



University of Central Florida  
**STARS**

---

Sanford Today

Newspapers and Weeklies of Central Florida

---

9-18-1926

## Sanford Today, Vol. 01, No. 10, September 18, 1926

Sanford Today

Find similar works at: <https://stars.library.ucf.edu/cfm-sanfordtoday>  
University of Central Florida Libraries <http://library.ucf.edu>

This Newspaper is brought to you for free and open access by the Newspapers and Weeklies of Central Florida at STARS. It has been accepted for inclusion in Sanford Today by an authorized administrator of STARS. For more information, please contact [STARS@ucf.edu](mailto:STARS@ucf.edu).

---

### STARS Citation

Sanford Today, "Sanford Today, Vol. 01, No. 10, September 18, 1926" (1926). *Sanford Today*. 10.  
<https://stars.library.ucf.edu/cfm-sanfordtoday/10>



# SANFORD TODAY

FOR SANFORD — FOR SEMINOLE — FOR FLORIDA



THEY SAY THIS IS FLORIDA'S MOST INTERESTING WEEKLY

VOLUME ONE

SATURDAY, SEPTEMBER 18, 1926

NUMBER TEN

**T**O PAY HIM the compliment of a call across his own doorsill and give this Magazine the benefit of an early acquaintance with the new official, the Editor drove to Titusville through Thursday's rain storm and met by appointment Edward J. Trotter, Secretary of the Titusville Chamber of Commerce and Secretary-elect of the Sanford Chamber. The effort was well worth while.

We think Sanford will like Mr. Trotter at once and esteem him highly when it has come to know him. We believe that will be true of the Chamber of Commerce membership and the people of Sanford generally. And there is no doubt at all in our mind that Sanford will be liked by its new Secretary.

Thursday's face-to-face observation suggested that he is:

- Clean-cut;
- Young, and physically vigorous;
- Frank, but not too eager;
- Earnest;
- Of attractive personality; good-looking;
- On the best of terms with the line of work he has chosen—which is to help towns to become cities and cities to win what they want.

His professional creed seems to be about this: "Make your town the best town to come to, and the people will come. You

## Talk o' The Town

won't have to bring them. Service is the key to Success."

To us that all seems very promising. We never have knelt at the feet of persons who are going to set the world on fire. We don't kneel, and we do not think the world needs arson. Also, to drop metaphors, we are not swept off our feet by persons who deliver all they have to you in the first thirty minutes after introduction. We judge Mr. Trotter to be one of those individuals in the age-zone of thirty who carry something in reserve.

It is of interest to print his quiet reply to a blunt question he gave us permission to ask: "Why did you decide to apply for the secretaryship of the Sanford Chamber?"

His response: "I didn't. The job sought me. The reason I feel gratified that it found me is this: I am a young man. I want to advance. I know I can advance. I can get out of my future just what I put into it. Sanford is a larger field than Titusville. If my work here has fitted me for the work in Sanford, then I am taking a step forward by going there. If my work there is the kind it ought to be and the kind I intend it shall be, when the time

comes for me to go on to another job it will be a bigger job."

Straight talk.

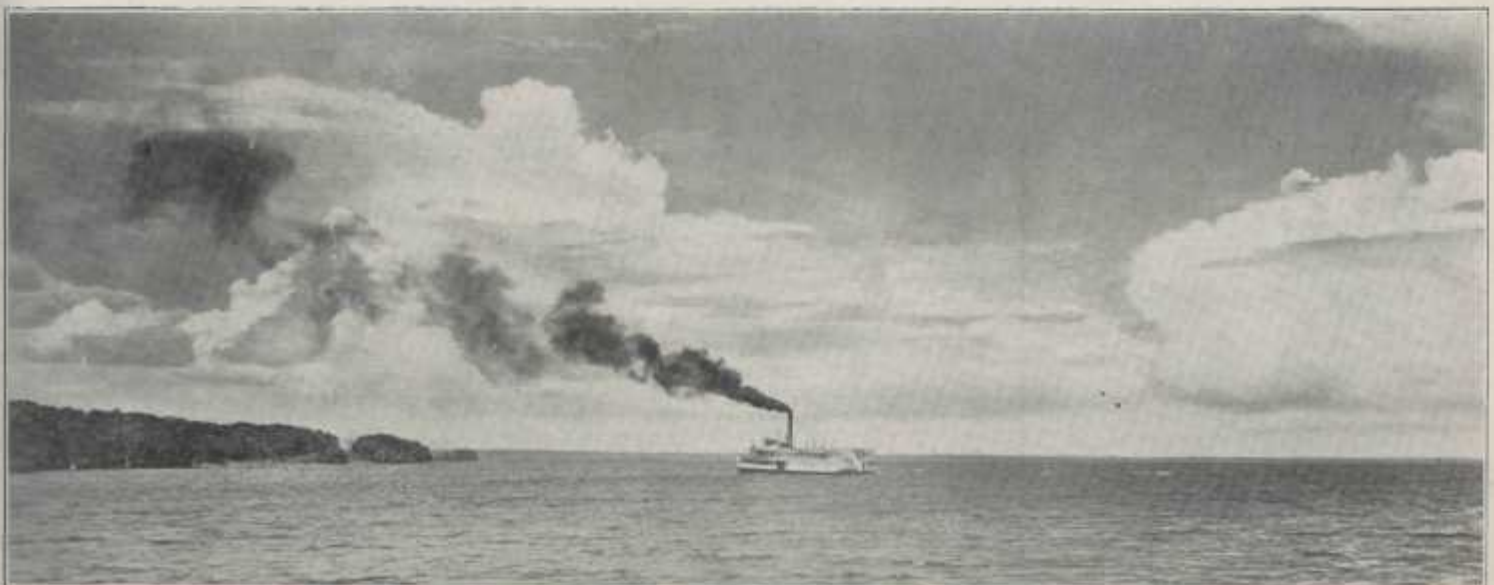
This Column understands that when Mr. Trotter's name was broached to the Board of Governors of the Sanford Chamber of Commerce he was asked to present references, and he declined. He said: "Here is the list of the fields where I have worked. They know about me."

When inquiries had been made and Mr. Trotter was requested to appear before the Governors, he prefaced his talk by saying the salary he had heard was to be offered would not interest him. His terms were met. To get your price you must know your worth.

Elsewhere in this issue appears a statement written for this Magazine by the President of the Sanford Chamber of Commerce, Elisha A. Douglass. If Mr. Trotter will peruse thoughtfully that brief statement (and we are sure he will, because every chamber-of-commerce secretary in Florida is a regular reader of *SANFORD TODAY*), we think he will perceive that in forwarding the executive work of this Chamber he can count upon having behind him the influence of a solidified organization. Without that, no chamber secretary can do his best by the community he is employed to serve. There have been

(Continued on Page Four)

AMERICA'S MOST TROPICAL RIVER IS LOST FOR AN HOUR IN SCENIC LAKE MONROE



Clyde Line's Steamer "City of Jacksonville" Outbound from Sanford for the Hyacinthe-garlanded St. Johns



## COMMERCE CHAMBER IN BUSY SESSION

By MARY E. POWELL

Vice President J. G. Ball presided at the weekly luncheon meeting of the Chamber of Commerce Friday noon, in the absence of President Douglass.

It was announced that E. J. Trotter, present secretary of the Titusville Chamber of Commerce, had been appointed Secretary of the Sanford Chamber and would assume his duties within a short time. Senator Parrish of Brevard County congratulated the Chamber upon having secured Mr. Trotter.

Karl Lehmann, Secretary of the Orlando Chamber of Commerce, was present to attend the meeting of the Executive Committee of the Central Florida Council of the Boy Scouts of America, which was held immediately after adjournment of the Chamber meeting. Mr. Lehmann gave a resume of the work of the Boy Scouts of this District. He too paid a high compliment to the newly appointed Secretary of the Chamber of Commerce and urged for him unqualified support.

Mr. Lehmann called attention to the motorcade on Friday and Saturday of next week, starting from DeLand at 9:30 A. M. This will be composed of secretaries and officials of chambers of commerce of the central Florida section. The itinerary includes St. Augustine, Jacksonville, Lake City, and other points, and the object will be to become acquainted with the roads and means of handling road information on the solid central section of Florida.

### LADIES, THE PRESIDENT!

STOPPING IN SANFORD AT THE SAN JUAN  
(YES, A SOCIAL ITEM)

We are not sure whether this should be called a classic or an epic in the gallery of modern automobile literature, but we know it will make the ladies restless for a peep:

"The President" is the name of a Studebaker Big Six Custom Sedan for seven passengers—one of the line of custom-designed motor cars recently announced—and it is interesting to note how truly the character of the car proves worthy of its name.

"The full-vision steel body is finished in lustrous black with a belt of Thistle Green, pin-striped in Siskiyou Yellow. Disc wheels are banded in harmony. The interior is replete with custom luxury; upholstered in deep gray broadcloth and broadlace trim. A color scheme of Croatan Green with black belt and pin striping in ivory and upholstery in mohair, is optional. Butler-finish hardware, silk curtains, toggle grips, and opal iridescent corner and

dome lights, the latter lighting when the rear door is opened, complete the effect of custom refinement.

