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Sanford Today

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# SANFORD TODAY

FOR SANFORD — FOR SEMINOLE — FOR FLORIDA



THEY SAY THIS IS FLORIDA'S MOST INTERESTING WEEKLY

VOLUME ONE

SATURDAY, SEPTEMBER 25, 1926

NUMBER ELEVEN

FLORIDA'S First Citizen, Sydney Octavius Chase, gives in outline to his fellow-townsmen and the people of the State the story of his career, announces his intention to retire from public office at the expiration of his Commissioner term in 1927, tells Sanford bluntly to its face why the factories and the distributing houses refuse to come here, points the "one sure way" for this City of thirteen thousand to become the metropolis it ought to be; and selects this Magazine as the medium for his public communication.

A journal failing to appreciate so signal an honor would be unintelligent. Never before in the forty-eight years spent by him in upbuilding the fame and fortune of Florida while constructing his own, had this pioneer of statewide preeminence and national note placed so full, frank, and important a personal document in editorial hands with leave to print.

What S. O. Chase has infrequently chosen to say in the past, has been listened to with respect in places where respect is an important tribute.

"The Sanford of the future will not be larger than the business men of Sanford make their individual businesses," Mr. Chase tersely says. Into a sentence of less than twenty everyday words he packs a whole philosophy of community life, and issues a warning against pettiness, commercial blindness, and provincial insularity and narrow greed that many authoritative thinkers would take successive paragraphs to express. In other and sharper sentences he identifies and arraigns an element in the life of the City as responsible for closing and keeping barred the gates against prosperity waiting without. Other men, important men, have said these things in whispers. He speaks them out. "Business will not stand what we demand." He could not have phrased it plainer if he had said that it will be squandering time for the Chamber of Commerce to plot a campaign to bring site-users to Sanford, so long as they are met with high-pricing when they arrive to inspect.

It is not popular to say such things out loud. Happily for the great future that waits around the corner for this high-gaited, hard-hobbled City to hasten to meet it, the author of this timely heresy need not fear unpopularity, for it could do nothing to him. "I have never sought the line of least resistance, but have preferred to choose the harder way to success" are his words on another page. And to Sanford: "We have

## Talk o' The Town

done more than neglect our rich opportunity, we have spurned it. We have tried

OUR COMPLIMENTS TO LAKE CITY, AND—



We do not know the charming young person's name, but at her left flows dreamily, softly, the moss-draped Suwannee River of lifting fame (we regret having had to remove that songful stream with scissors to cure a photographer's mistaken focus and make the picture fit). The lovely Miss Unknown is a daughter of Columbia County, and it is by formal request of the Lake City and Columbia County Chamber of Commerce we honor and embellish the cover page of SANFORD TODAY with her presence. Kindly turn now to Page Five.

to exact exorbitant and impossible prices; and so the factories and distributing plants have passed us up and gone elsewhere."

It is posting no news to say that S. O. Chase in the keenness of his vision sees such a Sanford ahead as every citizen pictures in his waking dreams. He would hasten its realization by cutting with a sharp knife at stake-ropes which fasten her to immaturity now.

It is not surprising that S. O. Chase, first man to ship celery out of the Sanford district in carload lots, is able to state that his first-year's shipments of four cars were increased to nearly one hundred in the year that followed.

This is not a newspaper. Other pages must be looked to by those who must read harrowing stories of disaster by hurricane and flood, stories whose crude inadequate telling has yet been graphic enough with all its inaccuracies and befuddling biases and bewildering aimlessness to stun the heart with horror. This Magazine puts to one side as unsuited to its columns the array of dreadful facts, of appalling circumstances, of hideous incidents, brought to it as fragmentary records of the week's events. SANFORD TODAY is meant to be a vehicle of happier, vigorous, living things. Though our eyes be wet with tears for those whom death passed by, we can see to keep the road around the morgue.

Elsewhere, and briefly only, a word of intelligence, of humble tribute, and of denunciation in Decency's name. Doubtless you will find it.

"Where there is nothing to be concealed little can be told" is a true proverb because it isn't always so. In its issue of last July 31 SANFORD TODAY carried the advertisements of 13 individuals, firms, and corporations. August 7 there were 24 in its Special American Legion Mid-summer Conference edition. The volume dropped to nine the next week, then rose to 18 and staid there through the issues of August 21 and 28 and September 4. It climbed to 29 September 11, and leaped to 40 last week. That is vastly better than to have started with 400 and run down to four. When forty first-class advertisers in a city of less than 14,000 persons believe in the excellence of any publicity medium of the weekly magazine class sufficiently to contract for and pay for use of its advertising space, that magazine has demonstrated its usefulness and right to live and succeed. It will do both—in this instance at least. Who could ask for more?



# AMATEUR SPORT TALK

By DuBose

Plans are being made by the Sanford High-school authorities for Sanford High to have a soccer football team.

Much enthusiasm was shown at the school when this announcement was made to the student body Wednesday. It will be the first soccer team put out by Sanford High. Soccer is comparatively a new game in Florida and until last year there were very few teams in the State. The State Athletic Board appoints a committee to make the schedule for the soccer teams, and the State is divided into districts. The committee this year in making out the schedule for the district around Sanford included Sanford High in the schedule and arranged eight games for the school, four of these to be played at home and four away.

A coach has not been decided on yet but the school authorities are rapidly completing plans which will provide a coach and all the equipment needed.

The fans who have been in the habit of attending football practices of the High-school gridders every afternoon on the Municipal Athletic Field are much elated over the way the boys are responding to their excellent coaching. The proteges of Coach Hugh Welchel are indeed showing up well as they complete their third week of practice in anticipation of their game with Leesburg October 2d, which is one week from today. Leesburg is expected to put a strong team in the field this season, and the local eleven are working hard to get into shape to win. Last year Sanford High and Leesburg fought to a tie. While as yet Coach Welchel has not decided on his first team, it will be only a short time until some indication will be made.

Now that the High-school athletic associations, both girls and boys, have been organized, it is going to be necessary for them to get busy immediately raising money to put the football team through the season. Much equipment must be bought. In a very short time season tickets for all of the football games will go on sale. It is the earnest hope of the school authorities that every lover of football will buy at least one.

In order that Sanford High may have successful teams in all branches of athletics it is necessary for the entire town as well as the entire student body to get behind and push. There is not going to be any room for knockers in Sanford any more, and if the people that are in the habit of knocking every effort made by the High-school will quit it and lend a hand instead, we shall not have time to be finding fault; we'll not only be better satisfied ourselves but will make everybody a little happier. Let's all get behind the High-school and show them we are ready to do our share in anything that is undertaken: You will find that when you need a little help you can always get it by asking Sanford High. Remember the celery crop?

The School Board, The City Commission, and all the big clubs and organizations are backing the schools to their utmost. It is up to every individual in Sanford and Seminole County to do likewise.

## THIS COLUMN By MABEL KING BEACH

In Charge Of

BUREAU OF INFORMATION  
CHAMBER OF COMMERCE

How do you do? again. So you do like your column? Good. Glad to hear of the newcomers who are going to stay with us? Fine. And you do want me to continue? Thanks.

A few minutes after SANFORD TODAY was off the press a gentleman came hurrying in to the Chamber of Commerce, the issue in hand, and said to me: "I see in your article here, Mrs. Beach, that you have furnished houses for rent! I have been looking for one for some time; didn't know there was one to be had!"

I told him he had not been looking in the right direction, that if he had asked at the Chamber of Commerce he would have been given a list of the few available, and that this list was now coming out each week in this Column. The gentleman was satisfactorily located in a very short time.

While finding a location for another party, he made this statement: "This service is mighty fine. Your Chamber of Commerce is sure trying to build up Sanford. We had nothing like this in our home Chamber of Commerce and I don't think many do."

This from a lady: "Mrs. Beach, I have just finished reading your article in SANFORD TODAY. I did not know that the Browns—" "Exactly," I replied, "I should have been disappointed if you did. The reason I undertook writing this column was the Editor felt I could give the people of Sanford and Seminole County something new in the way of a personal-information service, something desired and which would be helpful."

"Well, you and this most unusual Magazine are certainly doing it," she said.

Passing through our City: M. B. Allen of Gulfport, Mississippi. Mr. Allen is in Florida primarily to look into the bulb and plant industry. He is owner of Lilydale Nursery at Long Beach, Mississippi.

Sergeant J. W. Brooks of the Marine Corps, Paris Island, South Carolina, stopped in to say "I think you have a fine little City."

Mr. Lafferty from Pittsburgh, Pennsylvania, was another caller this week, and informed me "I am no tourist, I am in Florida to locate and expect to make it Sanford."

To be with us: W. J. Hartley of the Groveland Bank, with his wife and baby. Mr. Hartley will be connected with Chase & Company.

