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# SANFORD TODAY

OCTOBER  
2 1926

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FOR SANFORD — FOR SEMINOLE — FOR FLORIDA

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## BIGGER-BUSINESS E D I T I O N

### *IN THIS ISSUE—*

RESULTS TO DATE IN SANFORD'S  
INDUSTRIAL SURVEY

SANFORD HIGH-SCHOOL BEAUTY CLUB  
MAKES ITS PICTURE-BOW

A FLORIDA COLLEGE THROWS OFF  
THE UNIVERSITIES' YOKE

WHO'S WHO IN SANFORD—AND  
JUST WHY

THIS WEEK'S PRIZE-WINNERS

THEY SAY THIS  
IS FLORIDA'S  
MOST INTERESTING  
WEEKLY

# Sanford Laundry

INCORPORATED

A Plant Modernly and Completely  
Equipped in Every Particular to  
Care for Your Laundry Needs

**YOU WILL LIKE  
THESE POINTS  
ABOUT OUR SHIRT  
AND COLLAR  
SERVICE**

- A neater fit about the neck and shoulder.
- A Smarter Looking Collar.
- Collars that allow the tie to slip easily.

You will find it to your advantage to send your shirts and collars to a professional laundry.

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FEATHER PILLOWS  
RUGS  
BLANKETS  
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QUILTS

## Prompt Service and Superior Work

Have earned us a name and reputation of which we are proud. Our many Friends and Patrons have helped us establish a business that is foremost in its field.

## The Demand of the Day Is for Better Laundering

We have bent our energies to meet that demand. How far we have succeeded may be judged by the public's response.

We Use **ZERO SOFT WATER** throughout our entire Plant. This is made possible by Running city water thru our fifty thousand gallon capacity water softening plant. A special feature for **BETTER LAUNDRY WORK**

Our **FAMILY SERVICE** will meet your needs and be economical also.

### "HOMESTIC"

A finished family service  
10c. per pound for entire bundle

18c. per pound additional for pressing wearing apparel

Minimum Bundle - \$1.50

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In this service all Flat work is ironed; all other articles returned dry and ready to iron.

### "DAMP WASH"

5c. Per Pound

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Your clothes washed sweet and clean, but returned damp, ready to hang out to dry and iron.

Blankets, Rugs, Lace Curtains and stiff collars not included in Family Service

Your Continued Patronage and Cooperation Will be  
Heartily Appreciated

# Sanford Laundry

INCORPORATED

819 W. 3d Street

Sanford, Florida

Phone 475





# SANFORD TODAY

FOR SANFORD — FOR SEMINOLE — FOR FLORIDA



THEY SAY THIS IS FLORIDA'S MOST INTERESTING WEEKLY

VOLUME ONE

SATURDAY, OCTOBER 2, 1926

NUMBER TWELVE

**T**HIS PAST month in Florida has contributed two Dates to history. The 18th of September, 1926, will enter the annals of the State as the instant of a supreme and deadly storm whose effect was widespread desolation. September the 28th will become, we think, an anniversary in the intellectual consciousness of the Nation.

On the 28th, Tuesday of this week, Rollins College at Winter Park, a modest figure in the world of higher schools, threw off the Yoke of the Universities and declared against the American policy of striving for size-as-an-end instead of a means. Inaugurating a departure engineered by President Hamilton Holt, Rollins that day faced a new school year and the world of universities with the announcement that the size of its student body is henceforth limited to seven hundred young women and young men and no more will be permitted to enroll.

This is an epic. It may become epochal.

It is a frank, a boldly courageous, challenge to the universities and colleges of America to forsake false ideas and return to the service of ideals. It proposes that the formation of character is a higher duty toward the youthful student than the implanting of knowledge. That the "spreading thin" of a faculty over a large student body is a cheating of the student, the family, and the State. That the type of professor who fuses his personality with the student's individuality is the only genuine type of teacher. That frequent, unhurried, inspirational contacts between faculty and students are the juice of college life. That a university engrossed in the business of increasing its bulk has lost its fitness for the job of training youth to meet life and its problems understandingly. That the oversized, growth-mad university or college is little

## Talk o' The Town

more than a competitive factory turning out a stamped certified human product in quantity lots, ever-increasing quantity lots; quality a secondary consideration.

The immediate local interest in Rollins' back-to-traditions revolution is in the fact that its President this week motored thrice to Sanford and addressed on three successive days the Rotary, Kiwanis, and Lions

Clubs at their weekly luncheon-meetings in Seminole Cafe, telling them in his practical, forceful way the story of what has just come to pass at Winter Park. His visits were first approaches in a conference to arouse the intelligence of all Florida, and later of the whole country, toward the remarkable step Rollins College has taken. He was by the clubs very earnestly received.

Hamilton Holt though to every public identified as the distinguished former Editor of *The Independent*, is better known among the Governments of Nations than among the people of Florida. He has been a resident of the State a year and has just become legally one of its citizens. He is of Yale '94, and not one but a number of major universities have given him their degrees. His editorship and ownership of *The Independent* was 1913 to 1921, and he continues as Consulting Editor of that influential magazine. He was President of the Third American Peace Conference, is Executive Director of the Woodrow Wilson Foundation, was the Founder of the League to Enforce Peace, and among the signal honors that appreciation has bestowed upon him are the Decorations of several of the Governments in Europe. He is a Knight of the Legion of Honor. In 1918 he visited the battle fronts of the Allied Armies as guest of their Governments.

A SANFORD BEAUTY—FIRST IN A CONTEST SERIES TO BE CHOSEN



MISS ELOISE LANIER

Selected by the Judges as First-Week Entrant in This Magazine's Sanford High-school Beauty Club Contest. Story on Page 6.

SANFORD TODAY is gratified to be the medium of announcing to the public that the much-talked-of, long-talked-of, vigorously-discussed Industrial Survey of the City IS under way and has been under way since thirty days or more ago. In the face of this fact now revealed, the ignorance and intemperance of several attacks lately made upon the Chamber of Commerce by public prints on the untrue ground that the Chamber was continuing inactive in the matter, fall back upon (Continued on Page Eight)



# WHO'S WHO IN SANFORD

## —AND JUST WHY—

### A RECORD—NOT A RHAPSODY

#### FORREST LAKE

"Turn again, Whittington—Thrice Mayor of London!"

It was good advice in its day, but a couple of hundred years later Forrest Lake backed that classic record clear off the board. Dick Whittington did eventually wear three times the robes of Lord Mayor of Piccadilly Town, but our own inimitable, inextinguishable, perennial and inexhaustible Town Daddy has worn the robes of Sanford NINE TIMES and they still fit and cling to his jaunty form.

Can you beat it? They used to sing a song in *The Prince of Pilsen*, or rather Maclyn Arbuckle did, that declaimed "He got plenty, more as plenty, more as he could use." The words never have applied to Forrest Lake. He has been licked and chased out of town, politically speaking, but he was merely down not out, and the town was not Sanford, it was Miami, and he came back; eventually if not then.

He is a remarkable man, Forrest Lake, and for a good many years he has been a remarkable Mayor. If it suits him to keep an appointment he will be there, if it doesn't he will be serenely somewhere else and not worrying about an alibi. When the time comes next day or next week to produce an alibi he will reach into the breast-pocket of his mind, select one from a sheaf, and toss it over to you and there you are. Very few high-powered business-men can do that, but it is no trick at all for this one. Before we stroll farther along the path of intimacies hear his chronology:

Born in Newberry, South Carolina, July 15, 1874, son of William J. Lake, cotton merchant, and Nannie S. Cromer. Quit High-school in his junior year and went to Newberry College. Father's health failed and Forrest at 16 went off to Montezuma, Georgia, and became clerk in a bank at \$25 a month and board. No future in that, he decided, and chose Florida.

Panasoffkee in Sumter County drew the future Mayor and Bank President by the very weirdness of its name, and there, not yet seventeen, he began his career by working at day labor in an orange grove for a dollar fifty a day and board. Then got a job in an ice factory.

Next to Gabriella; job in a saw mill. There two years (hard years of self-deprivations and money-saving).

On to Woodbridge, near Altamonte Springs; in the ice business.

At twenty to Sanford; associated himself with Switzer & Codington (of Winter Park), ice business; presently joined by J. C. Doudney, and the two of them bought out Switzer and Codington for \$10,000. Doudney had \$2,500; young Lake borrowed from the old Sanford Loan and Trust Company \$7,500 on the ice stock and put into the new partnership for operating capital his lean savings.