"Both front and rear seats are deep and wide and form-fashioned to assure maximum riding ease. Even the auxiliary seats for the sixth and seventh passengers are designed and dimensioned to give full comfort. Draftless ventilation is obtained by an exclusively designed windshield controlled by turning a convenient handle on the dash. The double-beam headlights are operated by a lever on the steering column.

"Custom design has given the car low-swung graceful lines, and the rich coloring of the lacquer finish is lent a dash of brightness by the nicked radiator surmounted by the silvered figure of Atalanta racing the wind, and nicked acorn headlights. Four-wheel brakes, balloon tires and Watson stabilizers insure comfort and safety on every type of road." The San Juan Garage Company can show you.

### NEWS FOR MUSIC'S DEVOTEES

The Sanford School of Music outlines a plan whereby the people of this community who are inclined toward the cultivation of musical gifts may have opportunities for study which as a rule are open only in cities having access to conservatories. The Sanford School (located in the Meisch Block) has on its staff a number of graduates of recognized centers of musical education, and the skill of these teachers will be available for developing here a school of professional grade with full courses in all the major branches.

The vocal department will be supervised by Dr. Garnett Hedge, tenor of the Garden Square Opera Company, a conservatory director. The piano department will be under Don Jonson, a former pupil of Paderewski. The violin department will be under the care of Harve Clemons, Conductor of North Shore Symphony Orchestra and director of violin at Illinois Conservatory.

These announcements are as made by the management of the school.

### BAUMAN BUSINESS BRISK

Sanford's welcome to one of the newest additions to the City's mercantile list, Bauman Brothers feed and grain store, has taken the form of brisk patronage, and the Sanford branch of the DeLand establishment this week issued nothing but optimistic replies to inquiries as to the outlook for fall and winter business.

Trade at the branch store in the Shinkholer Building, Commercial Street and Maple Avenue, attained such proportions recently that stock was all but cleaned out and immediate orders for replenishment were rushed to DeLand.

### ROUTHS' FILLING STATION SOLD

Rouths' Filling Station, corner of West First Street and Jessamine Avenue, has been recently bought by Cecil L. Rines of this city. Mr. Rines, who has had five or six years experience in this business, having been associated with his father, F. P. Rines, also of Sanford, will be in charge.

Previously this station handled only gas and oils, but in the future a complete line of tires, tubes, and accessories will be carried.

There are many to wish the new business prompt success.

"I had the good fortune of living in the State of Florida for seventeen years. The first ten I spent in the central part of the State, and during the last seven years of my stay my work took me to every part of it. I have no hesitation in saying that in my opinion it is by far the most attractive State in the Union and has a splendid future before it. Many people are under the impression that the Florida summer is unbearably warm. So far is this from the truth that I would be perfectly delighted to spend my summer vacation, from the month of July to the month of September, in any part of the State."—Michael J. Curley, Archbishop of Baltimore.

## AMATEUR TALK SPORT By DuBOSE

The Sanford City Commission have again shown their willingness to do anything possible for the Sanford schools, by authorizing the School Board to order bleacher seats for the Municipal Athletic field. These seats are to be used for the football games and will prove a great asset in drawing crowds to the games this season. Heretofore it has been necessary for the public to stand during the games. There are to be six sections with eight tiers to the section, and these will accommodate more than five hundred persons. The seats are to be delivered at once and will undoubtedly be ready for the first game of the season, which will be with Leesburg October 2d.

Now that the Sanford Base ball Club has won the League pennant, the entire City is looking forward to the post-season games which are being arranged with an ALL-STAR team to be picked from the other teams in the league. The Sanford fans are positive our club is capable of handling any aggregation that can be collected in the State, and there is keen anticipation of the series.

Frank Bailey, hard-hitting first-sacker of the local club, is expected to be able to play in the post-season games. Bailey has been out of the lineup for the last few games with a bad ankle and his absence has been felt, although Reese Allen has again shown himself to be an unusually good utility man and has played first-base exceptionally well.

The High-school authorities are very optimistic regarding the football prospects this year and the entire school is much pepped up with the way the boys are showing up in early practice. The school expects to have a fast light team that will be capable of winning the majority of its games.

No injuries have been reported as yet with the exception of Lanier and Waters, who have been out of the lineup for the last two practice sessions with charley-horses. Both boys are expected to report again soon.

There has been a large squad out for all of the practices, and with school getting under way many more are expected to report immediately.

Several of the boys who graduated from Sanford High-school last year have been out lending their aid to Coach Wheelchel. This is properly appreciated. It would be a splendid idea for the boys who are out of school to organize a local team and arrange several practice games with the High-school team. Both in Tampa and Jacksonville as well as in some of the smaller towns in the state there are city leagues, and the high-school teams attain a lot of valuable experience by going against some of the veteran players. There are a great many former football stars in Sanford and it should not prove very hard to organize a splendid City team.

The training schedule at the football practices so far has been mostly setting-up exercises, line-blocking, and receiving passes, with a little straight running to develop wind and stamina. Many of the boys have shown up exceptionally well so far, but it will be impossible to pick any favorites before the beginning of scrimmage and signal practice.

A young Senior at Sanford High astounded the American-history class with his unusual knowledge of that study. In answer to a question by the teacher he said: "Columbus did not know that he had discovered America until after he was dead." He did too!

## The Bungalow REOPENS

WEDNESDAY  
SEPT. 22

Sanford Avenue  
South of Geneva

Lunches served on Verandah or  
packed to take away. Cakes and  
Pies to order. All foods are  
Home-prepared. Superior Coffee

## The Bungalow



# Who's Who In SANFORD

## —AND JUST WHY—

### A RECORD—NOT A RHAPSODY

This is the first of a series of personality articles about living citizens who's past has helped to make Sanford's present.

These sketches will be neither flowery nor fulsome. (This is not, as you doubtless have observed, a "Yes-yes" journal.) The data for their writing, obtained direct from the subjects themselves, will be accurate in statement of facts; for any comment accompanying them the writer will hold himself responsible. The purpose of the Who's Who Series is distinctly NOT to parade the individual for popular applause but to present his community career for public appraisal. What has John Smith done for Sanford, Seminole County, and Florida? That is the point and the only point.

These documents of individuals' efforts will not interest themselves in a man's religion, his politics, his fraternal affiliations, or his private pleasures. They are his own business, not the public's. What he has done toward his City, his County, and his State, and how—often through harsh adversities—he kept on and achieved the doing, contain enough of human incident to make these articles of surpassing interest and real importance to his town. The style of presenting them will be sometimes the first-person style, sometimes the third, sometimes a jointing of the two, as seems best to fit the man and his story.

It is due the subject of this opening sketch of the series, Mr. Douglass, to note that his willingness to accept as in good faith the spirit of the series was as pronounced as his reluctance to have himself made the object of popular attention. Five appointments he was "unable" to keep, and that is an offense not easy to overlook, no matter how busy a man the offender may be. That a sixth appointment was formed is more than a compliment to him; it is a tribute to his importance as a citizen.

**ELISHA ALEXANDER DOUGLASS**, President of the Sanford Chamber of Commerce, President of the Sanford Bond and Mortgage Company, President of the Sanford Bank and Trust Company, Secretary of Swope-Douglass, Incorporated, became a carpenter at the age of fourteen and for forty-six years has been an unrelenting builder. In the last twenty years he has had seven weeks of vacation. An indefatigable maker of money, he says money is not worth a damn except to do things with. He has not now, and at no time in his sixty years of life has had, as much as \$3,000 cash "ahead." Yet his holdings now must be earning for him well over \$100,000 a year.

He was born February 28, 1866, on a farm in Bradford County, Florida, the eldest son of John Frank Douglass and Caroline Lastinger. In his parents' family were six brothers and five sisters. With the exception of five months spent in St. Petersburg, all of his life has been lived in Orange and Seminole Counties.

Mr. Douglass recounted:

"Until I became fourteen years of age most of my boyhood time was used up in the ordinary tasks that fall to a farmer's son and in going to country school. When I was fourteen my father died, and I became the earning head of the family as well as its eldest boy. I got a job to learn the carpenter trade, and building is the only work I have ever really known. At first it brought me wages of 25 cents a day.

"In 1874 we moved from Bradford County to the place which five years later became the village of Oviedo (its population in 1887 had grown to 50.) There my father set out the old Dr. Henry Foster Orange Grove, as it is remembered, occupying about 60 acres on Lake Charm. He cared for it until 1880, the year of his death."

The father gone, there was no way for the new head of the family, the boy of fourteen, to earn money in the country, and money there had to be for mother, sisters, and brothers; they must somehow eat. "Often," said Mr. Douglass, "there was not enough to eat. We moved into Orlando, then a town of less than 4,000, and I got work with a carpenter. My pay was 25 cents a day, which I carried to my mother. One of my sisters was old enough to teach school, and she did. That helped a great deal."

In three years the boy was seventeen, his wages had risen to \$2.50 a day, and he had become foreman of a carpentering crew of eight men! He kept at that four years. Twenty-six years later found Elisha A. Douglass appointed Clerk of the Circuit Court of Seminole County by Governor (now United States Senator) Park Trammell, Seminole having been carved

out of Orange County and organized August 3, 1913. At this time Mr. Douglass was in the real estate business in Oviedo. In 1914 he was elected to the Circuit clerkship for two years, in 1916 for four years, and a third time in 1920 for four years. In 1924 he wished to release himself, and his son Vance was elected to succeed him; he continues in that office today.