Also Mr. and Mrs. Rinehart. He is with the Inter-state Commerce Commission, Bureau of Safety, and is assigned to represent the States of Georgia, Alabama, South Carolina, Tennessee, and Florida. He was previously employed by the Government in the Canal Zone. Mrs. Rinehart is in charge of the Sanford Woman's Exchange, in the Valdez Hotel Building.

Mr. and Mrs. Charles J. Borntraeger of Louisville, Kentucky, are recent arrivals and are stopping in the Welaka apartments. Mr. Borntraeger is employed on the Sanford Times.

J. B. Fordham of Beaufort, South Carolina, is opening up a model electric bakery in Sanford. He has returned to South Carolina and will bring his wife and four daughters back with him. Two of the daughters are to enter High-school and two Grammar-school.

As to rentals, I have—  
5 small apartments.  
2 furnished houses.  
2 unfurnished houses.  
1 large, nicely furnished house, for roomers or borders.  
A number of very desirable sleeping-rooms.  
Bon jour until Next Saturday.

## LIONS

Mrs. Vick Robertson of Sanford was selected by unanimous vote to be the Lions Club's official soprano, at this week's meeting, and became thereby an honorary member of the Lions. She sang "I Love a Lassie" and "A Little Rock," to the meeting's delight. With her husband she was their guest.

The Secretary was requested to offer the Club's services to the Miami Lions Club for help in the hurricane devastation.

Lions McDaniel, Lowe, and McKeown, of Dayton Beach, were guests of the hour.

Former Judge E. F. Housholder delivered an address appropriate to the Lions' observance of Constitution Week, discussing the duty of adherence to all of the Constitution of the United States.

The Lions Quartette sang "Kentucky Babe."

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Your Trade Will be Appreciated

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# WHO'S WHO IN SANFORD

## —AND JUST WHY—

### A RECORD—NOT A RHAPSODY

S. O. CHASE

This is the second of a series of articles about living citizens whose past has helped to make Sanford's present. The first article, published last week, dealt with E. A. Douglass, President of the Chamber of Commerce.

If the subject of the immediate sketch, S. O. Chase, City Commissioner, President of Chase & Company, growers and shippers of Florida products and statewide shippers of growers' supplies, deny in quiet protest that he is often referred to as "Florida's First Citizen," he cannot deny that his life's story is contained within the finest development records of the State and that his name is everywhere a signature of business fidelity to the spirit no less than to the letter of any agreement.

This brief, inadequate outline of his forty-eight years as a citizen of Sanford and Florida carries some striking notes, perhaps no one of them more significant of the man and his admirable career than this:

"I have had several disasters, and never have taken advantage of the Bankruptcy Law. I have discharged my obligations always, and always paid the interest on them."

#### THE BOY FROM PHILADELPHIA

**S**YDNEY OCTAVIUS CHASE was born in Germantown, Philadelphia, August 4, 1860—"a war baby," he whimsically notes—the son of Edwin T. Chase and Lucia T. Coffin. When he was eighteen years of age and a pupil in the Philadelphia Central High-school his mother died, and that ended the boy's interest in the path of formal studies; his heart turned to far places.

He would be a sheep-raiser in Colorado! "My folks," Mr. Chase said, "opposed that dream, and then a picture in Scribner's Magazine fastened my thoughts on Florida. It was a picture of Colonel Hart's orange grove near Palatka, and my people yielded without much trouble; they were willing I should come down here, believing I would soon get tired of the far South and return home. But here I have been ever since. It is forty-eight years.

"I took the Ocean Steamship Company's ship *Juniata* from Philadelphia for Savannah, and we had a most tempestuous passage down the Coast. For eighteen hours it was believed the vessel had gone down off Cape Hatteras; but we made the port. At Savannah I boarded the Steamer David Clark for Jacksonville, but it never carried me there; off Fernandina the boilers sprang a leak and a 'safety blowout' resulted. We were put ashore at Fernandina, and I finished my journey to Jacksonville by rail.

Jacksonville—in 1878—seemed to the Pennsylvania boy to be knee-deep in sand! The street-car mule galloped because trotting would have meant stalling. The youth tarried there only one night, and the next day started on the lyric trip of North America, the journey by moonlight and sunlight up the winding narrowing tropical St. Johns through the inland sea of Lake George and on to navigation's head at Sanford. It was the now forgotten River-steamer George M. Byrd that brought him.

"And why was Sanford your destination, you being a Germantown boy?"

"Because," said Mr. Chase, "I had a letter to Mr. J. E. Ingraham (who was General Sanford's local representative here) from Mr. F. R. Shelton, my brother Randall's employer in Philadelphia and the representative of General Sanford's interests in this country. General Sanford was at that time United States Minister to Belgium.

#### "CHASE & COMPANY'S CAPITAL"

"How much money had you when you stepped off the boat here?"

"Twenty-five dollars in my pocket was all. I gave that to Mr. Ingraham to keep for me." Here the Chase eyes twinkled and Mr. Robert Burdette, had he been living and present, would have witnessed a perfect picture in cropped grey of his celebrated "Rise and Fall of the Moustache." For Mr. Chase said: "Mr. Ingraham promptly borrowed it, giving me a written order on himself for the amount, payable on demand. Three months later I borrow-

ed it from Mr. Ingraham; all my job at General Sanford's grove, Belair, paid me was my board and experience.

"I worked there for that pay fifteen months, under the Belair Superintendent Donald Houston, a Scotsman." Mr. Chase and his brother today own Belair, and its improved portion—150 acres fenced—is valued at one thousand dollars the acre. The famous grove where President Cleveland's bride, the lovely Frances Folsom, gathered orange-blossoms on their Florida honeymooning trip, was completely destroyed in the Great Freeze of '95, and the present prosperous grove is Mr. Chase's replanting.

"During my fifteen months at Belair," he recounted, "I took a two-weeks vacation and tramped to Tampa and back, prospecting the country with an experienced Florida cracker, Silas B. Carter. It was not wool and mutton I wanted to raise, now, but oranges and grapefruit—and I still do. I owned no orange-tree or any land to grow one, but I knew I was going to, somehow. That was why I had to see the country for myself. On that two-weeks prospecting trip I thought the most beautiful spot we found was what is now Winter Haven, and I haven't ever changed my mind about that.

#### A BLOW AND A MURDER

"My companion Carter was a character in that day. He is still living, I understand in Gainesville. I must look him up. He was one of those quiet men who would accept a blow from no man. Some time after our acquaintance began a Mr. Griffin in Orlando struck Carter with his cane during a dispute in the Magnolia Hotel. Carter went away, and when he came back a little later he carried a shotgun. He blew Mr. Griffin's head completely off. He evaded arrest and disappeared. Unknown to the authorities he spent the nights in his house a little east of Longwood and hid by day in a swamp. When the rewards offered for him reached five thousand dollars he made a deal with a friend to 'capture' him and share the rewards, each taking twenty-five hundred dollars. Carter used his share to finance his defense, and won a sentence of life imprisonment instead of hanging, for murder. Afterward he got a pardon.

"To go back to the prospecting trip. Our plan was for me to buy a wagon and ox from a man in Orlando for fifteen dollars. That was why I borrowed my twenty-five from Mr. Ingraham. Carter said the ox would eat wire-grass at night and travel on an empty belly all day. But when we walked into Orlando the ox-man refused to sell, backed out of his offer; and as I had come to Florida to get an orange grove we tramped it.

"At Tampa I bought a barrel of oysters—"

"A how much?"

"A barrel of oysters, on the docks. For a dollar."

"What on earth did you want with so many?"

"They weren't so many. Not when we roasted them on a campfire and treated. Then I hired

## SANFORD TOMORROW

By S. O. CHASE

WRITTEN FOR THIS MAGAZINE

The Sanford of the future will not be larger, or more prosperous, or more solid, than the business men of Sanford make their individual businesses.

The Editor of SANFORD TODAY was correct when he said in a recent issue that the strength of a community is the sum total of the character and reputation of its citizens.

If we desire our City to become what its geographical advantages have prepared it to be, there is just one sure way of having our desire come true: Let every business man here set himself to make his own business as much bigger as opportunity and safety permit; take care of the individual's business and Sanford will take care of itself.

a darkey with a sailboat for a couple or three dollars and he took us to Palmetto, and from there we tramped the trails back to Sanford. We had a shotgun with us and lived mainly on quail and other game shot as we walked. It was on this home-stretch I saw the most beautiful spot at what is now Winter Haven."

#### "CHASE & COMPANY BROKE"

"That was forty-eight years ago. What became of the spot?"

"It's there yet. I bought it—four hundred acres; and one day sold it. It's now the downtown of Winter Haven."

"How much money had you when you got back—when you made your second arrival in Sanford?"

"I hadn't any."

"You mean you were broke?"

"Broke."

"But you've accounted for less than five dollars, and you started out with twenty-five."

"That's so. But in the towns we tramped through quail were scarce."