When Lake was twenty-two Sanford was a tough town. The negroes practically ran it, for they voted; Sanford was "black Republican" and anxious to "turn white and Democratic." Seven saloons were running, five white and two black. There had been a succession of violent crimes in a number of red-light houses. The town needed to be cleaned up and cleaned out. The whites made Lake, at twenty-two, Mayor. They did that by banishing colored voters from the polls.

Charles S. Partridge, in the law office of Judge E. K. Foster, was the Republican nominee, and Lake defeated him by forty-two votes only. The population was between 2,500 and 3,000. This was in 1896.

Elected and in office, Mayor Forrest Lake—doesn't that sound familiar!—as his first act ordered the saloons to sell nothing on Sunday.

He closed all the disorderly houses where crimes had been happening, and put eighteen negro women prisoners at work cleaning the unpaved streets. The few sidewalks were of board. Four successive terms of one year each the boy Mayor served. In his second term he put across Sanford's first bond issue. It was of \$45,000 and was for street improvements and the retirement of City scrip.

Lake was defeated for a fifth term by E. F. Barnes, a Flagler railroader, and he quit Sanford for Miami and there started an ice plant. Yes, another one. Also a second in St. Petersburg. Out of earth and sky came the Great Freeze of '95, and young Lake was broke. But he had paid back the ten thousand to the Sanford Loan and Trust Company. Flagler, politically vengeful, told him to get out of the town. He sold his Miami business and had \$2,000 in the world. Fifteen hundred of that he handed to his young wife. There were no children. By agreement she went to the mountains of the Carolinas and he to try his luck and the ice business in Santiago, Cuba.

It was hot in Santiago, as it is now and ever was. Not in that City, and therefore not anywhere in that Province, was there an ice factory. But there was one soon after Forrest Lake arrived. Eight years later he sold it for \$40,000 and returned to Sanford with the cash and all debts paid. He bought the Sanford Waterworks for \$18,750 and where the Baker-Holmes plant now stands he built—yes, of course—an ice plant. You'd wonder how the man has kept warm all these years.

Well this was in the month of July (one really does need an ice plant in July) in 1907, and in December that year Forrest Lake became Mayor of Sanford for the first time. He always had been a fast worker. He defeated A. Kobbins, his Republican rival in that election, nearly two to one.

That little matter arranged, he went into conference with A. P. Connelly, W. H. Holden, H. R. Stevens, Doctor Puleston, and D. L. Thrasher, and all cows and cattle became notified to get off of Sanford's streets once and for good. These gentlemen had voted to make a Town of It. The people said that was perfectly right and signed for a bond issue—Sanford's second—of \$100,000 without too much trouble. Brick streets went down here and there, and some of them our Chevs and Rolls-Royces are being unduly agitated by to this day. Part of the money went for cement sidewalks. And some times there were as many as two hundred cows and their gentlemen friends in the City Pound at one time. Forrest Lake and Doctor Puleston and Mr. Connelly and the other conferees used to go down at evening once in a while and count them.

The Fifth Mayor led the citizens in a street dance to attest the first electric light in town when Forrest Lake had installed the plant as successor to that of the Sanford Light and Fuel Company's. After that he was Mayor until 1913. In 1911 he was elected Representative in the Legislature from Orange County, and he took a hand in abolishing the towns of Sanford Heights and Goldsboro and combining them with Sanford. Not to show any bitterness against cows, he put through the eminent No-Hog Law for the County.

Reelected to the Legislature in 1913; led in the formation of Seminole County out of Orange. Remained Mayor. Back to Tallahassee's halls in 1915 as Seminole's first Representative. In 1913 sold the Waterworks and ice plant to the Southern Utilities Company at a profit to himself of "more than \$50,000." Organized the

(Continued on Page Fifteen)

# ROLLINS

## COLLEGE

A WEEKLY  
THOUGHT FROM

Winter Park, October 1, 1926

Editor SANFORD TODAY:

"No intelligent person can witness the material progress now being made in Florida without believing that it is at the bottom healthy, sound, and permanent," said President Hamilton Holt of Rollins College this week on the occasion of his visit to Sanford to discuss with the citizens of that community the educational opportunities of Florida. Continuing, he said:

"Nor can anyone who comes into contact with the people believe that this success in achievement will for a moment prevent their enthusiastic response to any spiritual, moral or cultural ideal presented to them."

"During the first year of my administration as President of Florida's oldest college I have been chiefly concerned with getting acquainted with local conditions and in explaining to the people of Orange County the plans we have formulated for developing Rollins into the ideal small college of liberal arts in America. So encouraging have been the results that I now am emboldened to present our plans to other cities in this solid central section of the State."

"Since Sanford is the largest city nearest Orange County I have felt that its citizens should be the first to become associated with us in this statewide movement. During this week I have had the honor to be the luncheon guest of the Sanford Rotary, Kiwanis, and Lions Clubs, whose members I find deeply interested in educational developments."

"Seminole County, with its expenditure on schools of one-quarter of the revenue derived from taxation, appeals to me as a Florida community that is thoroughly awake to the wisdom of training its future citizens. The fact that 60 per cent of Seminole County citizens are home-owners is convincing proof of the stability of that section of the State. These two factors, backed by the potential wealth of the rich fields that border the American Nile on which Sanford is located, point to unlimited prosperity. I am told that 33.1-3 per cent of the entire production of celery for the United States is grown in the Sanford district."

"It is the professors who primarily make a college great. And yet how rare is a great teacher. As we add to our faculty we shall invite only those choice souls to join us where personality appeals to young men and women. They must have the gift of teaching, and the nobility of character to inspire youth."

"What shall we do to upbuild the material of Rollins? This past year I have studied the most beautiful buildings of Florida, and we have determined that the Mediterranean architecture—a combination of the Italian, Spanish, Indian, and Moorish—will best blend with the bamboo, palm, and brilliant sunshine of Florida. We now are designing every building on our campus necessary for the comfort and pleasure of 700 students and 75 professors to be all in harmony and each a part of a unified whole to represent the best in this type of architecture. And since verdure grows in Florida more quickly than anywhere else, we shall hope, within the course of five or ten years, to make our campus the last word in luxuriant Florida."

"It is therefore our ambition to have at Rollins a group of professors, each one revered and beloved, and all equipped with every line of educational apparatus from laboratories and seminar libraries to moving-pictures and stenographers, teaching a selected student body in the most beautiful spot in the State."

"In other words, we propose to enrich the lives and characters of our students by the personalities of teachers and by beauty of environment."

(FORWARDED BY R. J. HANNA  
Secretary to the President)



ENGINEER FROM NORTH BEGAN WORK HERE MORE THAN A MONTH AGO!

# THE INDUSTRY SURVEY Is On

**EDITOR'S NOTE.**—This exclusive article is the first news to the public that Sanford's much-talked-of Industrial Survey is actually under way and has been for more than a month past; and that the proposed Zoning Ordinance actually has been drawn and is now being amended into final tentative form for submission to the citizens at open hearings. This official news will be as surprising as it is gratifying, to the people.

SANFORD TODAY is at this time free to announce information of great importance to the people of this City. This is the information:

The Industrial Survey of Sanford, initial step for the bringing of new industries and new businesses here, it not "to be begun soon"—It has been under way for more than a month;

The proposed Zoning Ordinance, to operate for a better Sanford while the Survey is operating for a bigger Sanford, is not "to be drawn in the near future"—it is already drawn, and now is being annotated for revision into the tentative form in which it will be submitted to the citizens in open hearings which the City Commissioners will hold.

In other words, the new administration of the Chamber of Commerce has kept its temper and held its peace under the annoyance of false criticism in some public prints and has gone quietly about the business of doing the job. Publicity at the outset of the work might have hampered Gardner S. Rogers, the industrial engineer employed. Now certain stages of his work have been completed and this Magazine is free to announce the news.

Mr. Rogers, best known for his civic engineering in the Cities of Detroit, Milwaukee, and Rochester, N. Y., was employed—quietly—more than a month ago by the City Commissioners, acting with the Chamber of Commerce and upon recommendation of the City Planning Commission, the members of which Commission are S. O. Shinholser, Chairman; Mrs. Harry Hereen, Secretary; Don Bishop, E. A. Douglass, City Manager W. B. Williams, and City Engineer Fred T. Williams. And Mr. Rogers at once set to work. Upon his return presently from Philadelphia, whither he was summoned on account of illness in his family, he will complete the first section of the Survey and at once be joined by a second expert, and together they will carry the Survey to the point where the mass of industrial and business information gathered by them will be in shape to be transcribed in multiple form and filed for constant use in the Chamber of Commerce.