"My first building work in Sanford," Mr. Douglass recounted, "was nine years ago this summer: my home, 1912 Sanford Avenue." He has been building homes in Sanford ever since—for others. He organized and was made building-committee chairman of a local company which took over the old Welborn Building on the southeast corner of Park Avenue and Commercial Street and remodeled it into the present Valdez Hotel, adding the fourth story. Though hired hands did the work, himself was "on the job every day."

"I took the crew off that job when it was finished," Mr. Douglass said, "and we remodeled the Pico Block (First Street to Commercial, Park to Railroad Avenue), making nine store rooms on the street floor and twenty-one apartments above. My partner in that undertaking was Roy F. Symes. It cost us \$78,000—and we financed it after the job was completed. We went to Jacksonville and borrowed \$60,000 from the American Trust Company, at that time the largest loan ever made on a Sanford project. The terms of this loan were 8 per cent. interest and a bonus of \$9,000—which the Jacksonville bank took out of the \$60,000, handing us \$51,000 cash. Stiff, but we had to have the money.

"I would never go through again what we went through prior to making the loan, the period of remodeling. Symes had some money, and I got some together. We were helped by a life-insurance policy of mine maturing at just that time. We borrowed from the Sanford banks all they were able to lend us, and we borrowed more from the sawmills and the Pittsburgh (Pa.) Plate Glass Company. The plaster, hardware, lumber, plumbing-supplies and paint people all took our 90-day notes for materials, and none of them pressed us when we had to extend. But we did, Symes and I, manage to have enough cash to meet the weekly payroll; our workmen never missed a payday on that job. We had had the promise of sufficient funds for the undertaking when we started, but the end of the war came and promises could not be kept; everybody closed down on us, and we had to do the best we could. The work had to go on.

"Not having the money has never stopped me building; I have always managed to go ahead."

Since "the Pico job," as he refers to it, Mr. Douglass has built in Sanford eighty dwellings

## "THIS WILL BE DONE"

By E. A. DOUGLASS

President Sanford Chamber of Commerce

WRITTEN FOR THIS MAGAZINE

To assure the continued but far greater growth and prosperity of Sanford, industries with their payrolls and distributing houses with their varied commerce must be brought here and given every practical proper assistance to become established.

This will be done.

To make possible and sure these vital additions to the business and community life of Sanford, the whole membership of the Chamber of Commerce must join in a broad and vigorous policy of absolute cooperation and no "knocking."

This will be done.

I have no hesitation in asserting that one year from today Sanford will have in operation important numbers of additional industries and distributing houses. With them will have come to us the kind of increased population which we so greatly need, and which we as citizens, as lovers of our City, our County, and our State, must warmly receive and make genuinely at home as our fellow-citizens.

This too, I assert, will be done.

and stores, including the twenty-one bungalows and two stores that form "the Edgewood Colony" in the Sanford-and-Geneva-Avenues flourishing neighborhood, and the thirty-one model homes for Negroes in the Goldsboro district—these latter houses with each its running water and electric lights, its attractively neat architecture, and its sewerage and cement walks.

In 1923 Mr. Douglass, O. P. Swope of Orlando, and Mr. Hollingsworth, a Chicago banker with heavy holdings throughout Florida, formed under Florida laws Swope-Douglass Incorporated, a real estate and construction company with head offices in Orlando and with extensive building operations in Sanford, Orlando, Oviedo, Kissimmee, and Winter Garden. Mr. Douglass' earnest assurance "building is the only work I really know" makes one smile indulgently upon learning that the last fiscal statement of Swope-Douglass Incorporated shows the three-year-old company to have resources of \$814,456 and net profits of \$386,316. This is a five-person close corporation, Mr. Douglass' wife and Mr. Swope's wife being minority stockholders.

(Continued on Page Eleven)

**Edward Higgins, Inc.**

Lincoln FORD Fordson  
NEW MODELS NOW ON DISPLAY

**GUARANTEED**  
*Ford*  
**used cars**

**SANFORD**

**FLORIDA**

N. Palmetto Ave. - Phone 331



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 Building  
By Sanford-Seminole Magazine Company  
I. S. SAYFORD Editor

Subscription: A dollar a Year, in Advance

Official Chamber of Commerce news

Advertising Rates on Application  
F. E. Bradley Advertising ManagerIf you read it in SANFORD TODAY—It's so  
Vol. I Saturday, September 18, 1926 No. 10

## MURDEROUS NON-DIMMERS

Several weeks ago this Magazine brought directly to the attention of the Chief of Police the increasing traffic peril in Sanford caused to the public by non-dimming motorists. The Chief responded that the policy of his Department was to warn, not arrest, such persons. He said he was satisfied the prevalence of the offense was abating.

It was not.

Subsequently this Journal again engaged the Chief's attention, and he authorized publication of the statement that, warnings having failed, he now would direct his officers to make arrests.

The evil grew worse.

A third time this Periodical approached the Chief, and urged that some really deterrent action be taken. He replied that the Sanford Police Department did not arrest persons for failure to obey the City law requiring motor vehicles to be operated within the City "with dimmers only," but as a matter of policy chose to warn them, only. "We will not arrest them," he said.

This week, as the community knows, the aged Manager of the Postal Telegraph Company while riding his tricycle on a downtown street was struck by an automobile and so injured that he died the next day. The driver of the car, arrested on a manslaughter charge, pleaded that he had been unable to see Mr. Aspinwall because blinded by the undimmed headlights of an approaching automobile, the driver of which did not stop when the accident happened but drove on and away.

Subsequent inquiry made by this Magazine at Police Headquarters brought the statement that the Chief of Police had detailed officers in police cars to cruise for non-dimmers and bring them in; that patrolmen had been given orders to arrest; and that already seven persons charged with non-dimming had been dealt with in Police Court that day and fined from one to five dollars each.

These columns hold the Chief of Police of Sanford in respect: as a most conscientious and diligent officer, a Chief who has very close to his heart the peace and safety of his City, and who is known to never spare himself in the always arduous and sometimes highly dangerous performance of his duties.

Police courtesy ought to be, and in this City we understand it is, a very definite part of the attitude of the Municipal Government toward the public. But it can be mistakenly followed too far. The person, regardless of station in life, who wilfully disobeys in the face of approaching traffic the law against undimmed headlights is committing a murderous act and not only is entitled to no kindly "warning" but deserves to be treated as a criminal dangerous to his fellow men. He knows the thing he is doing. The person who "carelessly" does likewise should be speedily persuaded to change his ways, and the police and courts should do the persuading.

A season of fewer arrests for nighttime over-parking lawlessness and of many arrests

for non-dimming violations, will be an excellent program for the Police Department to observe.

None of us would for a moment deny that a most grave injury has been done the community by the scoundrel who lets his car stand parked at a curb all night and thereby blocks off in the grey of dawn some yards of soiled asphalt from the gentle ministrations of the Municipal Sweeping-Machine; he is an enemy of society and a mad dog. We merely submit that that other criminal, the non-dimming threatener and taker of human life, ought not go scott free.

Do we petition too much? We believe that the Chief, a fair as well as a fearless man, will say we do not.

## Talk o' The Town

(Continued from Page One)

dissentions in the whole body of the Chamber's membership, but we know of no harmony lack in the present Board.

Mr. Trotter plans to take up his duties in Sanford between October 5th and 15th. Meantime he is in the market for a home here. We hope he may fare well in that dubious search; so many are calling for just that, and so few can be served. Mr. Trotter's wife and daughter are to come with him. So too many a son or a second daughter. You must ask the hovering Stork about that.

All Sanford will read with keen interest the facts collected into this issue touching the life and work of E. A. Douglass. They are presented in the form of the first of a series of articles called "Who's Who in Sanford and Just Why—A Record, Not a Rhapsody."

One way to get a list of desired information for the public is to go after the hardest item on the list first. We did that. We called Mr. Douglass the item and went after him. He has his skillful hand in so many enterprises that he finds it next to impossible to make on-the-day-and-hour appointments and be sure of keeping them. And he is almost desperately averse to attracting personal attention. It is not a pose.

There was only one sure way to "get" the President of the Sanford Chamber of Commerce as the opening subject of the "Who's Who" series. That was to convince him that publication of the series will be distinctly helpful to the community and that any benefit to the individual discussed will be the secondary consideration. It was not hard to do that, because it is true. Page Three.

We trust the Sanford Police Department will accept in the spirit in which it is published, the spirit of "Do this for Sanford," the editorial in this issue about the growing evil of undimmed automobile headlights. Should the Department become ruffled we shall be sorry, but in nowise penitent. The facts are as stated, and we feel the sentiments are correct. "For Sanford—For Seminole—For Florida" is a legend that presumes no apology. Also, human life taken cannot be replaced.

A citizen stood beneath a tree at Third Street and Park Avenue at a certain hour of Tuesday of this week and gazed up at a drooping limb. Another man, tall and lean and tanned, stepped out of a travel-stained car, helped a lady to alight, and reached within for luggage. The gazer withdrew his regard from the tree and looked at the tall man, recognition spreading in his face. He spoke:

"May I—will it be all right—if I cut off that limb?"

The tall man turned, smiled a golden smile, looked up at the tree. "Yes. It will be all right," he consented.

William B. Williams, City Manager of the City Substantial, had come home, and was on the job. On it before his vacation traps were out of his car.