"How far along had you got in Florida when you were twenty-five?"

"When I was twenty-three I was Treasurer of the South Florida Railroad's land department

(Continued on Page Nine)

## ALL SCHOOL SUPPLIES

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For Sanford — For Seminole — For Florida

## SANFORD TODAY

THE WEEKLY MAGAZINE OF SANFORD  
AND OF SEMINOLE COUNTY

PHONE 801

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

Vol. I Saturday, September 25, 1926 No. 11

### Hurricane

## IN DECENCY'S NAME

On Sunday night, September 19th, 1926, a relief train left Sanford over the tracks of the Atlantic Coast Line to bear succor to victims of the Hurricane in the district of Moorehaven. It carried some genuine graduate nurses, some persons masquerading in nursing garb, some kindly and capable women helpers, and a number of young men volunteers who presently were to distinguish themselves by conduct little less than sublime. The train carried also a heroic physician, a Christian clergyman of high character, several railroad officials, and peace officers on detail. There was a commissary force.

At Orlando numbers of physicians, and nurses wearing the uniform and insignia of the Red Cross, boarded the train. Also other persons. And additional commissary stores for the relief of the Hurricane victims were there taken aboard. A similar stop was made at Kissimmee.

Among eleven hundred or more refugees in the Moorehaven field there was rescue and relief work done by some of the women and some of the men, in the face of stark horror, that only angels are fit to praise, annointed as it was in the slow tears of an anguished humanity. And there was conduct perpetrated by some men and some women which is here by this journal left undescribed because a sense of decency toward the State of Florida commends that course. Upon the name of Sanford the more extreme odium of that conduct does not come to rest.

## REAL CHURCH NEWS

### THE BAPTISTS

"At Home—When The Paint Has Dried: The Rev. Fairley D. King and Mrs. King; 1100 South Park Avenue."

The Pastor and his Lady of First Baptist Church have not ordered the cards engraved, but Mrs. King herself told it to SANFORD TODAY at the a-little-sticky front screen-door and we consequently stand in no fear at all of successful contradiction. The Editor's felicitations to the Kings upon their removal to the new and sunnily bright and wide-porch and many-windowed Parsonage at Park Avenue and Eleventh! Also congratulations to the Church for having provided their invaluable Minister and his family with so pleasant a home to replace the not so pleasant old one at No. 515. We suspect there had been long endurance without murmuring. Blessed are the meek, for they shall inherit the earth. It has become known as a secret that W. T. P. H. D.\* (\*When The Paint Has Dried) there is to be a house-party to which the whole Church fam-

ily will be invited. We do not belong to a church. It is just that sinners be punished.

Two hundred and twenty-seven persons were received into the Church membership during the year. The average Sunday-school attendance was above 420, and in money the school raised \$1,932.

The first meeting of the 1926-27 Sunday-school faculty was held Wednesday evening. Plans were laid for the new Sunday-school year, and announcement was made of the names of the organization's general and department officers for the year. The general officers: Superintendent, Jno. D. Jenkins; Associate Superintendent, A. M. Phillips; General Secretary and Treasurer, Miss Adele Rines; Assistant General Secretary, Eustis Peaks; Elementary Superintendent, Miss Allie Trafford; Classification Superintendent, Mrs. C. H. Pearce; Orchestra Leader, Mrs. J. H. Colclough; Pianist, Mrs. C. H. Cook; Director of Sunday-school Music, B. C. Moore; Associate Pianist, Mrs. Mary Maines.

## THE METHODISTS

BY A. D. MITCHELL, Secretary

When the news of the storm at Miami and vicinity was received on last Sunday evening the evening service was just about to begin at the Methodist church. After the preliminaries were over, Dr. Buhrman said that Mr. F. R. Wilson had an announcement to make to the congregation concerning the news of the storm. Mr. Wilson announced the mass meeting downtown. Dr. Buhrman said he deemed it best to dismiss the congregation at once so they might go home and get together what they could in the way of needed articles and supplies for the sufferers in the southern part of the State.

When the relief train pulled out, Dr. Buhrman was aboard. Having been the presiding elder of the district in which Moorehaven is located, and having many friends in that section, he felt there might be some things he could do toward relief. Dr. Buhrman returned Monday night with the news that there were then more persons to help in the rescue work than were needed. He said there seemed to be many who were very glad a minister had come on the train.

Some of the refugees who were brought to the train recognized Dr. Buhrman and were overjoyed to see him and to talk to him of their experiences.

A large bundle of infant's clothing was got together by the Methodist ladies under direction of Mrs. S. O. Shinholser to be handed over to the Red Cross for the babies of the storm-swept districts.

Next Saturday and Sunday are Orphanage-work Day and Rally Day. On Saturday all Methodists are asked to donate the amount of their salary or wage for that day to the Orphanage at Benson Springs. On Sunday this money will be collected and talks be made in each Sunday school of the denomination concerning the work and plans of the Orphanage for the new year.

There will be special music at the Methodist Church tomorrow. And the Choir always appreciates a good crowd to hear them.

## CHAMBER OF COMMERCE

This week's meeting of the Sanford Chamber of Commerce was devoted to speeches and discussions reviewing Sanford relief work done in behalf of the hurricane sufferers. President Douglass stated that for the present relief activities will overshadow all other Chamber work.

"You ask for reasons why we enjoy Florida. Why don't you ask why we enjoy life? It is the same problem in a way—for in Florida you really live. We have enjoyed the great privilege of thirty-five winters in the State."—Franklin D. Marsh, M. D., Boston.

# IN SOCIETY

By NAOMI SCOGAN  
(Telephone 179)

Mrs. R. A. Newman entertained the members of the Evening Bridge Club on Tuesday evening at her lovely home in Rose Court.

Roses and ferns were used in baskets and vases in the rooms where the card-tables were placed.

After an interesting bridge game Mrs. Ernest Housholder was awarded a set of crystal sherbet cups for high score. The men's high score prize, socks, tie and handkerchief to match, went to Mr. Ernest Housholder.

When the prizes had been awarded, a delightful salad course was served by the hostess.

Those playing were: Mr. and Mrs. Ernest Housholder, Mr. and Mrs. D. L. Thrasher, Mr. and Mrs. F. E. Roomillat, Mrs. Samuel Puleston and Mr. and Mrs. R. A. Newman.

Mrs. George D. Bishop and children will return Sunday from Daytona Beach where they have had a cottage during the summer months.

Mrs. James Jackson and Mrs. Walter Bach entertained at bridge on Wednesday afternoon at their home on Holly Avenue.

The rooms were prettily decorated with brightly colored zinnias combined with ferns.

The tallies were in the shape of diamonds, spades, hearts, and clubs with attractive flapper maidens painted on them. At the conclusion of the game Miss Grace Gillon was given a metal bon-bon basket for high score, while the low score prize, two handmade handkerchiefs, went to Mrs. Philip Bach.

Late in the afternoon ice-cream in the shape of hearts and roses, and cake were served by the hostesses.

A marriage of great interest throughout the State was that of Miss Norma Griffin of Kissimmee to Mr. Allen Jones of this city.

The wedding took place on Tuesday morning at the Methodist Church in Kissimmee.

Among the Sanford guests who attended were: Mrs. Allan Jones, Miss Le Claire Jones, Mrs. Claude Herndon, Miss Lillie Ruth Spencer, Mrs. E. A. Douglass, Mrs. W. E. Watson, Mrs. H. C. DuBose, Mrs. M. B. Hutton, Mrs. W. J. Hardy, Mr. Ben Cantwell and Mr. William Lake.

Mrs. Dwight S. Babbitt entertained at a luncheon on Wednesday honoring Miss Lillie Ruth Spencer, a bride-elect of October.

Mrs. Babbitt's home was beautiful in its decoration of Autumn flowers. At one o'clock the guests were ushered into the dining-room where the long luncheon table was daintily spread.

They were aided in finding their places by mirror-place-cards, a card being placed in front bearing a name. Tiny cold-cream jars tied with yellow ribbon were used to support the mirrors. These were used as favors while larger jars filled with mints were placed here and there on the table.

A large cut-glass basket which rested on a large oval mirror centered the table. Long yellow tapers burned at each end of the table, shedding a soft glow.

A delicious fine-course luncheon was served after which a small yellow card was handed to Miss Spencer. This she was told to pull. Immediately a large boudoir cap of yellow crepe paper that was fastened to the chandelier, opened and a shower of gifts fell upon the table.

After these were opened the guests were given tea-towels to hem, these were later presented to the guest of honor.

The guests were: Miss Lillie Ruth Spencer, Miss Le Claire Jones, Miss Ruth Hand, Miss Charlotte Smith, Miss Dorothy Stokes, Mrs. W. S. Thornton, Mrs. G. W. Spencer, Mrs. C. F. Herndon, Mrs. James Ridge, Mrs. Roby Laing and Mrs. Morris Spencer.