When that has been done (some time in December), the Sanford Chamber will be able at a moment's notice to supply in ready-prepared form to the inquirer such facts and figures as an industry or a business requires in order to decide whether Sanford is the right point for its new location.

## WHAT ROGERS IS DOING

Some concrete examples of data already collected by Engineer Rogers may better serve to show what he is doing and what he and the Survey are aiming at than would any general and lengthy explanation. Here are the examples:

In order to arrive at a comparative knowledge of whether Sanford is overstocked or understocked with certain businesses and industries and therefore has no immediate room for more of that class or has room for more, Mr. Rogers took the known figures of population, of area acreage, of professions, of businesses, and of industries of thirteen other cities, with the figure "Sanford, population 13,000" as the basic comparison-point. Those cities are: DeLand, 12,000 population; Valdosta 13,000, Waycross 21,000, Daytona 11,000, Tallahassee 10,000, Macon 60,500, Sheboygan, Wis.,

31,000, Albany 16,000, Sarasota 8,000, Orlando 23,000, Pensacola 25,000, Gainesville 12,000, and Ocala 6,700.

Upon a scaled chart, or graph, Mr. Rogers shows that the average number of retail stores in fourteen cities (the foregoing thirteen plus Sanford) is one store for every 425 persons in the population. In pursuing this ascertained fact, he finds that Sanford has 68 retail groceries. That figure divided into the population-figure 13,000 gives the figure 191. This means that Sanford now has one retail grocery for each 191 of her population. As the average of all kinds of stores for the fourteen cities is one to each 425 persons, it appears obvious that Sanford already has a great many too many retail groceries and therefore its Chamber of Commerce, upon being queried, should so state and thereby discourage the opening of more.

"But," continued Engineer Rogers to the Chamber, the Commissioners, and the Planning Commission, "that arithmetical fact is an arithmetical fact only; it is not a real fact. Why? Because the retail groceries of Sanford supply in addition to the city population a considerable percentage of the population of the back-country lying 'round about Sanford; when that additional buying-market it taken into consideration it becomes probable that Sanford's 68 retail grocery stores are not too many."

The stores graph shows that Orlando has 117 grocery stores, or one for every 200 of her population. This is a proportional fractional percentage closer to the 425 average than Sanford's 191 stores.

## HOW INDUSTRIES SHOW UP

The Rogers chart on industries shows one industry to each 112 of the population to be the average for the fourteen Cities, and it lists the number of Sanford's as 76, which is one to each 171 persons in the population. In this instance there is an important explanatory note—this:

Under Industries Engineer Rogers schedules 33 classes now doing business here—"Bakers, Bottling companies, Building Supplies, Cold Storage, Confectioners, Contractors, Wholesale Drugs, Wholesale Feed, Fertilizers, Fruits and Vegetables, Wholesale Groceries, Ice-cream Manufactories, Ice Manufactories, Iron Works, Laundries, Lumber, Machine Shop, Wholesale Meat, Milk and Dairies, Flour Mills, Railroads, Tobacco Manufactories and Wholesale, Warehouse Storage, and Miscellaneous."

The listing thus of many commercial undertakings which are not popularly thought of as "industries" explains why Sanford is credited with 33 classes of industries and thereby is given credit for having one industry to each 171 of the population, which is not so far below the average of 112 for the fourteen Cities. We commonly think of a smokestack and the blur of industry's deep breath against the sky when we use the words an *industry*; that is the conception; in other words, a place where something is manufactured: a factory; a plant.

If Sanford had one plant for each 171 of her population—there would be not so much reason for the earnest, indeed avid, desire of Sanford to witness her Chamber of Commerce bringing in industries.

Evidently entertaining the same course of thought, the engineer has given his industries chart the careful heading "Type and Number of Industrial Occupations." Doubtless in the later stages of his work he will submit another chart, showing exclusively the number and kinds of manufacturing plants now operating here and their proportional relation to the population. Such a restrictive chart will show Sanford to have one industry to each several-hundreds of the population, in comparison with the fourteen-Cities average of one to 112.

A noteworthy comparative fact made apparent by Mr. Rogers' industrial chart is that Sanford with an accredited 13,000 population has 9 building-supplies concerns, or one to each 1,444 persons, and that Orlando with an accredited population of 23,000 has 9, or one to each 2,555 persons. There speaks one statistical proof of the rightness of Sanford's appellation—"The City Substantial;" and if Sanford arise now and take tools and put together materials and create dwellings in as impressive a ratio, she will have earned the right to inscribe also across her gateway "The City Constructive."

## APPLYING THE SURVEY DATA

The foregoing examples from the thus-far-submitted results of Mr. Rogers' work are sufficient to illustrate the first half of the purpose of this Industrial Survey and to show how its accomplishment is being gone about. The second half of that purpose is found within the walls of the Chamber of Commerce, and it is, briefly, this:

When Mr. Rogers and his engineering associate (the latter's work is to be specifically the collecting of data of such matters as sites available, production costs, markets, raw material, freight rates, and the like) have completed their data and reduced them to chart-and-text form, the carefully classified and indexed mass of information will be put into the form of letter-style multigraphed sheets. These sheets will be loose-leafed into "books," one book to each classification; and when Jones-Smith & Co. of New Haven write to the Chamber of Commerce here, asking in effect whether Sanford is a good place to which to remove their shoe factory or to build a branch plant, and if so why, the Secretary of the Sanford Chamber will remove a multigraphed information-sheet from the "book" on that subject, an assistant will fill in the sheet with Jones-Smith & Co.'s name and address, the Secretary will sign the sheet, and it will be placed in an envelope with an appropriate letter from him and mailed.

Jones-Smith & Co., reading that quick-reply correspondence in their office in New Haven, will be impressed by the thought "Here is a Southern city that is awake and on the job." The right kind of a channel for further and more intimate correspondence will have been opened and the likelihood of contract in person is strong. That is, it is strong if Jones-Smith & Co. have inquired about a line of industry

(Continued on Page Thirteen)

**Edward Higgins, Inc.**

Lincoln FORD Fordson  
NEW MODELS NOW ON DISPLAY



N. Palmetto Ave. - Phone 331



\$20 GOLD PRIZE

WEEK'S WINNER

\$40 GOLD PRIZE

# HIGH SCHOOL BEAUTY CLUB

The SANFORD TODAY High-school Beauty Club Contest brings to these pages this week its first pictured entrant, in the person of Miss Eloise Lanier, a Sophomore and a favorite of many of her classmates.

Miss Lanier was honored in her native town, Valdosta, Georgia, by being accorded two medals for dramatic expression, one by the Kiwanis Club and the other by the Women's club of that place. She is now pursuing a course of study in her chosen Art under Miss Margaret McRay and is preparing for the work of teaching.

Miss Lanier has been a resident of Sanford about a year and has won many friends, but this will not help her to win in a beauty contest. Her picture as it appears on the printed page is what will count. This is not a popularity contest but is strictly confined to beauty as portrayed by the different types of young womanhood. You don't need to be a leader, or to be specially talented, and you don't need to be even convinced in your own mind that you are the most beautiful girl in school, to stand a chance of winning the handsome prize offered—a Twenty-Dollar Gold Piece.

## HERE 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

TO MISS ELOISE LANIER  
OF SANFORD

*Who has a talent for Dramatic Reading*

To seem, to dream, to feel the parts,  
Such is the artist's treasure;  
To sway, to thrill, to wield the hearts  
Of thousands is her pleasure.

To cheer, amuse, instruct, extol,  
Her heart must be a fountain,  
To cast the sunshine of her soul  
In rainbows on the mountain.

Nor hope, nor faith, nor courage wane,  
Nor effort prove a trial.  
Till unknown heights her feet attain,  
By Work and self-denial.

L. B. S.

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 continuously 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.

## Buy From a Man That Knows the Real Value of Sanford Property

*One Who Has  
Lived Here Thirty Years*

# E. F. LANE

REALTOR

TELEPHONE 95

Room 501 First National Bank Bldg.

SANFORD, FLORIDA



# A TOMORROW'S SERMON TODAY

IN FIRST METHODIST CHURCH DR. BUHRMAN WILL DISCUSS STANDARDIZATION, THE PHYSICAL AND THE SPIRITUAL

## "What is Your Measure?"

That arresting question has been chosen by the Rev. Dr. W. P. Buhrman as the subject for his morning sermon tomorrow in First Methodist Church (Park Avenue at Fifth St.). His text will be Ephesians 4:11—"Unto the measure of the stature of the fullness of Christ."