He and Mrs. Williams had rather a wonderful time, it seems. It was the City Manager's FIRST VACATION IN ALL HIS LIFE, if

## 'We Told You So'

Editor SANFORD TODAY,  
411 First National Bank Bldg.

Dear Sir:

You have our permission to publish, if you wish, this unsolicited statement of our experience this week in using the advertising columns of your Magazine in our business—the application of Roofing and repair of Roofs.

From one insertion of our display advertisement in last week's issue of SANFORD TODAY we have checked up more business obtained than ever before received through any piece of advertising placed by me for myself or for firms I was connected with.

Customers' statement "I saw your advertisement in SANFORD TODAY" was the means we used of checking. You may repeat our space in this week's issue, using copy herewith enclosed.

Yours very truly,

SANFORD ROOFING CO.

Sanford, F. B. Adams, President.  
Sept. 16, 1926.  
9 Masonic Bldg.

you would know, and they journeyed four thousand miles in thirty days, to and beyond their old-time home in Mt. Vernon Illinois, where he had been four years Mayor and four years County Treasurer and from which he and his wife had been absent sixteen years—they journeyed there and beyond and "home again," and "We had the finest kind of a splendid time," said he, "with not one soul in the old town calling me 'Mister' and I mistaking not one, but I'm glad to be home again—this is the best town I've seen, looks the best and is the best, and now I'll be satisfied to stay with it for—oh, a number of years."

They left Sanford August 16 and motored by way of Atlanta, Chattanooga, Asheville, and Evansville to Mt. Vernon, went on to St. Louis, returned to Mt. Vernon, visited, and came on home to Sanford via Memphis, Muscle Shoals, Birmingham, and Montgomery.

In St. Louis the Williamses would have liked to go to the ball game but were dissuaded by the sight of a five-hour line waiting to buy tickets to see the Cardinals perform; 25,000 witnessed the game that day. "I was more interested in what the Sanford team was doing," the City Manager added; "and I went to the St. Louis Post Office and got Sanford newspapers I had ordered mailed there, and read the agreeable news."

In Mt. Vernon Mr. and Mrs. Williams were guests of his brother's and wife's people; and their ex-Mayor made the Rotarians a bang-up speech about Sanford and Seminole County and Florida at a luncheon-meeting where he was guest of honor. "Everybody back there was very glad to get first-hand information about the State," Mr. Williams said. "They already had a most favorable impression through the fact that a number of people there and thereabout had gone to Florida and made money in real estate."

"I told them that lot speculation here is off. They were interested. Many of them are coming down this winter, many of them will have a look at Sanford, and I hope some of them will decide to make it a long if not permanent look. We visited everywhere along the line of our trip, often going a considerable distance out of our way to do so, and everywhere the same wideawake interest in Florida was an open fact. They are coming down here, presently, to invest; many of them to acquire homes."

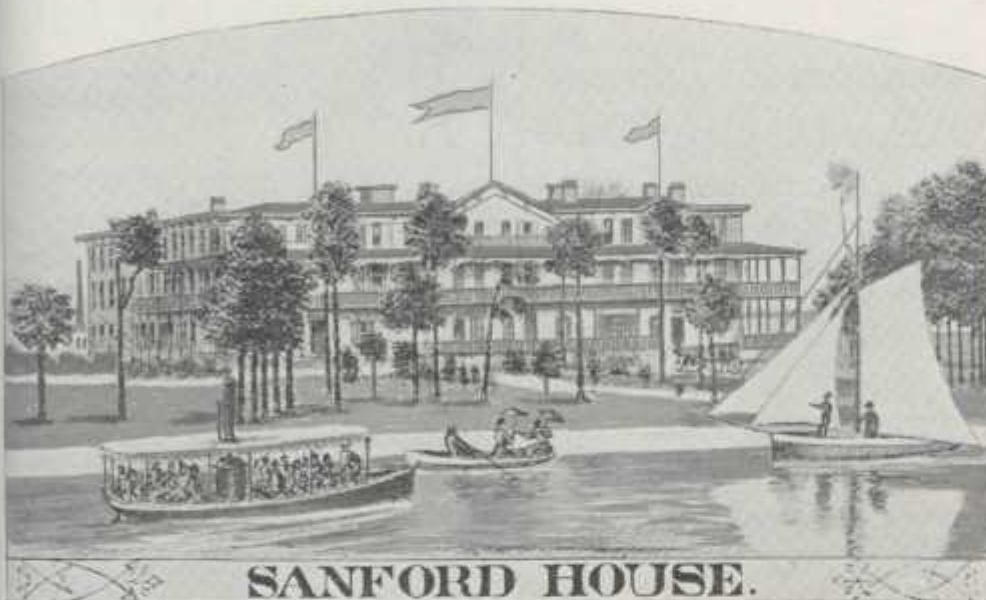
"It is absolutely a settled fact that travel to Florida this fall and winter will be very heavy."

How is that for saving the best for the last in an interview?



# A SANFORD HOUSE BALL IN '76

NEW YEAR'S NIGHT FIFTY YEARS AGO RECALLED BY MRS. WOODBRIDGE: CLASPS OF GOLD CAUGHT UP THE LADIES' TRAINS: THERE WAS PUNCH



**SANFORD HOUSE.**

Looking South

Enlarged and Engraved from Photo of 1882

In the first of this series of pen-and-picture sketches of the Sanford of Long Ago, published in the issue of August 28, appeared this paragraph:

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

The words "upper center" referred, as perhaps you will remember, to an inch-by-2-inch segment of a page-wide photogravure of the Sanford of 1884 which illustrated the article. Now here on this page you are looking at an enlargement of that pigmy picture—and an exceptionally skillful piece of work it is on the part of the photographic and engraving studios.

But about the story of New Year's Night of '76. Suppose we tell it in fragments, just as it came one day this week from the lips of the only Sanford person now living who attended the Sanford House ball that holiday night more than fifty years ago; Mrs. Anna C. Woodbridge, daughter of the wealthy pioneer who contracted to sell to General Sanford the land upon which this City is built.

A tall, slender, grey-haired, perfectly erect woman of patrician features. She may surprise and delight you by stepping gracefully back and dropping you a charming curtsy with a laugh of brown eyes that never have worn glasses—she may, if some day you are privileged to smilingly kiss her slim hand when she has done you the favor of reminiscing. There is only one proper setting for such a tete-a-tete, and that is the wide, worn front verandah of her wide old-weathered home in East Third Street that looks across the Lake.

"I remember quite distinctly General Sanford's wife as a distinguished guest that New Year's night in the Sanford House ballroom. She was a Belgian. I suppose they became acquainted when the General was American Minister to Belgium. A tall, full-figured woman, queenly, condescending. Not personally popular.

"What did she wear? I can't remember—so many beautifully dressed women and girls were there. What did I wear? Oh of course I remember that perfectly! Pink silk net over pink silk. And a train—we all wore trains for formal occasions then; naturally. I was outrageously young, shamefully young, a mere slip

of a girl, to be married. But married I was, and I wore—we wore—on the third finger a handkerchief-ring. A gold band with chain and clasp attached that held the bit of lace. And on the same finger a train-ring, a gold band with very delicate Etruscan gold clasp that caught the train and looped it up when we danced! Yes, it sounds perfectly droll today, doesn't it! But my, we were terribly stylish.

"Art flowers were the perfect touch in that day. We wore the gown caught up at the left side with them, and a band of them passed up to the left shoulder and merged there with a garland of artificials. We wore low necks and short sleeves. But nothing like today. Oh no. An edging of artificial flowers went around the cut-out neck of the gown.

"Guests came to that ball by St. Johns boat from Jacksonville and intermediate River points, and other guests came from east and west and south by different conveyances. There must have been three hundred guests and Sanford folk on the ballroom floor. The boat guests arrived the night before, and some of all of the guests remained the day after. Mr. Wister, the hotel's proprietor, a Philadelphia Quaker, I think, was a teetotaler; but if there was no champagne there was much punch, and doubtless—well. Every room in the new hotel was filled and some of the Jacksonville and Palatka guests kept their sleeping-rooms on board the boat. Many persons came to the ball from Enterprise across the Lake, which was more of a place than Sanford in those days, you know.

"All the girls there were amazingly pretty, I remember. Oh you must please excuse me! I did not mean to say I was! I was dark and as tall as I am now, and my father's pet name for me was Gypsy. There was a buffet supper, and I remember the fruit salad and small cakes. We danced the cotillion and the Virginia reel, the beautiful, stately minuet and the schottish, the glide polka and the heel-and-toe polka and the German, and of course we waltzed. No, it was not a dark orchestra; they were white musicians brought down on the boat from Jacksonville.

"The men wore white silk waistcoats with their evening coats. The women wore very few jewels. It was only a few years after the close of the War. I have been trying and trying to recall for you who led the grand march, but I can't."

## THIS COLUMN By MABEL KING BEACH

In Charge Of  
BUREAU OF INFORMATION  
CHAMBER OF COMMERCE

How do you do. It's a dandy town. This is to be my Column, if you like it. The Editor said to me:

"I think the people of Sanford, and the many people who come to Sanford to visit or to stay, would be served and pleased if this Magazine gave to the Chamber of Commerce Information Desk one of its columns to do with exactly as the person in charge of that desk" (happening to be me) "decides. Will you take the job?"

