 E. 2nd St.

Phone 465

## J.C. PENNEY CO.

212—East First Street—214

## Midsummer NOTION WEEK

### Pen-Co-Nap Sanitary Napkins



An improved napkin with rounded corners—there is a small rubber shield in each package. 8 napkins in a box.

19c

### Penatox

Introductory Set Everything you need for proper care of teeth and mouth. In a convenient package—Large tube of tooth paste, generous sized bottle of mouth wash and tooth brush—all for

49c

### "Aywon"

Shaving Needs Scientifically made of pure, safe ingredients. Cooling, soothing to the face. Shaving Cream tube 25c Men's Toilet can 19c After Shaving Lotion 25c

### Belts for Men



Whatever the man's taste, there is a belt to please him. Different styles, different colors... and, as usual, low-priced.

49c and 98c

### Costume Jewelry



Jewelry is such a necessary part of a costume today that it is styled for different occasions. Here are new novelty necklaces in many smart colors and cuts... for yourself or for gifts.

98c

### Dressmakers' Supplies

Nation-Wide Brass Pins 2c  
Pinnoid Pins 2c  
Pinnoid Safety Pins, ant. sizes 2c  
Pinnoid Safety Pins, ant. sizes 2c  
Pinnoid Hooks & Eyes, white 2c  
Pinnoid Fasteners, black and white 2c  
Pinnoid Fasteners, black and white 2c  
Pinnoid Needles 2c  
Thimbles 2c  
Tape Measures 4c and 8c  
Solid Steel Shears 49c  
Elastic, assorted widths, black and white 4c, 6c and 12c

### Moreedge Blades

For Easier Shaves. Keen, edge, smooth-shaving blades. Fit your Gillette razor.



5 for 25c

### Buttons! Buttons!

Useful and Decorative



4c and 8c

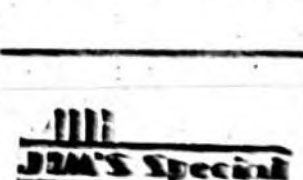
### Rubber Aprons

Daily Practical So colorful that their real utility is completely disguised. They never fade. Good, out-of-range at 23c and 49c



### Mien's Garters

Wide Web. Finest silk webbing with satin back and metal fasteners. A most outstanding value, at 25c



### Lunch Boxes

Of Light Metal



Light and sturdy lunch boxes. Roomy enough and made with patent holder on inside of cover for vacuum bottle, as illustrated. Lunch box only.

49c With Vacuum Bottle, \$1.28

### JAN'S Special

Work Suspender One of our splendid, sturdy suspenders... at 49c



### Ask for "Pinnoid" Sewing Silk

Shard spools... fine quality... in popular shades. 6c a Spool



Cover and Pad For the Ironing Board. An unbleached muslin cover and oak pad. Both 89c

### Re-Sharpener

Your Dull Blades With a Moreedge Sharpener. For Gillette or Moreedge blades. 98c



Dress Shields, pair 25c and 35c  
Sanitary Belts, 25c and 35c  
Girdle Supporters, 25c and 35c  
Sew-on Supporters, 15c  
Shadow Shirts, 15c

"Pen-Co-Naps," box of 8, 15c  
Sanitary Aprons, 25c and 35c



# ONCE

## *in a Blue Moon*

IN every walk of life, in every manner of work and play, we find, Once In a Blue Moon, an individual or a mass of individuals, who rise above seemingly insurmountable obstacles and carry on to a glorious succession of triumphs.

Edison, Ford, Lindbergh, Texas, Ireland, Cuba, and now history repeats itself, and we find Florida, breaking the shackles of seeming disaster, meeting emergencies resourcefully and turning possible misfortune into an agency for permanent prosperity.

Since 1925, mankind and the Elements have showered numerous handicaps upon the progress of this State. Figuratively speaking, its people have undergone a most intensive struggle for existence but they have emerged from it vigorously and with inspiring enthusiasm.

Emergencies have been met with fortitude and the light of purpose is leading the people of Florida to greater and greater attainments.

Industries and new commercial ventures are opening in every city and town. The outside capital of big business is being released within the borders of this state. Economic conditions are stabilizing and improving, and the millions and millions of dollars of tourist wealth are preparing for the march to Florida resorts.

It is a happy outlook which Florida is facing, one which should bring encouragement to every commercial, industrial and travel enterprise within the state.

Believers  
in  
**FLORIDA**

One of a Series of Weekly Advertisements  
Prepared by the Believers in Jacksonville and  
Published by Twenty-Five Florida Newspapers

Bob Brown