A thought in reading the Pastor's notes is that this pulpit message points to the extent of the Scriptures' identity with the life and methods of our modern day, a day, as he emphasizes, of standardization in all things.

At least in all things secular. Thus far Religion has been able to hold at arm's length the tester and weigher and measurer with his obsession of bringing all things to dimensional levels. The machinery of organized Religion has been put to the square and the gauge and the scales a deal, it is true, but the essence of Religion has not submitted, and man in his omnipotence has not achieved a ladder to mount and measure God. When man standardizes God, Religion will cease to be: Its Ideal will have become visible. Man has not yet been able to as much standardize the Pictures of Him that hang upon the walls of his own poorly-lighted soul.

But this is a mere mixing of digression with discourse, and the latter is more to the point.

Dr. Buhrman, tracing the trend of the day for measuring, measuring, measuring, suggests: "In the affairs of State also we seem to be attempting the measurement of man. A time may come when candidates for the Presidency will be asked to step up and be measured by psychology experts. . . . But, if we see the wisdom of scaling intelligence, do we not much more clearly see the wisdom of a test by the norm of an absolute Moral Law?"

"Both our failures in life and the tasks before us, hoping as we do for the ideal in civi-

lization, call for exacting moral standards. Such only could command respect, bring hope, and arouse holy ambition. High standards are no less clearly indicated in ethical ideals than in all other things of life. . . . The Christian activities may at times be burdensome, but they have a great aim. The duties may be of a manifold variety, but the spirit and the end are the same.

"On the way to the goal is unity, or the great unanimity of the Christian brotherhood, attained by faith and through a fuller knowledge of the Son of God. *As men draw near to Christ they approach more nearly one to another.*"

Here the keynote sounds again: "What then is your measure? Should it be short of 'a perfect man'? Let the idea be of the full grown!"

The Minister quotes here the words of Christ, "Be ye perfect, even as your Father which is in heaven is perfect." One of the tantalizing obscurities, that, of the figurative rich speech of the Nazarene! One of his brief, thrilling ajurements to compass the impossible. Perhaps he spoke as in a parable and really meant Unless ye try ye shall surely fail.

"The goal of all history," Dr. Buhrman will say, "is the completed manhood in Christ Jesus. All of the Holy Spirit's urge and all of the divine intention look to supernal consumations."

The hour of the morning service in Eleven o'clock.

## A WIDE OPEN LETTER

TO MR. LESTER THARP, SANFORD MANAGER  
WESTERN UNION TELCO

Dear Mr. Tharp:

Thank you for your thoughtfulness in sending me the current issue of "The News Sheet—Dots and Dashes from Western Union." I hope you will be good enough to remember me regularly. It is a first-rate piece of publicity, which means of course that it is got out by somebody who knows how.

"The News Sheet" leads me to a discovery: Western Union has a sense of humor! (I knew it had a soul, because as an old newspaperman I've been told by so many telegraph operators it hasn't.) "The News Sheet" publishes that "the modern telegraph company" (a shy way of saying "the Western Union") issues a booklet of Suitable Sentiments for pondering swains to telegraph to their distant ladies and that one of the prepayable suggestions it offers is this:

"Thinkin' a little, wishin' a little,  
Far off and blue;  
Hopin' a little, sighin' a little,  
Lonesome for you."

Mr. Tharp. Is that a fact? It is? Then you listen! Do you know how that Elegant Poem, all dolled up with eliding (No, we don't mean *eluding*) apostrophes, sighing commas, sobbing semi-colons, and soul-sorrow—do you know how that Extremely Elegant Poem of nineteen words would arrive to the hand and eye, the eager hand and eye, of Sallye Softe at the delivery end of Western Union's line? It would NOT. It would read like this:

1216P-XW91826-ABCDEF  
20SLO-T39zYeSF  
GALLY SOFT  
1 WEEP STREET WAITOWN FLO  
DRINKIN A KITTLE FISHIN A LITTLE  
FELL OFF AND BLEW DOPIN A LITTLE  
SPYIN A LITTLE JONES HOME FOR YOU  
WILLY

That's one of the ways it would arrive, Mr. Tharp. With only a *little* right, almost all through. No operator could send the thing

straight, no commercial operator, and if your bosses don't know that you tell 'em.

Mr. Tharp. You send and get me a copy of that Book of Suggested Sentiments for Telegrams on All Occasions—will you? I want to lock the office door and read it. I would like to reprint some of it in this Magazine. I want to have the credit for discovering to the world Western Union, dear old Western Union, as a Humorist, the most shy delightful humorist of our day. I crave to take that Old Boy by the hand, the blushing hand, and lead him forth to taste renown. Go on, Mr. Tharp, get it for me. Please. Too long now pigs is pigs.

Gigglingly yours,

THE EDITOR.

*Responden, sil vous plait.*

## ALL SCHOOL SUPPLIES

Mobley's Drug Store

30 x 3 1/2 CORDS  
\$8.50

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

Cecil L. Rines

Corner West First and Jessamine Ave.  
Sanford, Florida

## INTRODUCING—

To Readers Of  
SANFORD TODAY

H. BURT STRICKLER

Whom You will Know Better and Like not Less

MAUDE MULLER, AGED 1926

Maude Muller on a Summer's day  
Was cranking her Ford in the usual way.  
The Judge came driving over the hill.  
He saw that the Ford was standing still.  
He turned aside and was passing by  
When he caught a glance from Maude's blue eye.

He threw on the brakes of his limousine  
And suddenly stopped the big machine.  
Just then the spark on the Flivver caught,  
The gear was in and ahead it shot  
And bumped the Judge clear off the road  
Down over the bank where the river flowed;  
But Maude jumped on to the running board  
And grabbed the wheel of her flying Ford,  
Safely steering it down the hill—  
If she hasn't stopped, she's going still.

The High School boys try to excel in their classes and the girls try to outstrip each other and there shouldn't be anything wrong about that.

Sweet Thing: "Grandpa, did you have petting parties when you were young?"

Grandpa: "Oh, I guess it was the same thing by a different name."

"What did you call them?"

"We didn't call them. We went after them."

We don't claim to be authority on etiquette, but there is one thing that always seems to be in good taste—strawberry short cake.

## 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

THE HOTEL WITH A WELCOME

stop at the

Hotel Montezuma

when in

SANFORD, FLORIDA

J. A. MINELL

110 Magnolia Avenue



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 Manager

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

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

## Talk o' The Town

(Continued from Page One)

the heads of the accusers to embarrass them. Readers of this Magazine will find the report of the progress of the Industrial Survey to date, in this issue, an uncommonly interesting and important article. Page Five.

Either this Magazine must stop—for a time—adding new feature-columns weekly or its size must be materially increased. The particularly choice new Column which is today published for the first time and which by arrangement with President Hamilton Holt is to appear henceforth every week, is to bring to the people of Sanford, Seminole County, and all Florida and various places in other States, "a Thought from Rollins College." Some weeks the Column will bear the signature-direct of Doctor Holt as head of the College, some weeks the word will come from one or another of the Faculty, and it is planned that now and again the student body or an individual student—one of the "co-eds"—will talk to SANFORD TODAY's thousands of readers.

This is a new adventure in the ever-freshening field of magazine features. There is no danger it will not be keenly received. President Holt has been so generous as to say that he "deeply appreciates this privilege to placing Rollins College, its Faculty and seven hundred students, in direct continuous touch with Sanford and the wide circle of this Magazine's readers."

Could we frame a handsomer sentiment than by reversing the aim of that felicity, we would hasten to do it.

It is a discord and a stepping down to give place in these pages to notice of a printed attack made within the week upon the Editor of SANFORD TODAY. If the incident touched none but the aggressors and the assailed it would be of course ignored. This to say: This Magazine has no cause to modify in any respect its editorial published in the issue of September 25 relating to disgraceful and abhorrent conduct of some persons attached to the so-called Sanford-Orlando-Kissimmee Relief Party which proceeded to the Moorehaven hurricane-district. Full credit was extended in the editorial to those members of the party who faithfully, tenderly, and with high heroism ministered to the suffering and sought for the dead. The implication that the editorial cast suspicion upon any innocent person is false; it is malicious; it is brutal toward the persons whom it trickily pretends to represent. The only genuine accusers at work are guilty consciences. Only unintelligent persons could fancy any confusion of identities in the words of denunciation and of unmodified tribute which were published. The editorial stands. As for those who made of a people's tragedy an occasion to satisfy a business rancor and indulge a spleen, their attack injured most themselves. We cannot be insulted by the mentally inferior, and we dis-

## How Do You Do

A Weekly Column From the

CHAMBER OF COMMERCE

INFORMATION BUREAU

## By MABEL KING BEACH

How do you do.