I thought it over and said I would. "All right," said the Editor, "copy on my desk every week, if you please."

"But," I objected, "you haven't told me what to put into your column! How am I—"

"No Buts," said he. "It's not my column, it's your Column. Only one rule: Make it interesting. Sometimes a good way to make writing interesting is to make it accurate. One can be accurate and also dry. It's the one worst Crime in the writing code. I wouldn't print a dry column to keep out of jail."

"Do you think—" I ventured.

"I do not," he said; "that's your job."

All right then. I think you would like to have me jot down in this Column of yours—I'll run it, but I've decided to make it yours, every Saturday, instead of mine—I think you would like to have some news notes about *Who* are coming here to locate, *Why* they are coming, *What* affairs brought them here, and *Where* they are from. Let's start.

Since I returned to my work with the Chamber of Commerce September 1, which is taking care of the Information Bureau, rentals, and so forth, 20 new Sanford families have been located in houses and apartments, and I have learned that in each case they fully intend to remain as residents of our City. Of these, the following either have an established business of their own here or are connected with a Sanford business:

Mr. and Mrs. J. A. Brown and son and daughter, from Dayton, Ohio. Mr. Brown is Superintendent of the wood-working mill of the L. S. Harkey Construction Company, Seventh Street and French Avenue, which started here the 16th of last month. The Browns are located at 1101 West First Street. They are Presbyterians.

Mr. and Mrs. T. C. Butler from Toledo, Ohio, with their two young sons. Mr. Butler is a civil engineer with the Atlantic Coast Line Railway, and gave the information that he is an active member of the American Legion. The Butlers are Presbyterians.

Mr. and Mrs. L. C. Parker, from Columbus, Ohio, have bought a home in Ginderville, just outside of Sanford. Mr. Parker is a carpenter.

The Dollison Music Company, also from Columbus, have opened a branch house in the new McLander Arcade Building.

Mr. and Mrs. Bailey from Boston are here. Mr. Bailey travels as a salesman for the G. Reis Company of New York City.

Mr. and Mrs. Jordan from Pittsburg, Pa. He is connected with the Westinghouse Electric Company.

Mr. and Mrs. Elliott from Birmingham, Ala. Mr. Elliott's connection with the Phoenix Utility Company brought them here to live.

Mr. and Mrs. Marshall and daughter from Mebane, N. C., have become permanent residents. Mr. Marshall is local manager of the Mebane Bedding Company's business recently established in Sanford; a wholesale house.

Mr. and Mrs. J. Maurice Allen from Anderson, S. C., are late permanent arrivals. Mr. Allen travels for the Brown-Williams Tobacco

(Continued on Page Twelve)



# \$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 whatever the line may be) of the Advertisement in which the misspelled word is. THEN, on the same sheet or another sheet write NOT MORE THAN 50 words telling the funniest story you ever heard, or the most interesting anecdote of Sanford or Seminole County, or the bright saying of a child in your own family, or the smartest thing you ever heard a dog 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 telling 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

## TIRE SALE

30x3½ Fabric	\$ 7.20
30x3½ Cord	8.50
30x3½ Full Oversize Cord	9.55
29x4.40 Balloon Cord	9.55
31x5.25 Balloon Cord	19.85
29x4.95 Balloon Cord	12.75
32x5.77 Balloon Cord	25.50
30x5.77 Balloon Cord	23.85
30x5 Heavy Duty	34.90
33x5 Heavy Duty	37.60
35x5 Heavy Duty	39.50
30x3½ Tubes	1.95

*All Guaranteed*

### RINES FILLING STATION

1113 Sanford Ave.

Phone 461-J

## Seminole Creamery

417 W. 4th Street

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

Telephone 634

## Specials Every Saturday

TRADE WHERE SANFORD  
TRADES

### 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 put up and one of those lovely pictures on your kitchen and dining room walls.

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

*We also*

"Your Home"

## Miller Furniture

Sanford, Florida



# Each Week for 3 Months! \$5.00

## THIS WEEK'S WINNERS

\$500 in GOLD—Mrs. W. P. BUHRMAN, 618 Magnolia Avenue, Sanford.—Please call at this office Monday for your Prize.

Mrs. W. C. PARKER, 113 West Highland Avenue, Sanford.—For an accepted Bright Saying, 50 cents.

From Mrs. C. W. STODENMIRE, P. O. Box 510, Sanford.

Miss IRENE FELLOWS, P. O. Box 156, Sanford.—For an accepted Bright Saying, 50 cents.

Mc. G. BASSETT SMITH, McLander Arcade, Sanford.—For an accepted Funny Story, 50 cents.

## SEE PAGE 12 FOR WINNER STORIES

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

As 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.

## SERS ON THIS PAGE

# HERE

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

nd have an expert to lay it  
o large.

o Serve

d Come First"

Company, Inc.

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

## THE FINAL WORD

In a Car for the Man  
Whose Word is Final

## The President

Have You Seen it?  
Stop in

## San Juan Garage

Gas-Oil-Tires-Tubes-Accessories  
Sanford, Florida

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

## Sanford School of Music

Offers Exceptional Advan-  
tages for the Study of  
Every Branch of Music

Register Now for Fall Term

**SANFORD SCHOOL OF MUSIC**  
203 Meisch Bldg.



# IN SOCIETY

By NAOMI SCOGGAN  
(Telephone 179)

Mrs. Ernest F. Housholder entertained at three tables of bridge Tuesday afternoon, honoring Miss Rosa Gray of Laurens, South Carolina, with an additional table of duplicate honoring the hostess' mother, Mrs. Cassandra Schultz, who recently returned from New York State.

Autumn flowers in varying shades of red combined with asparagus ferns were used in the rooms where the tables were spread for play. Tallies were done in brightly colored flowers. When these were collected Miss Mary Elizabeth Puleston held high score and was presented with a dainty opera-bag studded with brilliants. As cut prize Mrs. R. J. Holly Jr. was awarded a dainty silk woven cap for bobbed hair. To Miss Rosa Gray a dainty party-bag of green and gold from her hostess. Mrs. A. P. Connelly won the prize for high score at the table of duplicate, a pair of brilliants slipper-buckles. Mrs. W. J. Thigpen was given a dainty perfume-flash as cut prize at this table. Mrs. Schultz was presented with an ivory tape-measure in the figure of an elephant.

Refreshments of peaches and angel-food cake were served, the hostess assisted by Mrs. Floyd Palmer. On each plate was a twig of bright red holly.

Those enjoying this party were Miss Rosa Gray, Miss Olive Newman, Miss Mary Elizabeth Puleston, Miss Georgia Mobley, Miss Sara Evelyn Williams, Mrs. Hardy, Mrs. B. D. Caswell, Mrs. Hawkins Connelly, Mrs. M. B. Hutson, Mrs. R. J. Holly Jr., Mrs. W. C. Hill and Miss Naomi Scoggan; Mrs. Cassandra Schultz, Mrs. A. P. Connelly, Mrs. W. J. Thigpen, Mrs. R. A. Newman, Mrs. Floyd Palmer.

Miss Marion Hand and Miss Marjorie Dempsey entertained at bridge Tuesday evening honoring Miss Lillian Shinholser, a bride-elect of October.

The rooms opened *ensuite*, were artistically decorated in green and gold. The tallies were in the shape of "kewpies" and were painted in green and gold. After a lively game Miss Margaret Zachary was awarded a pretty card-table cover for high score. Mrs. Eugene Tittle, holding second high-score, was presented a cut-work center-piece. As cut prize Mrs. R. E. Stevens was given a dainty powder-puff.

While Miss Shinholser was called to the telephone a large golden basket tied with green ribbon was placed at her table. This was found to contain many gifts for the bride-elect. After these were opened, refreshments consist-

ing of yellow cream frozen in the shape of roses and placed on a green leaf, and lady-fingers, were served the hostesses assisted by Mrs. W. S. Hand and Mrs. L. Y. Dempsey.

The guests were Miss Lillian Shinholser, Miss Margaret Zachary, Miss Frances Dutton, Miss Mina Howard, Miss Perrie Lee Bell, Miss Catherine Wilson, Miss Sara Warren Easterby, Miss Fern Ward, Miss Emily Bailey, Miss Frances Jones of Winter Park, Miss Margaret Cox, Miss Frances Cherry, Miss Edith Teague, Miss Ruth Hand, Mrs. Ralf Stevens, Mrs. R. L. Hooker, Mrs. Eugene Little, Mrs. Carl Schultz, Mrs. Arthur Moore, Mrs. L. Y. Dempsey and Mrs. W. S. Hand.

Mrs. George DeCottes left Thursday afternoon to spend several days at Daytona Beach as the guest of her sister Mrs. George D. Bishop.

Master Bobby Newman, son of Mr. and Mrs. R. A. Newman, celebrated his sixth birthday on Thursday afternoon with a party at his home in Rose Court.

Games and contests were held, the most exciting a peanut hunt. The children were told there was a golden peanut hidden somewhere about the grounds of the Newman home and that a prize would be given to the one who found it.

After excited search Master James Bryan Hurt found the golden peanut hidden in a tree, and was awarded a story-book.

Late in the afternoon ice cream and cake were served by Mrs. Newman, assisted by Mrs. S. Puleston and Mrs. Hawkins Connelly. Caps horns and crepe paper dolls were given as favors to these young guests. About fifty children enjoyed this merry birthday party.