\$20 GOLD PRIZE

ANNOUNCEMENT

\$40 GOLD PRIZE

# HIGH SCHOOL BEAUTY CLUB!

For Sanford — For Seminole — For Florida

The number of beautiful Girls in Sanford and Seminole County is one of this community's most delightful—and valuable—assets.

The mission of SANFORD TODAY is: to be first and always *For Sanford—For Seminole—For Florida*. That is the Magazine's guiding law, whether a matter affecting any or all of the trinity be one for applause or criticism. In the Girls of Sanford and Seminole County there is nothing to criticize and everything to applaud. The circulation of this Magazine has been from its beginning one of *by-hand delivery* to the homes, offices, stores and many public places of the City and by mail to every newspaper and every chamber of commerce in Florida and to an increasing list of individuals in other States. Though SANFORD TODAY is today only eleven weeks old it already enjoys the distinction of being the most closely read and most expectantly looked-for publication in its home territory.

The First-Page sub-title line "They Say This Is Florida's Most Interesting Weekly" did not originate in this office but was suggested by a widely known State official in Jacksonville, an official with whom the Editor has not the good fortune to be personally acquainted.

When this Magazine criticizes it criticizes vigorously; when it applauds it desires to applaud with equal force and effectiveness. We know of no way in which applause of Sanford and of Seminole County can be more pleasingly, more effectively phrased than by publishing each week an art picture of one of this community's beautiful buds of womanhood.

With your cooperation SANFORD TODAY will undertake to do that.

The art picture on the First Page of this issue was engraved from a photograph sent the Magazine by the Lake City and Columbia County Chamber of Commerce with a letter saying that body would appreciate its publication in SANFORD TODAY.

Very well. If Columbia County and Lake City think as highly as all that of "Florida's Most Interesting Weekly," there could be only one adequate way to return the compliment, and this Magazine takes that way: publishes "Miss Suwannee's" alluring pose.

The thought took another step. Do Lake City and Columbia County have greater pride in the loveliness of their young women than Sanford and Seminole County have in the charm of theirs? Well now, we think not.

## THEREFORE

With your friendly cooperation this Magazine now opens to entry the membership roll

of a new Club—the Sanford HIGH-SCHOOL BEAUTY CLUB, and these are

## THE RULES

1. Any young woman a resident of Sanford or Seminole County, and now a pupil in Sanford High-school, may enter, provided she is not connected by employment or other relationship with the Ownership or Management of this Magazine.
2. She shall enter by bringing or sending to the office of SANFORD TODAY, 411 First National Bank Building, a full-figure photograph of herself, or several photographs, in any dress she prefers or in sports costume or bathing-suit.
3. Name and address of the entrant, with statement of how long she has resided in Seminole County and of what High-school class she is a member, shall be attached to the photograph.
4. Entrance thus made shall give the Magazine the right to publish the photograph.
5. A Judging Committee appointed by the Magazine shall select the photograph to be published weekly. All reasonable care will be used to return, unmarred, all photographs entered.
6. An entrant may enter any number of differing photographs, but not more than one will be selected for publication.
7. Without cost to herself, entrance of a photograph shall automatically make the entrant a paid-up Subscriber to SANFORD TODAY for one year, and publication of her photograph shall also entitle her to have the Magazine sent, free, for one year to any TWO persons she may designate who live anywhere in the United States, Canada, or Europe.

8. Entries to the Sanford HIGH-SCHOOL BEAUTY CLUB will be received continually for eight weeks, or until and including Saturday, November 27.

## TWENTY-DOLLAR GOLD PIECE

9. In the issue of SANFORD TODAY of Saturday, December 4, the Judging Committee's choice of the most beautiful member of the Club will be announced, and on that day she will be awarded, in this office, the Committee's Prize—a United States Double Eagle: \$20 in Gold.

## THE GRAND GOLD PRIZE

10. In the same issue, December 4, the Magazine will announce the Club's Grand Prize—TWO Double-Eagles: \$40 in Gold—to be competed for by ALL who have entered the Club, regardless of whether their photographs have been published or not! The rules for the Grand Prize competition will accompany that announcement. The Grand Prize will be awarded and paid to the winner in this office on Saturday, December 18, just one week to the day before Christmas.

Shall we show Lake City and Columbia County and their loyal Chamber of Commerce that Sanford and Seminole County girls are—just—a-little—lowlier—than—theirs?

You decide!

Because photographs have to be sent to Jacksonville to be engraved, the photographs which will be selected by the Judging Committee for publication in the next issue of the Magazine (Saturday, October 2) must be delivered to this office not later than six o'clock next Tuesday evening, September 28.

For Sanford — For Seminole — For Florida

# A TOMORROW'S SERMON TODAY

DR. KING WILL REFER TO THE LESSON OF THE HURRICANE IN HIS MORNING DISCOURSE TO BAPTISTS

The Rev. Dr. F. D. King will preach in First Baptist Church tomorrow morning upon the un wisdom of making life's major investment in material securities rather than in bonds of character and the spirit. His sermon will be under the title "Beyond the Reach of Waves and Winds," and he will choose the text Matthew 6:19, "Lay not up for yourselves treasures on earth."

Dr. King's manuscript—by the way, it is always a satisfyingly neat manuscript, seldom lined with the pen-tracks of after-thought that may either betoken a second inspiration or betray an uncertainty of aim; but I do wonder

why he feeds his note-paper into his typewriter a second time after he has filled one side; for that is a high crime in the eyes of publishers of manuscript and I well know that Dr. King writes upon occasion for that tribe. His manuscript, I set out to say, shows frankly that he saw in the past week's convulsion of the winds an opportunity to draw a moral arrow out of the quiver of current events. I should say that he has shot it, or rather that he will shoot it tomorrow morning, with skill into the hearts of his hearers, but I have seen better spiritual archery from him.

Dr. King is a clear thinker and a ready illustrator of his points, and I find him always interesting in his papers; I think this once he has been forced to do himself less than justice in deference to an excess of ministerial duties within the week. I like this passage which occurs in "Beyond the Reach of Waves and Winds"—

"Build thou more stately mansions, O my soul,

As the swift seasons roll."

"Let each one of us this morning determine that our major attention shall be given to the kingdom of character, and let us foster that determination with our daily meditations and prayers, and we shall discover that our priceless treasures are beyond the reach of the most violent cyclone, and the most destructive waves."

"I think the fact that I have been a regular visitor to the State of Florida for a number of years is sufficient testimony to my opinion of its attraction."—M. M. Belding, President Belding Bros. & Co., New York City.



## 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.

What's Your Tailor?



# \$5.00 Given Away Absolutely Free

## SPECIAL

Chevrolet Touring  
Hudson Coach  
Ford Coupe  
Ford Touring  
Ford Roadster

## Used Car Exchange

Q. W. WANSLEY  
Corner Second and Park

## SEE Benham & Turner Auto Electric Co.

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

*We Handle the*  
**PHILCO BATTERY**

820 West First Street

## \$5 IN GOLD

*A Prize to You Each Week  
from SANFORD TODAY*

### HERE ARE THE RULES:

Each week there appears somewhere in some of the Advertisements on these two pages a misspelled word. FIND THAT WORD. Write it on a sheet of paper with the name and line (first, seventh, third, or ever 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 an 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. 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 may 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

30x3 1/2 Fabric	\$ 7.20
30x3 1/2 Cord	8.50
30x3 1/2 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
30x3 1/2 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 uni-  
form flavor and body.

Telephone 634

## Saturday Specials

1 lb. Sweet Clover Butter	\$ .49
No. 2 Can Red Pit Cherries for Pies	.29
1 lb. Sliced B Bacon	.45
24 lbs. Pillsbury Flour	1.45

## 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  
up and one of those lovely  
put on your kitchen and com

We carry a wonderful  
properly. No job too small

*We do*

"Your Home"

## Miller Furniture

Sanford



# Each Week for 3 Months! \$5.00

## THIS WEEK'S WINNERS

\$5.00 in GOLD—Mrs. R. F. COOPER, 610 Palmetto Avenue, Sanford.—Please call at this office Monday for your Prize.

Mrs. E. H. LANEY, 110 East Second Street, Sanford.—For an accepted Bright Saying, 50 cents.

Mrs. AMELIA B. NOBLE, 615 Myrtle Avenue, Sanford.—For an accepted Bright Saying, 50 cents.

MRS. D. F. HANSELL, 600 West First Street, Sanford.—For an accepted Bright Saying, 50 cents.

Miss Bessie A. Boyce, Box 972, Sanford.—For an accepted Bright Saying, 50 cents.

SEE PAGE 9 FOR WINNER STORIES  
If at first YOU don't succeed—try again!

Day 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.