The queer thing about this world is that it's not always quite what it seems. Just like people. A man came in to the Chamber one day this week and he was from New York. He was a writer. He was seeing our Sanford and our State for the first time, he said. I thought, Here is going to be a fine little story for Your Column!

We talked. I found out from him that Sanford is situated on the shore of Lake Monroe. That our City has paved streets, many paved streets. That we are as far as the big boats go on the St. Johns. Thrilling.

I wrote it out. I brought it to the Top Editor Himself of Your Column. What do you suppose he said? He said that Robert Louis Stevenson said that "the world is so full of a number of things" and that this was one of them he couldn't use. He said, "Your gentleman from the North was holding out on you; he failed to tell you that Florida has Tourists and Sanford a City Hall."

What on earth did the man mean?

Here is a list of recent callers at Chamber of Commerce—most of them are going to remain with us:

Mr. and Mrs. Padgett from Fort Lauderdale, and two children. Mr. Padgett travels for a wholesale produce company that has headquarters in Fort Meyers.

Mr. and Mrs. Charles Stalnaker have located here. Mr. Stalnaker is with Higgins, Smith and Wight, the real estate company.

Mr. and Mrs. M. H. Borland and two children are locating here. Mr. Borland is Assistant City Building Inspector. They come from Washington, Pennsylvania.

Mr. Killersess is bringing his family here from Albertville, Alabama. He is employed by the Phoenix Utility Company.

Mr. and Mrs. C. E. Walker of Syracuse, New York, have just arrived. Mr. Walker has become connected with the Hutton Construction Company.

Dr. J. K. Smith from Okeechobee has located his family here. He is in Chicago, specializing in eye, ear, and throat. Mrs. Smith and two children, Rhett and Mary Nell, are located on Mellonville Avenue.

Willis Osborne, from Atlanta, was a caller. He represents a group of "advertising magazines."

Gordon H. Place of New York City, Editor of "Agwi," a travel magazine, was a caller at the Chamber of Commerce this week. He is in Florida to gather material for his publication, The St. Johns River being his main objective.

Mr. John Kelly, of New York and Chicago, attorney for the Ringling Brothers of circus fame, was here this week on business. His wife is the Mrs. Kelly of the golden voice, beloved by Sanford for herself and for it.

To the readers of SANFORD TODAY who have so kindly mentioned the service rendered them through this column, Thank you! appreciation is always new. This is a Service-for-Sanford column, and I want it to fulfil its mission.

## RENTALS

I have listed:

- 6 Unfurnished houses
- 2 Furnished houses.
- 4 Unfurnished house-keeping rooms
- 20 Furnished house-keeping rooms.
- 1 Large rooming house, centrally located.
- Several very fine apartments.

cover no importance in the affront. Mature inexperience and juvenile ignorance will go ever hand-in-hand to costly blunders. Neither is fitted to administer responsibilities. Duly and with sorrow this will be found out.

## BRIDES' CORNER

Conducted By MRS. JUNE

## APPLESAUCE CAKE

Pastry flour	2 cups
Baking-powder	2 teaspoonfuls
Soda	½ teaspoonful
Salt	½ teaspoonful
Cinnamon	1 teaspoonful
Cloves	½ teaspoonful
Nutmeg	½ teaspoonful
Sugar	1 cup
Applesauce (unsweetened)	1 cup
Melted butter	3 tablespoonfuls
Raisins (if desired)	1 cup

Mix thoroughly and sift the dry ingredients; combine melted butter and applesauce. Cool these and add to dry ingredients. Bake in loaf-pan in moderate oven 45 minutes.

## TOMATO FRITTERS

Tomato pulp	1 pint
Sugar	1 teaspoonful
Finely-chopped onion	1 tablespoonful
Salt and pepper	To taste
Butter	2 tablespoonfuls
Cornstarch	2 tablespoonfuls
Egg	1
Breadcrumbs	

Cook tomatoes, onion, sugar, and seasoning together several minutes, then add well-blended butter and cornstarch. Stir constantly, and when mixture is very thick remove from fire and add the beaten egg-yolk. Pour into shallow buttered pans, and when mixture is cold cut in circles with round biscuit-cutter, brush over with white of egg, toss in bread-crumbs, and either fry in deep fat (using frying-basket) or in frying-pan, until crisp and brown. Serve piping hot with meat or fish.

## CREAMED FRIZZLED BEEF

Sliced dried beef	¼ pound
Butter	1 tablespoonful
Flour	1 tablespoonful
Cold water	½ cup
Milk	1 cup
Egg	1
Pepper to taste	

Heat butter in frying-pan. Place beef in pan and toss with fork until edges are curled. Sift flour over beef, stirring briskly all the time. Add the cold water, and stir until the flour has all been absorbed. Now add milk, and when a smooth thin cream has been formed add pepper and egg. Serve hot on buttered toast.

## COCOANUT PIE

Eggs	3
Milk	1 pint
Cocoanut	1-3 cup
Sugar	3-4 cup
Salt	pinch

Beat eggs until light; add other ingredients in order given. Have deep pie-pan lined with pastry; pour mixture in, and bake about 40 minutes.

## LITTLE CHOCOLATE CAKES

Chocolate	2 squares
Milk	1 cup
Egg yolks	2
Sugar	1 cup
Butter	3 tablespoonfuls
Bread flour	1 ½ cups
Soda	1 teaspoonful
Egg whites	2
Vanilla	1 teaspoonful

Put chocolate, one-half cup of milk, and egg-yolks in top of double-boiler, stirring constantly until thick and smooth. Remove from fire and add sugar, butter, and vanilla. Then add flour alternately with one-half cup of milk in which soda has been dissolved. Beat well, and lastly fold in egg-whites which have been beaten stiff. Pour into well-greased individual pans, and bake in a moderate oven about twenty minutes. They may be iced in colored or white icing.



# AMATEUR SPORT TALK

By DuBOIS

Soccer practice started Monday afternoon under the coaching of T. W. Jones and Joseph Graham, who are experts at the game. While the team have only begun with its practices and are still pretty green, the first game, which is scheduled to be played in Leesburg Friday, will be played according to an announcement made by Mr. Allan Entz, who is in charge of the team. Much interest has been displayed in soccer and it already has quite a large group of followers.

The football team which is to represent Sanford high-school during the coming season has been improving rapidly of late and will be in readiness for the opening game here Saturday. Stiff workouts have been on the program every afternoon at the local athletic field and the squad is on edge for the battle. Wednesday a tough practice game was played against a team composed of former stars, and the team looked mighty good against them. The desire to win has got the boys and this is doing a lot toward making fine football players out of some of them who never had played the game before this year.

Coach Wheelchel faced a herculean task this year, for practically his entire squad was composed of boys who have never played football this year. But he has made the best of the situation and is believed Sanford High will have a better team than it had last year. Stars can not be made in a three-week training period, neither can fellows learn the game in that short time, but they have done even more than was expected of them and Sanford High will have a team that will be fighting for her till they drop from exhaustion.

The team has a better spirit than ever displayed before and this with some really good football playing will bring it out on top. Coach Yost, head coach at the University of Michigan and acknowledged to be one of the greatest coaches in the country, made this statement when asked by a representative of SANFORD TODAY his opinion on the greatest asset of a football team:

"I believe that the greatest asset to a football team—and it is necessary that a winning team have this asset—is LOVE.

"Love of school and mates will make a man play for the honor of that school until he is completely exhausted. It has been the making of many teams and was the big thing in Michigan's great team of last year."

The above statement was made by one of the greatest football coaches in the history of the game, whose team last year defeated every team that it played. Sanford High-school is doing every thing possible to develop that spirit and is progressing rapidly. When the team is on the field during the games this year there will be no complaining, but they will be working with all the power that is in them, not for personal glory but for the glory of the school.

Season tickets have been put on sale, and while no figures are available at this time it is believed that more tickets will be sold this year than any preceeding year in the history of the school.

A large crowd is expected to be present when the opening whistle blows Saturday. Go out and you will not only help the school but you will also see a good game.

"From the beginning I have been impressed by the development possibilities of Florida, and for the past few years I have been greatly interested in seeing many of the natural resource of the State taken advantage of by progressive people. Your cities and towns are growing rapidly and the farming and the citrus industries are developing by leaps and bounds." —Leland Hume, Vice President Southern Bell Telephone and Telegraph Company

## WORLD-WIDE NEWS

PARIS.—It is unofficially announced in Bulgarian circles that King Boris contemplates making an early trip to America to secure financial aid for his country and arouse a friendly feeling and interest in its development among the financiers of this country, and it is further hinted that the King might consider taking home an American bride.