Miss Perrie Lee Bell and Miss Margaret Cox entertained on Wednesday evening at the home of Miss Bell honoring Miss Lillian Shinholser, a bride-elect of October.

Baskets and bowls of pink roses combined with quantities of fern were placed throughout the card rooms. The tallies were made to represent Cupids holding in their hands small wedding bells. For high-score Miss Fern Ward was presented a lovely picture. Miss Bobby Chapman was consoled for her low score with a small book entitled "Ifs on Bridge," while Miss Ruby Hayne was given a pretty hand made handkerchief as cut-prize. Miss Shinholser was presented with a handsome tapestry runner as a gift from her hostesses.

After the game a salad and ice-course was served, the hostesses assisted by Mrs. Clifford Bell and Mrs. T. J. Miller.

The guest-list included only the most intimate friends of the bride-elect.

## REAL CHURCH NEWS

### THE METHODISTS

By A. D. MITCHELL, Secretary

Dr. and Mrs. W. P. Buhrman have just returned from Lakeland where they attended the opening of Southern College. Dr. Buhrman has been very closely connected with Southern College for a number of years both as patron and Trustee. Edward Buhrman and Miss Catherine Buhrman will be students at Southern this year.

The report is that the College had a splendid opening and expects to accomplish great things this year. Some of the new buildings will be completed within a few weeks, and with the recent endowment fund raised in the conference many other improvements will be made in the already splendid institution.

The President, Dr. Spivey, is offering great things to the Methodist young people of the State, as well as to those of other denominations who attend the school. Nothing can mean so much to young people as training in Christian character. This is what Dr. Spivey is endeavoring to give his students in addition to the educational advantages offered by a carefully selected faculty of specialists.

### CONGREGATIONALISTS

On the afternoon of September 13th the Ladies Union of the Congregational Church met at the parsonage on Palmetto avenue. Seven new members were initiated. It was decided to build at once a garage to harmonize with the new house of the Minister, completed but a few months ago.

At the same time a committee was appointed to make arrangements for a lawn social and ice-cream party to be held on the Church Lawn Friday afternoon and evening, September 24. The committee is made up of Mrs. Lee Renaud, Mrs. Dickinson, Mrs. Verne Clawson, Mrs. Bacha, Mrs. George Herbst, and Mrs. Frank.

York Show at Madison Square Garden. We wish him all success.

It is with a great deal of real regret the Chamber of Commerce announces the resignation of Mr. F. A. Clark as president. It is understood that he and his family are planning to return to California, where they had lived for many years prior to coming to Longwood. Mr. Clark's leaving is a loss not only to the Chamber of Commerce but to Longwood as a community. Men of his type are always an asset to the town in which they live. We wish Mr. Clark all success in his future undertakings.

The plans recently made public concerning the proposed further development at Sanlando Springs have been noted with much interest. It has long been apparent that the latent possibilities there are almost unlimited. It has all the elements of a wonderful resort, both for amusement and health. Let us hope that the plans as outlined will be carried to a successful conclusion.

We are anticipating a very busy season. The reorganization of the Golfers' Supply Co. has brought many new people to town. We are told that many others are on the way, and that the activities of the plant are to be much broadened. We wish them the greatest success under their new program.

Several new houses have been started during the last week.

What we need above all is co-operation on the part of all who have the good of Longwood at heart. We must decide just what we need, and then all work for it. One hundred persons all pulling in one direction can accomplish almost anything. Fifty persons pulling one way and fifty pulling the other way can accomplish nothing.

The bond offerings of Seminole County for improvements invariably bring large premiums.

## Mi-Lady's Shoppe

110 Magnolia Avenue

EXCLUSIVE MILLINERY  
GIFTS

### SCHOOL BOOKS Little Folks—Big Folks

We Carry a Complete Line of  
School Books and School Supplies

### SEMINOLE BOOK SHOP

28 MOLANDER ARCADE

MRS. G. E. MCKAY MRS. C. L. EARLOWE

### THE POWDER PUFF

BEAUTY SHOP

Beauty Culture in all its Branches

11 W. Washington St. Orlando, Fla.  
Marion Wilmer

## LONGWOOD'S OWN COLUMN

By H. W. LODER

Secretary Longwood Chamber of Commerce

Longwood has long been known for its fine poultry. In the past many exceptional birds have gone to shows and fairs all over the country, and seldom have they come back without a full share of the honors. Mr. J. A. Bistline, who has a national reputation for the very high quality of the product of his poultry and pigeon farm, has recently been very successful at the New York State Fair at Syracuse.

With four birds entered, he won three firsts and one second. In the Silver Wyandotte class his entries took first cockerel, first pullet, and second cock. In the Golden Wyandotte class his entry won first place.

This is indeed an enviable record. Longwood is proud of it and extends to Mr. Bistline its congratulations. We understand that he intends to send birds to the Sesqui-centennial at Philadelphia a little later, and also to the New



# A TOMORROW'S SERMON TODAY

"HOW MEN FIND GOD" TO BE THE SUBJECT OF DR. BROWNLEE'S MORNING DISCOURSE IN PRESBYTERIAN CHURCH

If organized Religion, meaning the Church, could be sunk beneath the tossing waters of human life it would have been drowned centuries ago by the millstone of creed which its own hands have hung about its neck. All thinking communicants know that though few will admit it.

Persons attending the morning service of First Presbyterian Church tomorrow will hear pronounced a doctrine broad enough, and it seems to me spiritually staunch enough, to be a lasting deck beneath the feet of many who go out upon life's deep in search of God. The Minister, the Rev. Dr. E. D. Brownlee, will preach from John 12:21—"Sir, we would see Jesus." The subject of his sermon will be "How Men Find God."

It is sometimes a pity the page-limitations of this weekly pre-survey of a Sunday sermon forbids its being printed in full. I think this Saturday I shall deny myself and perhaps enrich you by filling the remainder of the space with short sentences lifted from the discourse itself, instead of partly with comments. So then these are selected: Dr. Brownlee will say—

"I am not asking how a man can come to understand a creed and accept that creed. Someone has said 'A creed is the living faith of the dead and the dead faith of the living.' It is possible for this to be true."

"It is not how a man can join a Church, for it may be possible for Jesus to be kept outside the door of a Church, knocking in vain for admittance there."

"We want a real religion, which will give a man high ideals, strength, and guide him to a realization which will make him a victor in the hour of temptation and give comfort in the hour of sorrow. These things can come only through personal fellowship with God."

"Some are denied fellowship with God because they are looking for something" (some emotional experience) "which can never happen to them" because their temperament is alien to what they seek; and they may be seeking it

because they know individuals who seem to have found it.

"You will find God in accordance with your training, your manner of living, and your temperament. Your experience (when it comes) may be like others' you have noted, or it may be different from any you ever heard of before."

"I am not concerned about the road by which you come: the important thing is that you arrive—that in some way you come to the position wherein consciously you bow before and acknowledge in your own heart that Jesus Christ is your personal Savior and Lord, and you look to him for guidance and seek from Him strength and comfort."

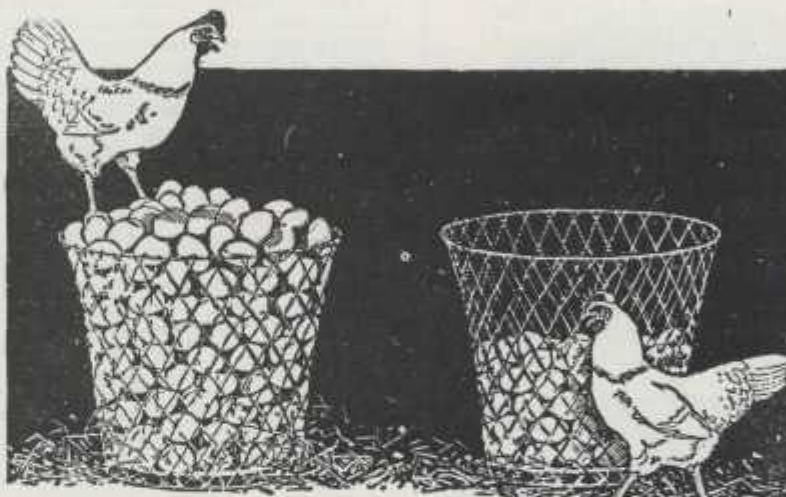
I'll modify my arrangement to add a word: The Minister stipulates the Christ as the One before whom the seeking heart shall prostrate

itself. That is regular, of course; he could not do else and function in the Christian cloth. Yet does not that stipulation, that dogmatic command from fleshly lips to the invisible spirit of man, partake of the very essence of that intolerance out of which all creed has evolved?

So at least holds the Pantheist and asks why he may not find as true and sure a religion in recognizing and worshiping God in the varying forms of Nature which manifest themselves to his soul as celestial because their architecture is Beauty. But the Pantheist's God-in-many-forms is not a personal God. And what purpose in the scheme of religion does a personal God serve? The purposes of condemnation and commendation, of punishment and reward, one naturally responds.

Ah well, "men are only boys grown tall;" we are children, the millions of us. Naughty? The dark closet! Good? The icing and the sweetened cake!

Dr. Brownlee's sermon tomorrow will hold out something; and the human heart forever craves. You will go? THE EDITOR.