## WINNERS ON THIS PAGE

# HERE

These new window shades put  
of "Armstrong's" Linoleum  
on floors.  
and have an expert to lay it  
so large.

to Serve

ould Come First"

Company, Inc.

as 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

## Big Dissolution Sale

Ten Big Days of Bargains  
**LADIES OF SANFORD**

Your Opportunity to Buy  
a Fall Dress at a Most  
Ridiculously Low Price

Friday, September 24, to Saturday,  
October 2

Be Sure to Attend

## THE OUTLET

First Street F. B. Robbins, Prop.



# 1926-27 Roll of Sanford High-School

GIRLS—231 NINE-MONTHS TERM OPENED SEPTEMBER 13 BOYS—178

## THE TEACHING STAFF

AGRICULTURE	- R. F. Cooper
	W. R. Fort
HISTORY	- Shade W. Walker Jr.
MATHEMATICS	- Miss Ida Mae Gray
	Allen Entz
	Mrs. J. Maurice Allen
LATIN	- Mrs. R. C. Maxwell
ENGLISH	- Mrs. Maude Farnsworth
	Miss Mary Cobb
	Miss Frances Cherry
SCIENCE	- Mrs. W. H. Fort
	Miss Elmina Howard
HISTORY	- Mrs. Gladys Williams
SPANISH	- Miss Rebecca Scott
COMMERCIAL	- Ollie M. Steele
HOME ECONOMICS	- Miss Mary Hinton
	Mrs. Mark K. Stone
EXPRESSION	- Miss Margaret McRae

## THE STUDENT BODY

### SENIOR—GIRLS

(31)

Gertrude Benjamin	Verlie Prevatt
Doris Church	Camilla Puleston
Vera Dickerson	Elizabeth Shoemaker
Elizabeth Earle	Elma Singletary
Ruth Grier	Margaret Sprout
Ruth Henry	Buelah Stafford
Olga Hirt	Gladys Stempert
Margarite Hirt	Rebecca Stevens
Evelyn Jacobs	Louise Thrasher
Virginia Jinkins	Elizabeth Turnbull
Alice Kesler	Florence Tyner
Lillie May Lord	Edith Varn
Mildred Lumley	Russell Lee Wheeler
Frances Marrow	Marian Willink
Stella Moses	Helen Wilson
Mildred Nix	

### SENIOR—BOYS

(25)

Edward Andrews	Leslie Moughton
Merlin Barnes	Oke Nordgren
Morris Benjamin	Woodfin Oliver
Lee Berner	James Sands
John Cameron	Linus Sieveking
Gordon Cole	Algernon Speer
William DuBose	Fred Stanley
Melvin Dunn	Luke Thompson
Frank Dutton	Norvin Thornley
John Entzminger	Wagner Marion
Charles Fish	Arthur Zachary
J. B. Jones	Ross Mobley
Roy MacDougall	

### JUNIOR—GIRLS

(58)

Hildred Allen	Dorothy Marshall
Bernice Appleby	Margaret Martin
Virginia Barber	Ruby Martin
Eleanor Bolly	Helen Marentette
Elizabeth Brown	Martha Meade
Betty Burhman	Mary Helen Morse
Louise Bushnell	Corene Murray
Georgia Calhoun	Annie Louise Moss
Clara Cheek	Pearce Elva
Alys Chorpeneing	Beatrice Powell
Lucille Church	Pearle Robson
Eugenia David	Harriet Bossiter
Mary Earle	Juanita Sieveking
Alice Elder	Carolina Smith
Anna Marie Fellows	Marjorie Smith
Trixie Franklin	Adeline Smoke
Kathryn Hopkins	Grace Spinks
Beatrice Howard	Nezzie Stone
Thelma Howell	Olive Mae Swain
Mary Etta Hudson	Margaret Talbott
Helen Jinkins	Opal Thomas

Reba Jones	Lillian Thornley
Mary Kinlaw	Sybil Turner
Lucille LeRoy	Katherine Van Ness
La Vinge Aldia	Zella Vaughn
Hattie Lossing	Martha Wallace
Maggie Lynch	Margaret Willink
Mae MacDougall	Blanche Wynne
Luella Mahoney	Pauline Wallace

### JUNIOR—BOYS

(33)

Adams Jean	Eric Lunquist
Lawrence Bandel	Dick Jr. Maxwell
J. P. Bates	Warren McCall
Buford Brown	Carroll Minchew
Willis Creamer	Frank Montague
Charles J. Gantt	Robert Moye
Clyde Gleason	Jesse Neely
L. P. Hagan Jr.	Stanley Peckham
Jack Hall	Clifford Russell
Robert Highleyman	Henry Russell
John Edward Higgins	George Schifley
Henry Hurley	Chandler Sharon
Ormond Jacobs	Stephen Skinholster
Emil Kaeserman	James Stainoff
Welcome Kelley	L. A. Summerlin
James Lanier	Parker Van Ness
Mills Lord	

### SOPHOMORE—GIRLS

(53)

Aline Alderman	Virginia McDaniel
Hazel Appleby	Nettie McKnight
Mary Bandel	Emily McMillan
Mabel Chapman	Doris Meares
Elizabeth Clark	Hilda Murihead
Helen Compton	Charlotte Nix
Marjorie Crane	Mary Nixon
Henritta Edwards	Oliver Maxie
Grace Entzminger	Madge Philips
Natalie Farnworth	Antionette Shinholser
Eudora Ferguson	Dorothy Smith
Rosa Fish	Ola Spurling
Lucile Flemming	Emily Starr
Garner, Jessie	Pauline Stinor
Margarite Garner	Hildred Taylor
R. E. Griffin	Margaret Thompson
Ina May Hall	Pauline Thompson
Mary Huff	Mable Trallinger
Marie Huddleston	Lulu Urquhart
Viola Hickson	Zelda Varn
Minnie Lou Hunter	Alice Vihlen
Rose Hurt	Helen Vincent
Martha Johnson	Adele Vining
Cathrine Lake	Thelma Wagner
Eloise Lanier	Anna Mae Weber
Cathlyne Long	Margaret Wright
Margaret Long	

### SOPHOMORE—BOYS

(53)

Allman William	Rudolph Lloyd
Robert Armbruster	Fulton McKinney
Bell Earnest	Willie McKnight
Fred Bell	Jack Mims
Harrison Braithwaite	John Miller
Clayton Brown	Leonard Miller
Terrence Brown	Edward Mitchell
Eugene Butler	Arthur Monger
Elmore Church	Billy Morse
Charles Cogburn	Jack Peters
Frank DuBose	Kinchen Powers
Lofton Edenfield	Earl Rumbley
Gilbert Ericson	Bernard Schirard
Harold Fischer	Jack Smith
J. D. Fitzpatrick	Dick Sneed
Byron Fox	Jack Sneed
Daniel Hanselle	Spencer Evans
Harrison Ford	Clarence Swaggerty
Harrell LeRoy	Alton Talbott
Claude Herndon	Willard Thawley
Otho Hughes	Arthur Tucker
Billie Hutchinson	Gordon Walker
Jacobs Woodrow	Roscoe Wallace

Horace Jimenez
Hubert Johnson
Earnest Jowers
Paul Kiger

H. C. Waters Jr.
J. M. Wilson Jr.
D. K. Williams

### FRESHMAN—GIRLS

(79)

Sydna Anderson	Eunice Lord
Mary Badger	Grace Lossing
Virginia Barnes	Mary Mauser
Essie Beecher	Elizabeth May
Beverly Benders	Mildred McCraven
Beatrice Bledsoe	Juanita McMullen
Olivia Brady	Laura Mims
Sadie Bridgman	Frances Moss
Anna Levora Brown	Maria Moye
Janie Mae Brown	Effie O'Caïn
Anoma Butler	Maxie Oliver
Bettina Campbell	Inez Owens
Mary Lee Campbell	Violet Pace
Anna Carter	Lola Peaks
Joyce Claxton	Maude Perry
Ruby Colgrove	Rosa Lee Pope
Pauline Cook	Elizabeth Rines
Ruth Mae Cook	Ruth Runyon
Helen Creamer	Katherine Schirard
Khadra Culpeper	Sophia Shannon
Annie Davis	Minnie Claude Sims
Opal Durham	Edith Smith
Minnie Bess Echols	Irene Smith
Frances Foster	Phyllis Smith
Lois Garrett	Electa Stevens
Margaret Giles	Alice Strong
Carmen Guthrie	Ellen Telford
Minnie Hardy	Thelma Tew
Emily Hawkins	Alice Thompson
Dorothy Haynes	Dorothy Thurston
Dorothy Hopkins	Dorothy Torlay
Marjorie Hoskins	Jane Torrance
Ruth Howell	Eleanor Tyner
Bertie Hyghes	Flossie Vickery
Dorothy Helen Hughes	Salde Watanen
Minnie Lou Hunter	Kathryn Waters
Lucy Hurley	Oma Whitaker
Geneva Jelliff	Grace Williams
Mary Jimenez	Nellie Williams
Mary Eula Kay	