NEW YORK.—The Moderation League, Inc., with headquarters in this City, has made known the result of its national survey, finding that drunkenness generally and among children and automobile drivers is rapidly increasing, and therefore concludes that the Volstead Act has failed to promote temperance and sobriety.

WASHINGTON.—Dr. Ales Hrdlicka, who has just returned from an archaeological survey of Alaska for the Smithsonian Institution, announces that there is no longer any doubt that Asiatic people came to America by way of the Alaskan Peninsula. New light has been thrown upon the racial relations existing between the Indians and the Eskimos. A report of the expedition is being prepared for publication.

GENEVA.—The League of Nations adjourned without date, expressing through their President, Nintchinch, the belief that some day the League would be universal. The members pledged to apply themselves vigorously to assure the success of the projected International Disarmament Conference and the Economic Conference.

NEW YORK.—This City is facing a real water famine owing to unusually light rains in the Catskill mountains. Heavy rainfalls have been experienced in the City, but the watersheds supplying the city have not been visited with the usually heavy fall rains.

LONDON.—To an American girl, Miss Louise A. Boyd of San Rafael, California, belongs the distinction of being the first woman to set foot upon desolate Franz Josef Land, but her fame rests more securely upon her prowess in the chase, she bringing out with her the pelts of twenty-nine polar bears that fell by her deadly aim. Six of them she brought down in one day.

## GIVE YOUR BALLOONS AIR!

E. S. ROCKEY, SANFORD DEALER, TELLS ABOUT "HABITS OF TIRES."

Air is cheaper than rubber.

That statement from E. S. Rockey, Goodyear tire dealer at 311 East Second Street, was followed by this interesting explanation of what air has to do with getting the most mileage and the best service from the balloon tires which are so widely used today.

"Test run recently at the Goodyear factory in Akron shows that a drop in air pressure of as little as four pounds in a balloon tire cuts down tire mileage because increased flexing action resulting causes rapid tread wear.

"In this test four new tires all alike were used. Two were inflated to proper pressure and placed on the front wheels of a car and run over smooth highways for 4,000 miles. They came out of the test with treads hardly worn at all. But when two others with four pounds less air in them had traveled the same 4,000-mile territory on the same car under exactly similar conditions their treads were badly worn.

"Now just imagine what happens when tires are run under-inflated by as much as eight or ten pounds, as some motorists who have got into careless habits about their tires are doing.

"Don't forget," concluded Mr. Rockey, "that balloon tires are made to flex. They are made to carry their load at a recommended air pressure at which they will deliver utmost comfort and service, but if the car owner allows the

pressure to drop below the recommended figure the tire factory has established, he may expect to reap a lot of trouble and lose mileage as well."

When meals must be kept warm take a deep baking-pan and half fill it with hot water; then set in it some covered bowls containing the various articles of food and put the pan in a moderately hot oven. The belated dinner will be fresh and hot when wanted.

## 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

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 361 220 Magnolia Avenue

### DRUG STORES

SANFORD DRUG COMPANY

"Rexall 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

### SHOE REPAIRING

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.



# \$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 one 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 any other the line may be) of the Advertisement in which the misspelled word is. THEN, on the same sheet, on 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 you know, or the bright saying of a child in your own family, or the smartest thing you ever heard a dog to do—Not less than 10 nor more than 50 words on any one of those four subjects. Mail to Advertiser, Contest Editor, SANFORD TODAY, 411 First National Building. AND to the person whose reply is decided by the Editorial Office of this Magazine to be the best that week, we will send a Special Delivery letter with 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 ADVS

## 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

24 lbs. Pillsbury Flour - - -	\$1.38
15 ozs. Bottled Fruit Jam - -	.23
No. 2 Libby Raspberries - -	.39
2 Cans Lye Hominy 2 1-2 lbs.	.25
3 Cans Van Camp Beans No. 2	.25
1 lb. Sweet Clover Butter -	.49
1 lb. Sliced Breakfast Bacon -	.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 is Here---

And this is the time to have those new  
window shades put up and one of those  
lovely patterns of "Armstrong's" Lino-  
leum put on your kitchen and dining  
room floors.

We carry a wonderful stock and have  
an expert to lay it properly. No job  
too small nor too large.

*We are here to Serve*

## "Your Home Should Come First"

## Miller Furniture Company, Inc.

Sanford and Geneva Avenues



# Each Week for 3 Months! \$5.00

## THIS WEEK'S WINNERS

WON in GOLD—CECIL SHEPPARD, P. O. Box 42 Sanford. Please call at the office of this magazine Monday and receive your Prize.

Mrs. G. E. McKAY, 1908 Sanford Avenue, Sanford—For an accepted Bright Saying, 50 Cents.

Mrs. A. K. SHOEMAKER, Cameron Avenue, Sanford—For an accepted Bright Saying, 50 Cents.

Master LEWIS MARSHALL, P. O. Box 30, Sanford—For a Joke, 50 Cents.

Miss MARGARET SPROUT, Lake Mary, Florida—For an accepted Joke, 50 Cents.

## SEE PAGE 18 FOR WINNER STORIES

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

If 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 Thursday to be considered.

## WINNERS ON THIS PAGE

## Bon Ton Dress Shop, Inc.

221 East First Street—Opposite Post Office

### Sanford's Exclusive Ladies' Shop

The Very Latest Styles In

Ladies' Ready-to-Wear Millinery and Shoes

Also

Children's and Kiddies' Ready-to-Wear

Everything in Stock New from the Market

## 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 Repairing 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

463

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

EXTRA! NOTICE!  
Good News  
The OUTLET'S  
Big Dissolution Sale

To Be Continued For  
10 DAYS LONGER

By Special Request of  
SOME OF OUR PATRONS

Be Sure to Attend

First Street F. B. Robbins, Prop.



# BOND-HILL LUMBER COMPANY

*Is Headquarters for Sanford and Seminole  
County for That Best of Building Lumber*

## Florida Dense Long Leaf Yellow Pine

No matter what size of building you want,  
we are in position to furnish you.

If it is a large building we can furnish in  
carlots.

If it is a small building or delivery is want-  
ed within the hour we can furnish from our  
yard here.

Sanford needs many more houses, apart-  
ments, etc., to accommodate tourists this  
winter.

**NOW IS THE TIME TO BUILD**  
*WHILE PRICES ARE AT THEIR LOWEST  
FOR THIS YEAR*

**BOND GRADE  
←ZIP SERVICE→**

Yard, Holly Avenue at 11th, 12th and 13th Streets  
Phones 135 and 136



## THE INDUSTRY SURVEY IS ON

(Continued from Page Five)

or commerce for which there is an opening in Sanford. If there is not an opening, as indicated by the data of the Survey, then Sanford does not want Smith-Jones to come here to locate and neither would Smith-Jones be wise to come.

The cost of having the Industrial Survey made is being borne jointly by the Chamber of Commerce and the City Government.

### THE ZONING ORDINANCE

The new Zoning Ordinance—Sanford's first—hears two titles, one of them exact and official, the other unofficial and briefly luminous. Here is the official title:

"AN ORDINANCE to regulate and restrict the location of trades and industries, the location of buildings designed for specific uses, to regulate and limit the height and bulk of buildings hereafter erected or altered, to regulate and determine the area of yards and other spaces surrounding buildings, to regulate the number of families per acre, and for said purposes to divide the City into districts; to provide a method of administration, to establish a Board of Appeals and for reviewing the decisions of such Board, by Court; and to prescribe the penalties for the violation of its provisions."—"Be it enacted," etc.

The unofficial title is: "An Ordinance to make this a brighter, healthier, sunnier, better Sanford and to help make this a bigger City."

First, in considering briefly the things that are sought to be accomplished by the Zoning Ordinance, bear in mind that its provisions do NOT affect building now in existence or the (lawful) use to which they now are being put; it is not a retroactive measure; it DOES affect and assume to control the altering and repairing of present buildings and the construction of all buildings after it becomes law.

Here are some of the more important accomplishments undertaken by the Ordinance:

It divides the City into six Districts:

- Residence District "A;"
- Residence District "B;"
- Residence District "C;"
- Local Business District;
- Business and Commercial District;
- Industrial District.