## "Purina" Made the Difference!

**EQUAL** in laying ability. But the hen on the right was fed a common grain ration while the other was fed Purina Chicken Chowder and Purina Hen Chow. Grains have lots of material for yolks, but far too little for whites. As they can't lay yolks only, grain-fed hens lay fewer eggs.

### Purina Poultry Chows

form a complete ration, containing material for an equal number of whites and yolks. They get the most out of your hens, and cut the feeding cost per dozen eggs.

Delivered promptly by

## BAUMAN BROTHERS.

SHINHOLSER BUILDING

COR. COMMERCIAL AND MAPLE

PHONE 82

SANFORD, FLORIDA

Feed from Checkerboard Bags



## LIONS CLUB BACK FORUM

Sanford Lions Club observed Constitution Week at this week's luncheon-meeting in Seminole Cafe. Guests were C. F. Harden of Oglethorpe, Ga., Ben Cantwell of Sanford, and W. R. Smith of Sanford Kiwanis Club. Mr. Harden is a recent comer to Sanford and is the guest of the City's star baseball pitcher, Lion Volie Williams.

Mr. Smith of Kiwanis brought up the question of the Florida Forum, and Acting President Talbott appointed Lion Williams to confer with Rotary, Kiwanis, and the Woman's Club for furtherance of the Forum plan of winter lectures for Sanford.

Dr. H. W. Rucker and Joe Graham pleased the meeting with vocal solos.

R. L. ROBERTSON

Secretary.

## AND WE HAVE THE PRICE

Quoting "Bob" Holly, Director of the Florida Public Utilities Information Bureau, in "Florida This Week": "In a Miami restaurant the other day we noticed a crate of eggs shipped from Petaluma, California. If California can ship eggs to Florida at a profit what is to prevent a thousand more poultrymen setting up business in Florida to supply the needs of this State with poultry and eggs? The opportunity is here and we have the appetite."

"I have been coming to Florida now for twelve years, and it always seems that the last fifteen days before the time set to leave for the South is the longest fifteen days of the year."—Carl G. Fisher, Port Washington, Long Island, N. Y.



# BUILDING ACTIVITIES

THE CITY  
SUBSTANTIAL

In and Around SANFORD

THE CITY  
PROGRESSIVE

WE SHOULDN'T WONDER  
if some of the

## ROOFS

being pictured in this Magazine's photographic story of Sanford of 50 YEARS AGO would be with us yet—if the

### Sanford Roofing Co.

had been doing business then! They probably would be—if we had REPAIRED THEM.

Shall we Repair YOURS today?

### Sanford Roofing Co.

F. B. ADAMS, President

Room 9 Masonic Bldg. Phone 7

New Roofs?

Barrett's Bonded are the Best

### BUILDING PERMITS

The September record continues to show a substantial increase in building permits issued. From September 10th to 16th inclusive, 18 permits were issued, including seven for new dwellings and Bell Bros', \$6,200 storage plant on the Grapeville Road. That plant is an American Fruit Growers industrial storage unit.

The total in dollars and cents in permits issued during the period mentioned amounts to \$19,083.

### ALREADY THEY'RE COMING

This Magazine persistently and insistently has paraded in its columns the urgent immediate need, the ever-increasing need, of rent houses and apartments in Sanford, and last week again pointed out, on this page, the injury Sanford was surely laying up for itself in the day when great numbers of seasonal visitors will come here, ask for dwellings, and be forced to go on to other Florida points where this need has been recognized in advance and met by summer construction.

Mrs. Mabel King Beach, in charge of rentals and information for the Chamber of Commerce, in this issue of SANFORD TODAY begins the conduct of a column of information to the public about people from other States who apply to the Chamber for help in getting themselves houses and apartments here. Mrs. King informs that since the first of this month she has succeeded (at what pains only she knows!) in locating twenty such inquirers—and this is only mid-September.

There yet is time for the building of rent quarters for hundreds of those who are coming. A month from now there will be, rather obviously, less time; two months from now it will be too late. And, as this Column previously pointed out, prices of building materials soon must be much higher than they now are.

### SERVICE PLANT STARTS UP

The five-million-dollar plant of the Florida Public Service Company on Lake Monroe has started operations and soon will be supplying the territory with a high-powered circuit for this winter's business.

### MAY MAKE ROOFS HERE

Florida business houses and homes need good roofing, and statistics show at the present time that as much roofing is being sold in Florida as any other State in the Union. This fact has excited the interest of roofing manufacturers in the North, who are making a survey of the State with the idea of manufacturing these products in Florida and supplying the Southern States.

Spending some hundred million dollars in erecting high-powered lines in Florida by the several companies who expect to cover the State, means that Florida can invite all kinds of industries to come here to build plants and operate with cheaper and better current. This is something for the Chamber of Commerce to exploit in its industrial survey.

"I have spent several seasons in southern Florida waters on my yacht. I prefer the climate of southern Florida for the three winter months to that of southern California where formerly I spent a number of years."—The late E. W. Scripps, publisher of Northern newspapers.

## 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

## 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

## 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



## Who's Who In Sanford

(Continued from Page Three)

The fifth stockholder, Mr. Hollingsworth, is due in Sanford in November "to look us over and decide whether to become a citizen here." He already is strongly impressed with Sanford as a city of achievements and future. Should he decide to make this his home and the office-center of all his interests, there will be forthcoming an announcement of large importance to this City and County and of interest to the entire State. The writer is held in confidence from publishing details at this time.

The Sanford Bond and Mortgage Company, of which Mr. Douglass is the President and organizer, still further casts doubt on the idea that building is the only work he knows. That company was organized May 16, 1924. Regularly since then it has paid a semi-annual dividend of 4 per cent., and at the last June meeting of the Directors an additional dividend of 25 per cent. was declared and paid in stock. A large part of the Sanford Bond and Mortgage Company's operating funds is steadily invested in construction of Sanford homes.

Last Tuesday the stock-ownership of the Sanford Bank and Trust Company was reorganized as the result of purchase by Sanford citizens of all that portion of the stock owned outside of the City. The Sanford Bank and Trust Company thus became, for the first time, a strictly Sanford-owned institution. The men who absorbed the out-of-town stock holdings of the bank are its present Board of Directors: R. B. Wight, Roy F. Symes, Edward Higgins, R. J. Holly, Dr. S. Palestine, C. M. Williams, E. A.

Douglass. And Mr. Douglass was elected President. He had been Chairman of the Board under the former stock organization.

Mr. Douglass helped to write the Charter of the City of Sanford under which the present form of government took effect January 1, 1920, and he was among the most active in the hard fight that had to be made to "put the Charter across." He has served on the City Planning Board and on the City Tax Commission ever since their organization. To these accumulating and often arduous duties he has given generously of his time, and never has accepted pay for his services.

The community's latest call upon Mr. Douglass was made in the name of its most vital if not most vitalized body, the Chamber of Commerce, and he answered that call by accepting election to its presidency. The application by him of his time, his experience, and his financial and organizing skill to the hard duties of this office will be watched by thousands with keen and critical attention. For in a large measure it is at this hour true that "as the Chamber of Commerce goes, Sanford will go." From E. A. Douglass more than from any other citizen, just now, must come the vigor to make Sanford "go over." His every word and act will be scrutinized, perhaps (unfortunately) not always in the most sympathetic or helpful spirit.

It is beyond everything else a builder's job. What will he do with it?

Perhaps in the innate modesty and honesty of his response to the closing question of this interview one may read a partial answer to that question:

"Looking back across your life, what one thought gives you the greatest regret, and what one thought the greatest satisfaction?"

"Most of all I regret that I did not have at least a High-school education. I think the thing in life that any man, especially a poor man, can find the greatest satisfaction in is integrity."

L. S. SAYFORD.

## FLORIDA COPS CARRY AID-KITS

EAST COAST OFFICERS ARE PREPARED TO ASSIST INJURED PERSONS

Motorcycle officers of Fort Pierce and St. Lucie County have adopted a plan which the Florida State Chamber of Commerce believes should be taken up by highway Patrolmen throughout the State. Each officer carries a first-aid kit consisting of antiseptics, restoratives, bandages, and other material to be used in treating injuries sustained in police cases.

## KIWANIANS HEAR DEAN

Kiwanis Club had the pleasure of listening to an excellent address on "Creating Individuality and Initiative in Students" by Dean Geo. E. Carrothers of Rollins College, Winter Park, at the weekly luncheon-meeting. In his discourse the Dean outlined his program for the college year at Rollins, stressing the fact that his purpose is to teach the students to think

for themselves and consult with the faculty frequently on worthy ideas for the betterment of the school.

Mr. J. L. Orr, Director of Physical Education at Rollins, gave an interesting talk on the athletic program of the school. He spoke briefly on the proposed football game between Rollins and Mercer at Sanford on Armistice Day.

Four new Kiwanians were created at the meeting: Dr. C. P. Vincent, Surgeon; J. L. Hurt, abstract expert; James A. Pittman, Baker-Holmes, Builders Supplies; S. J. Nix, abstract attorney.

The Forum Committee, J. G. Sharon Chairman, reported progress on the arranging of cultural lectures in Sanford this winter. Many renowned lectures will speak on interesting and instructive world-wide topics.

Kiwanian R. W. Titus of Ocala, visited the local club at the Wednesday meeting.