### FRESHMAN—BOYS

(67)

Easton Allen	Forrest McAllister
Jack Aycocke	Robert McKinnon
Willard Barcliff	George Michell
Frederick Baun	Elma Nolan
Clifford Beasley	Ilaf Nordgren
Fred Vender	Daas Norwood
Herbert Benton	Vernon Preist
Julian Benton	Harold Reeves
Jimmie Brooks	Robert Reitz
Charles Butler	Earle Robinson
Adolphus Carter	Jack Robson
Carson Cook	John Rotundo
Olin Crenshaw	Frank Russell
Ben Cogburn	John Simmons
Paul Dra	Alexander Sharon
Douglass Echols	Howell Smith
Nathaniel Farnsworth	Louis Smith
Allan Fields	Walter Standeremire
Irvin Fleischer	Frank Swaggerty
Archie Franklin	Byron Riser
Sherwood Harvard	Milton Robins
W. C. Hawkins	William Robins
Warren Herbst	George Stewart
James Higgins	John Terwilliger
Irvin Hill	Theo Thornley
Clifford Harrell	Eugene Turner
Julius Hurley	Richard Vernay
Viston Hurley	Charles Vincent
John Jimison	Rufus Vining
Bernard Lake	Gordon Wade
William Locke	Frederick Williams
Marvin Lovitt	Berner Winn
Norwood Leslie	Bob Yancey
Harold McAlexander	



# WHO'S WHO

(Continued from Page Three)

at a salary of \$135 a month. Salaries were not quite so high in those days. In 1881, the year I came of age, I started 'Chase & Company,' here in Sanford. My first partner was Robert W. Given. Our business was all kinds of insurance, and our office was, as your Magazine told the other day in one of its invaluable articles describing old Sanford, in the Lyman Bank Building where the Western Union Building now stands.

"In 1884 my brother J. C. Chase came down from New York City to live with me here, and he bought my partner's interest. We added fertilizer to our insurance lines. Business was slack. We brought the fertilizer from Philadelphia by ship."

"Had you got your orange grove yet?"

"Two of them. Five acres near Belair and ten acres near the present Sanford-Orlando Road, three and one-half miles out from town."

The partnership between his brother and himself continued until 1914 when they merged it into the incorporated Chase & Company, whose citrus groves today are owned at Crescent City, Mims (near Titusville), Geneva, Isleworth (southwest of Orlando), Nocatee (four miles below Arcadia), and Belair near Sanford. In a fair year these groves yield to the market from 150,000 to 175,000 boxes of fruit. In 1887 the Chase brothers entered the packing business, "and since then," said Mr. Chase, "we always have sold f. o. b. shipping point; that is to say we never have shipped to sell at destination, but invariably have sold at the point of shipment." Shipments include the brokerage handling of others' crops as well as the Company's own yield.

## NO OX AND WAGON NOW

Chase & Company now maintain fifteen citrus packing plants: at Crescent City, Wylie Avenue (near Titusville), Goulds, Perrine, Homestead, Sanford, Orlando, Ocoee, Isleworth, Auburndale, Winter Haven, Wauchula, Arcadia, Nocatee, and Geneva. Their plant at Miami was dismantled a year ago. Orlando is headquarters office. Their brokerage-commission business adds numerous other shipping points in the State to the fifteen listed. A heavy business in growers' supplies yields important revenue in the yearly receipts.

"The disaster year of 1895," Mr. Chase said, "destroyed the citrus business of Chase & Company, but I kept on with the insurance lines through what is referred to as 'the Starvation Period.' My brother went out to Los Angeles and became sales manager there of the Earl Fruit Company, remaining with them until 1903, when he went to St. Louis for a year as district distributing representative of the United Fruit Company. He returned to Florida in 1904 to remain, and made his headquarters in Jacksonville as the head of the Company there. He retired lately from active participation in the Company's business and now is building his home in Winter Park."

## ACROSS THE EVERGLADES

S. O. Chase was a member of the first engineering expedition ever to cross the Florida Everglades. The story of that heroic and hazardous journey, undertaken in the line of duty as the direct result of an almost casual remark made by Henry B. Plant, has been so widely told that only a brief reference will be made to it here.

At a meeting in 1892 of the Directors of the South Florida Railroad in the Tampa Bay Hotel, Tampa, attended by Mr. Plant, Mr. Flagler, Mr. Ingraham, and a number of other important men, Mr. Plant asked Mr. Ingraham why a railroad could not be built across the Everglades wilderness from Fort Myers to Miami. Mr. Ingraham replied:

"So far as I know, only two white men ever made that trip, and they were accompanied by Indians; but I would be very glad to run a line across there and go in person." The

(Continued on Page Eleven)

# TEACHER'S WIFE WINS GOLD PRIZE

MRS. R. F. COOPER TAKES FIVE DOLLAR TROPHY IN "SANFORD TODAY'S" WEEKLY ADVERTISING CONTEST WITH "BRIGHT SAYINGS" ANSWER

Mrs. W. P. Buhrman of 618 Magnolia Avenue, Sanford, who was declared Winner of last week's Grand Prize of \$5.00, writes the Contest Editor under date the 22d, saying:

"Dear Editor—Thanks for the Gold Piece. It is an its way to a college girl."

That is fine. The gracious wife of the Pastor of First Methodist Church has discovered one more to add to the list of many advantages of a college education for girls!

This week's Gold Winner, Mrs. R. F. Cooper (wife, we think, of Instructor Cooper of the Agricultural Department of the Sanford High School), writes:

"Dear Editor—The misspelled word in the Ads of SANFORD TODAY is the word 'repairng,' should be 'repairing,' in the Ad of the Sanford Music Store, 12-13th lines. I submit the following Bright Saying—

"Little Marjorie (after going to bed): 'Mother, I want a drink.'"

"Mother: 'No; you've had a drink.'"

"Mother, please."

"I told you No."

"Mother, Please. Please. PLEASE!"

"If you say drink again I'm coming in to spank you!"

"Marjorie (after a short silence): 'Mother, When you come to spank me, please bring me a drink.'"

Then here are the four stories that win each the Prize of 50 cents for acceptance of a Bright Saying:

Mrs. E. H. Laney—110 East 2d St.—

"Jack, aged four, lay on his father's knee in church as the Minister talked louder, and louder, causing Jack to miss his usual nap. Repeatedly Jack said, 'Daddy, why does he talk so loud?' and 'Daddy, ask him not to talk!' Finally, 'Daddy, does he want to make God hear him?'"

Miss Bessie A. Boyce, Box 972—

"A youngster from the city was visiting a few weeks ago at his aunt's in the country. When he was taken out to see the cow he asked what the things on her head were. 'Horns,' he was told. He looked up wonderingly and asked: 'Will they blow?'"

Mrs. Amelie B. Noble, 615 Myrtle Ave.—

"A foreign child in toy-shop: 'I want a Let-me-out.'"

"Proprietor, after much questioning: 'Do you see one on the shelf?'"

"Child: 'There him is!' pointing to a jack-in-the-box."

Mrs. D. F. Hansell, 600 W. 1st. St.—

"Several Sanford neighbors were enjoying a picnic. Mrs. X asked Mrs. A and Mrs. B if

## NEW DRUG STORE OPENED

E. M. Walker and R. H. Duren, conducting the Union Pharmacy at 111 East First Street, opened "Union Pharmacy No. 2" on Wednesday of this week at 410 Sanford Avenue with a complete and very modern stock of drugs and drug-store sundries.

Few retail classifications today offer as great a contrast with their predecessors of a generation ago as the drug business, for the modern drug-store is much more than a pharmacy—it is a sort of department-store. "Union Pharmacy No. 2" illustrates the truth of this.

Messrs. Walker and Duren have been doing business as Sanford druggists a year. The opening thus soon of a No. 2 store speaks for the trade they have developed and the success they enjoy.

Bags of mosquito netting for pieces will fill a real want in the sewing-room, as one can see at a glance whether the particular bundle of pieces needed is contained in the bag.

they occupied the same house. Five-year-old Sammie (whose mother called her husband 'Hubby-Dubby'): 'Yes, they live in the same house, but they've got diff' runt Hubby-Dubbies.'"

PLEASE: Some of you—not many, but it's a pity for any one to miss a fair chance to win the Gold Prize or one of the weekly Acceptance Prizes—some few of you have been forgetting to name the Misspelled Word and designate position, in your answers enclosing Stories or Anecdotes or Jokes to the Editor. And some few of you have forgot to enclose anything but the Misspelled Word; and a very-very few of you have quite absent-mindedly forgot to sign your name or to state your address! Of course the Rules must be followed in these simple matters, and so—well, why not fix it just right and put it in the mail-box again? Suppose you try!