Buildings and premises within the "A" District are limited to (1) dwellings, (2) churches, (3) farms and nurseries, (4) clubs, lodges, and community houses, except those the chief activity of which is a service customarily carried on as a business, (5) hotels, (6) hospitals and sanitariums, (7) educational institutions, (8) accessory uses customarily incident to any of the foregoing, including signs "not exceeding a total of 10 square feet on any lot."

### OPEN SPACE IS GUARDED

Four thousand square feet of open space for each family must be provided on every lot in the "A" District whereon there is to be a building used in whole or in part for dwelling. Side and rear yards must each have a width of at least 4 inches for each foot of the building's height. The depth of front yards is prescribed.

In the "B" District all buildings and premises authorized in the "A" District are lawful, and the area of open space per family is 1,000 instead of 4,000 square feet. The side and rear yards' width is the same as in "A," and front-yard depths are prescribed.

Though the Ordinance does not so state, the "C" District is intended for use of the colored population, and here the area of open space per family is 500 square feet, and 2 inches of width to 1 foot of height is prescribed for side and rear yards, and front-yard depths also are regulated.

Uses permitted within the Local Business District are restricted to (1) all that are permitted in "A" District, (2) billboards and advertising signs, (3) financial institutions, (4) convention halls, (5) greenhouses operated as retail businesses, (6) offices, (7) public or

private institutions, (8) restaurants, theaters, dance halls, billiard rooms, bowling alleys, (9) retail stores, retail trade, location, professions, (10) clubs, lodges, community houses, (11) institutions of an educational, philanthropic, or beneficent character, (12) filling stations, providing no repair work is done, (13) accessory uses customarily incident to any of the foregoing, (14) "such other business uses the character of which is such as to require their presence to serve the local needs of the District, provided that the operation is not offensive or noxious by reason of the emission of odors, fumes or gasses, dust, smoke, noise, or vibrations."

Uses permitted within the Business and Commercial District are limited to (1) all that is permitted in "A" District, (2) all that is permitted in the Local Business District, (3) armories or arsenals, except those where ammunition is manufactured, (4) schools for dancing, (5) wholesale offices or sample rooms, (6) public buildings, (7) garage, (8) blacksmith shops, (9) shops for custom work or making of articles to be sold at retail on the premises to the ultimate consumer, (10) accessory uses customarily incident to any of the foregoing.

### CROWDING MADE IMPOSSIBLE

Such overcrowding of inhabitants as is typical of congested "sweat-shop" and tenement districts of large cities is provided against, the Ordinance specifying that within the Commercial and Industrial Districts no building 50 per cent. or more of which is used for dwelling shall house more than 60 families to the acre of space.

An Appendix attached to the written Ordinance throws some very interesting sidelights on the purposes and provisions of the Ordinance. For example:

"The requirements for open space are to provide sufficient light and air for the occupants of a residence. The amount of light and air reaching a dwelling is proportionate to the height and nearness of adjacent structures. The provision in the Sanford Ordinance for a side yard of 4 inches in width for every foot in the structure's height is a calculation based upon the angle of the Sun between the hours of 10 A. M. and 2 P. M. For during that period of the day the Sun will reach the entire side of a dwelling if this ratio of 4 inches to 1 foot is maintained."

The City Planning Commission now is studying the Ordinance as drawn and is noting down changes which in its judgment should be made for its improvement. When this revision is completed the measure will be corrected and submitted to the Board of City Commissioners, who then will announce a series of public hearings to bring out objections and suggestions from citizens. When these are all in and have been considered, the Ordinance in its finally revised form will be ready for passage.

### For Sanford — For Seminole — For Florida FINE, ST. PETERSBURG!

With the completion of the paving of 111 miles of streets in St. Petersburg now in progress or contracted for the city will have a total of 327 miles, according to its City Engineer, Mr. Spencer. St. Petersburg now has 215.87 miles of paving, and the work now under way is expected to be finished by January 1.

"Some years ago I came to Florida with my father, who was attracted by the fine quail shooting. The wonderful climate restored his health to a great degree. We were so delighted with the sunshine and with the beauty of the high rolling country with its lakes, its live-oaks, and pine forests, that we decided to make Leon County our winter home. I soon became interested in the agricultural possibilities of this section, which are great. I am convinced that Florida will become one of our great dairy States."—(Miss) Frances C. Griscom, Paris, France.

## REAL CHURCH NEWS

### CONGREGATIONALISTS

During the summer months the mid-week service has shown a 400 per cent. increase in attendance and is as popular with the children and young folk as with the adults. Every service is different. At a recent meeting many who had returned from their summer vacation told of their vacation experiences. Frequently the children have a part of their own. Much time is given to the singing of unfamiliar hymns in order to build up stronger congregational singing in the church.

Tomorrow will be observed as Rally Day in the Church and Church School. There will be a special service in which the teachers of the Church School will be consecrated for the coming year. There will be a short sermon. Mr. Martin Stinesipher will be the soloist. At the close of the morning service the Sacrament of the morning service the Sacrament of the Lord's Supper will be observed.

The Church has adopted for a slogan:  
"The Church for the whole family, and  
The whole family for the Church."

### METHODISTS

On Tuesday evening October 5th a concert will be given by the faculty of the Sanford School of Music in the High-school Auditorium. Tickets are on sale at all the drug stores and by members of the class. Admittance 50 cents and 25 cents. The proceeds will go to the Daughters of Wesley Sunday-school Class of the Methodist Church.

Carpenters are at work on the building of two new rooms just back of the church. One of the rooms will be in the place of the old tent and the other back of that space. These rooms are for temporary use of the Sunday-school and Leagues and will fill a great need in our work. It is regretted that frame buildings had to be erected at this time, but there seemed to be no other way to take care of the overflow from the main building.

Sunday—tomorrow—will be Promotion Day in the Sunday-school, when all the children who have done the required work in the primary department will move up to the junior department and those in the third-year junior will be promoted to the intermediate classes. Mothers who have babies on the cradle-roll should be at Sunday-school on Promotion Day with their babies. Certificates which have not been sent out are delivered on this day.

It will be interesting to the parents of the older children to see what they have done in the way of memory work this year. In connection with Promotion Day Program there will be special stress put upon the fact that it is Orphanage Rally Day, not only here but all over the State. This is another good reason why everyone should attend Sunday-school tomorrow. Superintendent Ware is making a request of all those who will have a vacant place in their cars to make a special effort to bring some one to Sunday-school who is not fortunate enough to have a way to get there. Many persons would like to attend but find it hard to walk far or to attend to their regular duties and then get to Sunday-school in time, while if there were a way for them to ride they could easily manage to come.

Let your mind do some active work this week and see who could be helped to get to Sunday-school by your thoughtfulness.

The music for Sunday morning will be especially good. There will be an anthem by the choir. "The Lord is My Strength," and just before the sermon Mrs. Robertson will sing "My Redeemer and My Lord," the beautiful poem by Longfellow set to music by W. Back. Dr. Burhman's subject for the morning will be "What Is Your Measure?" and in the evening "Making Things New."



# BUILDING ACTIVITIES

THE CITY  
SUBSTANTIAL

In and Around SANFORD

THE CITY  
PROGRESSIVE

WE SHOULDN'T WONDER  
if some of the

## ROOFS

recently 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 75

New Roofs?

"Barrett's Bonded" are the Best

Building permits issued in a certain period of time are not always reliably—indicative of prosperity or even of business activity. Taken for the year, however, building permits tell the story of progress.

While permits issued in Sanford for this August and September fall below the volume for the same months last year, taking the nine months of 1926 the permits total \$290,000 more than the first nine months of 1925, which was the banner year in building all over the State. In 1924 the total value of permits up to October 1 was only \$414,377.

The first nine months of this year, ending September 30, totaled \$1,550,093, which is within \$212,514 of the total of \$1,762,607 for the entire year of 1925. It is estimated that the total for 1925 will be exceeded by the end of this year.

Seventy-seven permits were issued during the month of September this year, but many were for small repair jobs that did not swell the volume very fast. The total for the month was \$153,755. The largest permit for the month was \$8,000.

Sanford is in line with her neighbor in reaching out and when the present year closes should have nothing to be ashamed of in her record of building activity unless it shall be failure to create more dwellings. It is the pride of Florida that building activities in spite of all difficulties, is everywhere showing greater volume than in the banner year of 1925. More homes are needed. Offices and business rooms are now available in nearly all the desirable cities of the State, but homes are still scarce and dwellings are hard to find to accommodate those who are seeking houses and apartments; and when the industrial and agricultural possibilities of Central Florida are developed all classes of construction will spring into new life and energy.

The present period of low material-prices is ideal for building, and in Sanford many new homes are urgently needed.