## SANFORD TODAY'S CLASSIFIED DIRECTORY

### ARCHITECTS

ELTON J. MOUGHTON

505 First National Bank Building  
Phone 307

### BARBER SHOPS

STAR BARBER SHOP

Will Appreciate your Custom  
111 South Park Avenue

### CAFES

AMERICAN AND LINCOLN CAFES

207 W. First St. 402 W. First St.  
All-American Home-Cooking

### CLEANERS AND DYERS

HADDOCK STEAM PRESSERY

105 South Palmetto Avenue  
Phone 346-J

SEMINOLE PRESSERY

Dry Cleaners

Phone 861 220 Magnolia Avenue

### DRUG STORES

SANFORD DRUG COMPANY

"Rexall Store"

Phone 325 Sanford, Florida

### MILK PRODUCTS

BURGESS MILK PRODUCTS COMPANY

Pasteurized Products, Milk, Cream, Butter  
110 W. Second Street Phone 766

### RESTAURANTS

SIE'S PLACE IS THE PLACE TO EAT

Valdez Building

Phone 24 Sanford, Florida

SANITARY CAFE

105 W. First Street—New Management  
You've tried the rest, now try the best

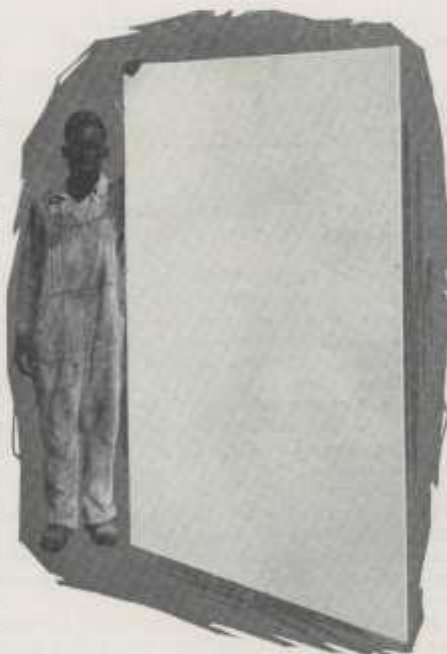
### SHOE REPAIRING

HOPKINS SHOE SHOP

Free—Blue Streak Automobile!

325 Sanford Avenue Sanford, Florida  
See us for particulars!

## SHEETROCK



Do you know that you can make an unsightly room look like new with Sheetrock?—Easy to apply—Easy to saw—Does not warp.

Price \$50.00 per 1000 square feet

CHASE & CO.

Phone 536

Sanford, Florida



What's New in Tailor?

## WEAR TAILOR-MADE CLOTHES

## COST NO MORE

Let US Prove It

ED. V. PRICE  
SUITS

\$35.00 up

POPULAR PRICE  
SUITS

\$29.50 up

S. W. Bradford, Sanford, Fla.

518 First National Bank Building (take Elevator)

Office Hours: 9 to 12 A. M., 2 to 4 P. M., 7:30 to 9 P. M.



## PASTOR'S WIFE WINS GOLD PRIZE

MRS. W. P. BUHRMAN LEADS LIST OF "SANFORD TODAY" WINNERS IN ADVERTISING CONTEST—AT LAST A MAN GETS BY THE WIRE!

So tomorrow will be Saturday and here we are again. But it breaks my heart to reveal that this week neither Palmetto Avenue nor Longwood is in the money! They entered all right. They got away at the flag. They were not left at the post. They were just outrun. Life is so full of tragedies.

For Palmetto Avenue, late raider of the Prize Chest, nothing can be done, but for Longwood there is a consolation prize and I'll lead off this column of Winners' letters with it. It's a very pleasant letter indeed from a last-week Winner, Mrs. Entzminger of Longwood; she says:

"I am glad to write you how I intend to spend the Five Dollars in Gold.

"The Primary Department of our Sunday-school, of which I am Superintendent, has recently moved into a new room but we are in need of more equipment, and I can hardly think of a more profitable way to invest my Prize money.

"With best wishes for the success of SANFORD TODAY, and again thanking you, I am

"Very truly yours,

"Mrs. R. S. ENTZMINGER.

"Longwood, Florida,

"September 15, 1926."

And could you imagine it. A man, Man, m-a-n, MAN, won one of this week's five prizes. Wait till I sharpen a few exclamation points. There! A man!!! It would surprise you.

But first let us see which of the other four Winners—sure of course they're all women; doesn't one man from five persons leave four women? Well certainly—let us see which of the four gentle geniuses carried off the yellow Gold Piece. It's Mrs. W. P. Buhrman, 618 Magnolia Avenue, and I think from the address she must be the wife of the Minister of First Methodist Church. Right? I'll give you her letter to read—

"Dear Editor:

"The misspelled word in the Saturday, September 11th, issue of SANFORD TODAY is found in the Seminole Creamery Ad, fourth and fifth lines—'unform' should be 'uniform.' (It should indeed.) "The anecdote follows:

"Three children of a certain young minister were discussing what they'd do when they grew up. Bobby said, 'Yes, but Daddy would want us all to be preachers, and if everybody's a preacher who would we preach to?' Fonty said, 'Gee, no bother about that—we'd preach to the women.'

They do begin to pick their victims early, these boys of today.

And here are the droll letters that win this week's acceptance prizes, checks for which are being mailed:

FROM MRS. W. C. PARKER

"After getting a light spanking little four-year-old Frances Wilkins said to her mother,

crying like her heart would break, 'Mother! when you die you won't go to God! I'll see to that!'"

FROM MRS. C. W. STOUDENMIRE

"A few weeks ago while I was on a trip to St. Petersburg we stopped at a cafe in Lakeland for dinner. Seated at the next table to ours was a young man with a little moustache. My baby put out her little hand and said, 'Kitty, kitty, kitty.'"

FROM MISS IRENE FELLOWS

"Little Elsie loves to play telephone but very much dislikes a bath. Knowing this, her grandmother called her one day on the real telephone:

"Hello; is this Elsie?"

"Elsie (delighted to hear the voice)—Yes, grandmother!"

"Good! Then go and take your bath, dear."

"Elsie (instantly)—'Wrong number!'"

FROM G. BASSETT SMITH

"A man on trial for murder said to Mike, a juror: 'I'll give you fifty dollars if you'll get the jury to bring in a verdict of manslaughter.'"

"Mike, claiming the reward, said: 'I had hard worruk to convince thim 'twas manslaughter; they all wanted to turn you loose.'"

Now that at last we have a man among us for decoy, p'raps a whole bevy of drakes will come ducking in next week, eh? But the ladies, I have observed, have great staying powers. *Buenos noches, Senoras y senoritas.* We resume *manana por la manana por la manana.* Stay busy.

### THIS COLUMN

(Continued from Page Five)

Company of Winston-Salem, N. C., and Mrs. Allen becomes a teacher in Sanford High-school.

Mr. and Mrs. E. Howard Scott and family, from Georgia (Mrs. Scott is an Atlantan), have located themselves here. He is with the Miller Furniture Company, Sanford and Geneva Avenues.

A party arriving from Dallas, Tex., and stopping only to pay a call, offered the information that an important Dallas firm advised them, as they were departing for Florida, to locate in either Jacksonville, Tampa, Plant City, or Sanford. The Dallas house was reported as gathering in hand a large fund of money to be invested in Seminole County.

As this is written, I have for rental the following:

Two furnished houses,  
Three unfurnished houses,  
Fourteen small apartments,  
Two unfurnished apartments.

Among our brisk little nearby towns in the County two apartments are listed with me by Geneva and one by Ginderville, and Chuluota offers two furnished or unfurnished dwellings.

Until this day next week, adios.

I think you will like your Column, when it really gets going.

### WANTED: FACTORY SITES

Manufacturing as well as agriculture is taking its place in Florida, and all over this state industries of all kinds are springing up. Some of the Eastern shoe manufacturers are now in Florida looking for locations for shoe factories which they believe can be operated in Florida with more daylight hours and less labor troubles than in any other State in the Union, says the Florida Public Utilities Information Bureau.

Remember when baking fish to line the pan with waxed paper; then there will be no disagreeably sticky dish to wash afterward.

## SPECIAL

This is your invitation to inspect the  
**STORRS-SCHAEFER CO'S.**

Complete New Line which will be displayed at our store

**TODAY ONLY**

Representatives taking Orders  
For Fall Suits

**B. L. Perkins**

## RED COMB EGG MASH

With Dried Buttermilk is the very best feed you can use for producing eggs and keeping up the health of your laying hens. Hens like it because every ingredient used is of the very best. No dust or chaff. It is a quality feed.

## SEMINOLE FEED COMPANY

Phone 94 North Elm Avenue

### AN APPEAL TO PRIDE—

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

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

## Florida Cleaners & Dyers

By O. G. CARMICHAEL

416 Sanford Avenue Phone 691-W

**SANFORD  
GOOD  
YEAR  
SERVICE  
STATION**

Tire  
Repairing

**ROCKEY  
TIRE  
SHOP**

New Location  
311 E. 2nd Street  
Between Palmetto and Sanford Avenues



**30 x 3 1/2 CORDS  
\$8.50**

GAS — OIL — GREASES  
ACCESSORIES

**Cecil L. Rines**

Corner West First and Jessamine Ave.  
Sanford, Florida