## Mi-Lady's Shoppe

110 Magnolia Avenue

EXCLUSIVE MILLINERY  
GIFTS

## THE POWDER PUFF

BEAUTY SHOP

Beauty Culture in all its Branches  
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## ANNOUNCEMENT

WE HAVE MOVED FROM

113 Palmetto Avenue

to

110 EAST THIRD STREET

Between Magnolia and Parke. Across  
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## Singer Sewing Machine Company

Jos. J. Hathaway, Local Manager  
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30 x 3 1/2 CORDS

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GAS, OIL, GREASE, ACCESSORIES  
Hot Shot and Flashlight Batteries

## Cecil L. Rines

Corner West First and Jessamine Ave.  
Sanford, Florida



# BUILDING ACTIVITIES

THE CITY  
SUBSTANTIAL

In and Around SANFORD

THE CITY  
PROGRESSIVE

## MORE THAN EVER—BUILD! AN EDITORIAL

In recent issues this Column has emphasized with facts and figures the wisdom of building dwellings and apartments now, in the last few weeks remaining before the winter-influx season sets in. The thought may arise, resultant of the terrible disaster of the past week, that any advice in favor of more construction may have been good a few days ago but is nullified now by the visitation of death and destruction which came to pass.

We think that is not so. From time to time the forces of desolation have swept out of sky and earth and water upon defenseless communities and laid them waste, and from time to time similar blows and bruising will fall without warning upon humanity in this or that part of the world. The anguish of the sufferers cannot be set down in words, and speech cannot convey the sympathy that springs to meet it.

But civilization does not sit down to weep and wither away besides the ruins. What man has built he can restore. The dead cannot be recalled, but the blessing of work, the hard toil of building up again, can enter in to fill in some measure the void they have left. And time joins forces with work to quell the restlessness and soothe the pain of thousands bereft. If this were not so, the thousands would go mad.

South Florida's desolated areas are not ruined, either in fact or in the observing view of the nation which came to Florida to rest and play and returned to engage in more serious pursuits. Not ruined. For already the indomitable spirit of restoration is reaching for tools with one hand while with the other it supports and ministers to the injured and the homeless. Sturdier, fairer structures soon will rise to blot out all but the memory of a hurricane's mad work; better and brighter streets will cover the footprints of disaster. The face of Florida will be found not less lovely for

a touch of graveness where only smiles had played.

Those who foresee their State shunned and forsaken after this stupendous assault by Nature foresee that which will not come to pass. *Nothing that is Florida has been destroyed.* Only some furniture in the house has been wrecked and swept away; and some of its tenants have suffered, and some have passed on, because a marauder entered. The golden sunshine that is Florida will presently flood as of old from the blue bowl of the sky. The wide white beaches that are Florida will take a coraled surf to their breast. The beauty of palms in the moonlight will not diminish. The soft breath of Florida's lips that is health will fall as gently. The call of the land that is summertime in winter will be heard as before in harsher climes, and hearts will whisper Florida's name, and from North and West and East whoever can will arise and come. No hurricane that ever blew can wrench the lure of Florida from the nation's mind.

It may be that work of restoration can not be rapidly enough accomplished in the devastated areas for their cities and towns to care for large numbers of those who planned to spend the coming season there. In such event it will become necessary for the remainder of the State to assume the full responsibilities of winter host; for it is certain and plain that the September disaster of itself will not keep the seasonal crowds out of Florida.

It is therefore more than ever before important that Sanford at once set about the building of houses and apartments on a scale much bigger than thus far undertaken. *There is not a week to lose.*

## LOVEJOY QUOTES FIGURES

A. B. Lovejoy, Manager Bond-Hill Lumber Co., supplies to this Column the following important construction facts and figures:

"Lumber is now 20 per cent cheaper than it was the first of the year. Brick is now 10 per cent cheaper than it was the first of the year. Prices of other construction material are now as they have been the last month or two.

"It is advisable to build now because of possible embargo and mounting prices later in the season. The Southeastern Advisory Board is just completing a survey of the State to ascertain the probable amount of material to be handled by railroads this winter. The Board was organized to clear up last year's embargo and to forecast the outlook for the winter of what the railroads may expect in orders. During the winter months, due to heavy haulage of celery, citrus, etc., the railroads are overloaded.

"From every angle of consideration, it is desirable to start delayed building operations now."

## GIFT SHOPPE TO BE REOPENED

Mrs. Claire Everett will reopen the Parisian Gift Shoppe in the McLander Arcade Building. She has returned from a month's stay in New York and Philadelphia on pleasure and business. She attended the Sesquicentennial and the Annual Gift Show held in Philadelphia.

Purchases for her "Shoppe" are importations which include Italian pottery in fruit-dishes and vases, odd pieces in bronze, linen pieces in *filet* and Maderia, fine stationery, unique pieces in ivory, and Assyrian, Italian, and hinese objects.

## J. H. Jackson

REAL ESTATE—LOANS  
INSURANCE

Merriweather Building

Second Street

Phone 611

## WALL PAPER

60 New Patterns Just Received

SANFORD  
PAINT & WALL PAPER CO.  
112 West First Street Phone 303

## SECURITY LUMBER COMPANY

Cor. Maple and Sixth St.  
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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
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## H. B. McCALL, JR.

BUILDER'S SUPPLIES

ROCK - SAND - CEMENT

Our Specialties

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## 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



# WHO'S WHO

(Continued from Page Nine)

Directors authorized the expedition, and it was made. A quarter of a century later the Tamiami Trail came into existence.

Mr. Ingraham's party was joined by Mr. Chase—once again the prospector. Almost insupportable hardships were endured, yet the explorative journey was made in three weeks, by compass instead of with guides. Long afterward it was to become the forerunner of the great development on Florida's East Coast and of the Everglades drainage projects. In the party besides Mr. Ingraham and Mr. Chase were John W. Newman as engineer, Lon Church, and Wallace R. Moses. Of the swamp-jungle trip across the State Mr. Ingraham wrote:

"We ran the line through to Miami. It took us three weeks to go from Fort Shakelford to the head of the Miami River. For the last week we had subsisted on a tablespoonful of raw hominy served out twice a day; but we had plenty of tea and enough coffee for the cooks to give every man a good cup morning and night; at noon we had nothing." The emergency rations of condensed foods had been lost in the muck the fourteenth day out.

## WHEN WANAMAKER CALLED

The conversation turned to Sanford and the City's future. Mr. Chase said:

"Three years ago Mr. John Wanamaker was yachting in Florida waters and came up the River to Sanford. I had some opportunity of entertaining him. 'What you need here, Mr. Chase,' he said, 'is industries. Factories, and distributing houses. You have the superior location. This is the key point.'

"I said, 'Mr. Wanamaker, we have something better than industries: we have a bigger asset.' He asked me what I meant. I asked him if he had seen our back country. He said he had not. I said, 'If you will telephone me this afternoon I'll show it to you.' He said he would.

"About two o'clock he 'phoned me, and I drove him out to the fields of celery and truck. As we went along he asked questions, about acreage, yield, and about investment and returns. On the way back to the city he said, 'You must have here crops that will bring in two or two and one-half million dollars. You were right. You have something better than industries and distributing houses.' He explained that he meant such an agricultural production was better than factory and distribution plants if the City had to choose between them and the farms.

"And Mr. Wanamaker, who started with nothing and made himself one of the world's greatest retail merchants, was right. But what Sanford must realize is that Sanford can have both the back country and the goods industries. We have the farms, now we must get the factories. We have neglected for too many years the rich opportunity which our natural advantages have put into our hands. We have done more than neglect it, we have spurned it. We have preferred to try to exact exorbitant and impossible prices for sites available to switching tracks; and so the factories and distributing plants have passed Sanford up and gone elsewhere.

"They will continue to go elsewhere until we show them a change of heart. The business can't stand what we demand."

## FIRST TO SHIP OUT CELERY

Mr. Chase is a pioneer in creating the celery wealth as well as the citrus riches of Florida. Respecting the former he said:

"I was the first one to ship carload lots of celery from the Sanford district, and represented the first refrigerator-car line which operated out of the State—the California Fruit Transportation Company's line. In 1898 I shipped four carloads of celery, the next year nearly a hundred carloads, and the district's shipments have steadily increased until last season's total of approximately 6100 cars. This represented an income of between \$4,250,000 and \$4,500,000. Additional truck grown for the season was

about 1800 cars, making an approximate total gross of \$6,000,000 for the 1924-25 season's crops. Of this amount around \$3,500,000 was net to the district producers."

## THREE TIMES COMMISSIONER

The name "S. O. Chase" is written large across the civic annals of Sanford. In 1917 he was chairman of the committee to investigate the desirability of changing from the councilmanic to the city-manager form of government, which came into effect upon adoption of the new City Charter in December of 1919. He was one of the most active members of the Charter Commission.

In 1919 Mr. Chase was elected one of the three City Commissioners, for one year. In 1920 he was reelected, for three years. In 1923 he was again reelected, for three years. "I desire," he said to this writer, "to be relieved from the cares and the responsibilities of office when my term expires in 1927. I never sought public office and never have accepted it without reluctance. That I continued to accept was because as an office-holder I had helped to create large bonded obligations, and I felt it my duty to bear a hand in the financing and the spending incident to the debts the public assumed.

"There is a satisfaction in reflecting that in seven years Sanford has watched its Budget grow from less than \$50,000 to more than \$500,000, with corresponding growth in the size and life and importance of the community. And there is also a great satisfaction in knowing that the municipality's function of tax-gathering has been immensely bettered."

As this interview drew to its close the occasion arose for Mr. Chase to say:

"I have had in my business life several disasters, and never have taken advantage of the Bankruptcy Law. I have discharged my obligations always, and always paid the interest on them. I have always carried enough life-insurance to protect my debts in event of my unforeseen death. I provided the same protection whenever I bought Liberty Bonds on the deferred-payments plan, so that should I die before the obligation matured the payments would go on to completion."

Then the final question of the interview was put: "Looking back across your life, what one thing gives you the greatest regret, and what one thing the greatest satisfaction?"

Without pause Mr. Chase responded:

"I have no regret.

"I got my greatest satisfaction when I was married to my wife. She married me in 1895, when I had nothing, and I have come on to where we are with her assistance. I never have followed the line of least resistance, but have preferred rather the harder way to succeed. I have kept my word as good as my bond. No man has ever had to nail me down to a moral obligation."

I. S. SAYFORD

## ROTARIANS

Rotary had a fine meeting Tuesday with President Walt taking the floor to tell about the work Rotary was doing in relieving the storm sufferers in Florida, and Ham DuBose, Chairman of the Red Cross for Seminole County, also relating something of the assistance already given the folks in the Moorehaven section. It was decided to have the club give a certain sum, all of the members donating other funds as they saw fit, thus carrying out Rotary's motto of real service.

Bob Holly presented George Brochahn with several useful articles for the new baby boy recently arrived at the Brochahn home.

President Walt spoke about the Inter-City Meet at San Lando Springs on Thursday afternoon at 4 P. M. asked how many would go and it looked like a 100-per-cent. attendance.

Dave Thrasher had the program and called upon Clyde Byrd, local manager of the Florida Power & Light Company, for some facts and figures on the big power plant just across the

river from Sanford. Mr. Byrd had already presented each member with a map showing the various plants of the company scattered from Palatka to Miami, those in north Florida and on the West Coast, and gave some figures about the extent of the developments being made to give Florida high-powered plants, unending current and light at all times and plenty of power for industrial plants.

BON HOLLY  
Publicity Chairman

## SANFORD TODAY'S CLASSIFIED DIRECTORY

### ARCHITECTS

ELTON J. MOUGHTON

305 First National Bank Building  
Phone 307

### BARBER SHOPS

STAR BARBER SHOP

Will Appreciate your Custom  
111 South Park Avenue

HILTON'S BARBER SHOP

Eight First Class Barbers  
113 Magnolia 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

"Resall Store"  
Phone 325 Sanford, Florida

### FRUIT STANDS

DO YOU LIKE FRUIT, FRESH OYSTERS?

Do you know where to buy a full line of Fancy California and Florida Fruits and Atlantic Ocean Oysters? The place is MANUEL'S STORE, 107 West First St. Service and Quality our Motto. Thank you.

### GROCERIES

EDGEWOOD GROCERY

2248 Sanford Avenue Phone 396  
"Best for Less"

### 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

### SEWING MACHINE AGENCY

SINGER SEWING MACHINE CO.

New Location, 110 E. Third Street  
Jos. J. Hathaway, Local Mgr. Phone 261-W

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HOPKINS SHOE SHOP

Free—Blue Streak Automobile!  
325 Sanford Avenue Sanford, Florida  
See us for particulars!

### TEA ROOMS

PALM GARDEN TEA ROOM  
and RESTAURANT

Cor. 2d and Magnolia Upstairs Basket Bldg.



## SATURDAY SPECIALS

10 lbs. Sugar	65c
Campbell Beans	9c
No. 2 Peas	12 1-2c
No. 2 Can Turnip Greens	24c
6 Bars Lighthouse Soap	25c
6 Lighthouse Washing Powders	25c
No. 2 Can Blackberries	18c
Maxwell House Coffee	49c

## EDGEWOOD GROCERY

"The Best for Less"

2484 Sanford Avenue Phone 396

## Sanford Used Parts Co.

C. H. WINN, Proprietor

Used Parts for all Makes of Autos at

## HALF PRICE

Distributors of

**Kelly Springfield Tires and Tubes**

**New Texas Gas and Oil**

CRANK CASE SERVICE

Cor. Sanford and Geneva Avenues  
Phone 50

SANFORD, FLORIDA

## SUCCESSFUL IN EDGEWOOD

COLONY STARTED BY E. A. DOUGLASS FEELS THRILL OF NEW BUSINESS

When some day Edgewood has lost its name and is surrounded by the bustle of downtown Sanford, it can take a day off to honor the pioneer business men who brought their goods to Geneva and Sanford Avenues and helped Edgewood to grow up, after Elisha A. Douglass the builder and banker had constructed there one and twenty artistic bungalows for the colonists to move into and provided two of the buildings that house the colony's stores.

### SOUTH END'S FIRST DRUG STORE

This week has seen the most recent business opening in Edgewood, that of the McReynolds Brothers' drug-store in the brand-new Vaughan Building. An attractive, handsome, modernly appointed, completely stocked drug-store, and the first to be located anywhere in the City's south end. The proprietors, R. and A. C. McReynolds, are new residents of Sanford and come from Marysville, Tenn., where they conducted the City Drug Store. A registered pharmacist will be on duty throughout business hours. The store carries a complete line of drug sundries, and is agent for Hollingsworth Candies (received fresh weekly and kept on ice). The soda-fountain equipment is of the best. The 14-foot liquid-carbonic fountain is equipped with Frigidair cooler installed inside the fount. The McReynolds will serve Princess ice-cream made in Sanford, and curb service from the fountain will be made a feature. There is unlimited parking-space for cars. "Everything stocked fresh—All prices right" is the new store's motto. Gifts of attractive souvenirs were a feature of this week's opening.

### A SNAPPY GROCERY

Edgewood housewives are less and less making the journey downtown to procure the thousand-and-thirteen necessities of family life to be found in the modern grocery. It appeals to them that there are various and distinct advantages of time and service to be had where they can "run in" to a completely equipped grocery in their own neighborhood. In Edgewood they can. L. P. McDaniel, proprietor of the Edgewood Grocery, is a young business man very much alive to present-day ways of making it "worth your while to buy at home." Opened little more than a year ago, the custom of this store has attained a gratifying if not surprising size and stability. Right prices and irreproachable service plus quality and variety of stock have been made the distinguishing features of his business by Mr. McDaniel. These and an exceedingly prompt delivery service he holds responsible for the Edgewood Grocery's success. Plenty of parking-space.

### "HE SERVES THE NATION"

Over the Sanford-Orlando Road, one of Florida's most constantly used coast-to-coast and North-to-South sections of paved highway, passes the motor travel of every State in the Union, and connected with its most favorably located filling station in the Sanford district are the Edgewood stock-room, yards, and store of the Sanford Used Parts Company. The proprietor, Cecil A. Winn, literally serves the nation as advisor, salesman, and friend of thousands of motorists through the year. Sanford car-owners too are heavily numbered among his customers; and the colonists of Edgewood have been heard to swear that "Winn knows automobiles so well that no Edgewood car dare look him in the eye and lie when it has been on a mechanical bat and is feeling penitent; it will crawl to him on its rims and beg to be forgiven and cured." One Edgewood old-timer declares that if Winn is standing in front of his place when his boat is drifting by his horn toots three times in salute, valves observe one minute of silence, "and I have to step on the gas hard to keep the whole bunch of used parts from climbing out to shake hands with Winn and ask about old friends they left behind. Mister, it's so!"

## Announcement

## The McReynolds Drug Co.

So. West Cor. Sanford and Geneva Aves.

*Is Now Open For Business*

Carrying a Complete Line of  
**DRUGS AND DRUG SUNDRIES**

*Agents for*  
**HOLLINGSWORTH CANDIES**  
Received Fresh Weekly  
Kept on Ice

Registered Druggist on Job all of the Time

New and Modern Equipment Throughout.

Prompt Curb Service.  
Plenty of Parking  
Space for Everybody.

**OUR PRICES ARE RIGHT**

R. McReynolds A. C. McReynolds  
Free Delivery Phone 897-J

## Sanford Bank and Trust Co.

Offer You Every  
Facility Consistent with

**SOUND, CONSERVATIVE  
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Corner Magnolia and First Street

COME TO

## Sanford Bond and Mortgage Co.

Office, 212 East Second Street,

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**BUILDING NEEDS**

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