"There is now a beaten track from every corner of the Continent into Florida, and thousands of those who go to look at this tropical land of fruits and flowers and beautiful vegetation are never willing to go away. I think Florida has before it the best outlook for increasing population and material development to be found anywhere in the South."—Bishop W. N. Ainsworth, Methodist Episcopal Church, South; Macon, Ga.

## LOANS—

On residences or improved business property in amounts from \$1000.00 to \$100,000.00 for 3, 5 or 10 years at 7% interest.

Will also consider Construction loans to aid in the construction of buildings.

### J. H. JACKSON

Office 112 East 2nd St.

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 Ave. and Sixth St.

PHONE 797

## JAMES H. COWAN

### SHEET METAL CONTRACTOR

20 Years in Sanford

Oak Ave. and 3rd St. Phone 111

## BOND-HILL

THE YARD WITH A MILL BACKING

### 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

## Baker & Holmes Company

Established 1889

### THE MOST COMPLETE LINE OF BUILDING MATERIAL IN CENTRAL FLORIDA

FOR PROMPT SERVICE CALL

Phone 845

French Ave. at Eighth Street

## Celery City Lumber & Supply Company

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

West Third Street  
Telephone 565



## LONGWOOD'S OWN COLUMN

By H. W. LODER

Secretary Longwood Chamber of Commerce

Summer gone, the fall finds Longwood active and busy in many ways. We are glad to see Mr. Douglass providing such fine transportation for our boys and girls who go down to the Lyman School. There are nearly 200 pupils in our school this year, and we feel that this is a very reliable indication of our healthy growth. With an entirely new corps of teachers and a new principal, there is no doubt this will be a good year at Lyman. We wish the new faculty every success.

As another indication of Longwood's activity, four new members were added to Chamber of Commerce roll at the special meeting held Wednesday evening. The newcomers were H. D. Cary and C. C. Jackson, of the Longwood Market; C. O. Black, who built the Golf Course and Club House near Sandal Springs; G. A. Meckley.

The special meeting was called to select a successor to Mr. Clark, who recently resigned as president in order to return with his family to California. Mayor Walker acted as temporary chairman of the meeting. Charles I. Matthews was elected to serve for the unexpired portion of Mr. Clark's term.

W. S. Entminger was selected to act as Longwood's representative at meetings of the Associated Chambers of Commerce of Seminole County, the secretary being named as his alternate. These meetings bid fair to be most productive of results, as the matters to be considered there are those which have to do with Seminole County as a whole. It is understood the plans provide for securing the services of an expert field secretary who will give his entire time to the work contemplated. The meetings are to be held in the different towns of the County and thus serve to bring the various communities into a closer co-operation with each other.

John Ganzel, manager of the Walter Hagen Golf Products, Inc., (formerly known as the Golfers' Supply Co.) has announced that much new machinery is being installed at the plant and that within a week or two they will be prepared to carry on large-scale production. Orders are now in their hands for 155,000 dozen golf balls, of which 50,000 will bear the name "Longwood" as a brand; the balance will carry Mr. Hagen's name.

All these indications of a wholesome activity in and about Longwood point to a bright future. There is, however, one feature of the situation that has not received the attention it deserves. We have in mind the lack of accommodations

for the newcomers and for those who are expected to come. There has been no concerted action on a building program of any kind. We need more homes and more apartments, and we need them now. Many of those who have arrived recently have located in Winter Park and Orlando because Longwood had nothing suitable to offer them. It does not seem consistent to urge people to come to Longwood without giving thought to the need of providing them with accommodations.

## COMMERCE CHAMBER WEEKLY MEETING

By MARY E. POWELL

At the weekly meeting of the Chamber of Commerce, held Friday noon, President Douglass called attention to a communication from S. O. Chase enclosing a clipping from an Asheville newspaper stating that "Florida hotels having been badly damaged, western North Carolina hotels would benefit from the tourist rush."

The Secretary was asked to write the Asheville Chamber of Commerce and the National Chamber of Commerce, setting forth the real facts about the storm and stating that this portion of the State was not touched; that all hotels are operating, and that our tourist hotel, the Forrest Lake, will open for business in November.

Mayor Lake and George A. DeCottes spoke on their recent trip to New York. They said the New York newspapers had issued dozens of extras, greatly exaggerating the effect of the storm. They reported they did what they could to correct the impression there and to counteract the effect; that it had affected the sale of bond issued in Florida, but that after going over the matter thoroughly with them the bond houses had accepted the Sanford bonds.

Mayor Lake stated there is a wonderful prospect for winter travel to Florida this year, and Mr. DeCottes said the best reservation he could get was an upper berth four days in advance, for his return home.

George D. Bishop, of the New Industries Committee, reported that Orlando had secured a commodity freight rate covering a wide range of merchandise which offsets the advantages formerly enjoyed by Sanford. This matter was referred to the Traffic and Transportation Committee for a report at the next meeting, and a vote of thanks was given Mr. Bishop for his comprehensive statement regarding this question. M. B. Hutton stated that freight rates at the present time is the most important matter before the Chamber of Commerce, that it will mean a fight to maintain the present cheap rates, and that a traffic expert is needed to handle this matter.

Melt paraffin in an old coffee-pot and see how easy it is to pour the contents of the pot into jelly-glasses after they have been filled and need to be sealed. No drops will be spilled on table or tray.

## Seminole County Bank

FORREST LAKE, President

A STRONG FINANCIAL INSTITUTION

SANFORD - - - FLORIDA

## ANNOUNCEMENT

WE HAVE MOVED FROM

113 Palmetto Avenue

to

110 EAST THIRD STREET

Between Magnolia and Parke. Across from Montezuma Hotel

## Singer Sewing Machine Company

JOE J. HATHAWAY, Local Manager

Phone 261-W

NOW IS THE TIME TO PAINT

## PEE GEE PAINT

Has a 60 Year Record  
Have You Tried it?

Sold at

120 SOUTH PARK AVENUE

Also Varnishes, Oils, Turpentine and Brushes

I. D. MARTIN

## Who's Who In Sanford

(Continued from Page Four)

Seminole County Bank and opened it September 12, 1913. Retired from the Mayor's office in 1914. In 1921 elected to the City Commission. In 1922 elected—oh certainly, Mayor. Also in 1923. Likewise in 1925. Mayor now.

His greatest regret in life is that elements in Sanford have not permitted Sanford to Grow Big. His greatest satisfaction (I think) is in having helped so many young men in Sanford, privately, with educational funds and gruff advice. But he won't talk about that. And the gruffness (they know) is where the tree keeps its bark.

Understand this: If you want to do something in Sanford, better see Forrest Lake first. He's the lad that locks up the town at night and comes down in the morning to open the doors.

L. S. SAYFORD.



Who's your  
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.



# WE MUST

make room for our fall stock now  
arriving, and during the next  
ten days we offer

ALL LAMPS AT  
 $\frac{1}{2}$  Price

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Our entire stock of Bags, Hat Boxes, Suit  
Cases, Chests, and Wardrobe Trunks

$33\frac{1}{3}\%$  Discount

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Another Shipment of Dinner Sets at \$7.50  
"Royal Palm" Dinner Sets - - \$12.50

*"Your Home Should Come First"*

## Miller Furniture Co.

Sanford and Geneva Avenues  
SANFORD, FLORIDA



# IN SOCIETY

By NAOMI SCOGGAN  
(Telephone 179)

Mrs. Braxton L. Perkins was hostess on Wednesday morning to the Sisters Club at her home on Magnolia Avenue. Lovely Autumn flowers were throughout the rooms where the card tables were placed. Exquisite hand-painted tallies were provided for scoring. Mrs. Ernest Housholder was awarded first prize consisting of a dainty hand-painted powder jar. The game was followed by a tempting four course luncheon served by the hostess aided by her sister, Mrs. M. S. Wiggins.

Those enjoying this pretty party were, Mrs. Ernest Housholder, Mrs. Floyd Palmer, Mrs. Lucius B. McLeod of Tampa, Mrs. La Verne Hurt, Mrs. Ralph Wight, and Mrs. M. S. Wiggins.

Four Sanford girls, Lenabelle Hagan, Pi Phi; Miss Carmeta Barber, Kappa Delta; and Miss Claire Zachary and Miss Emily Griffin, Delta, Delta, were pledged by sororities at Tallahassee this year.

The Sanford High School football team will play Leesburg on Saturday afternoon at the local gridiron. Saturday night there will be an informal dance at the City Hall in honor of the visiting team.

Mrs. R. F. Wilson and Miss Maude Tyre entertained on Thursday evening at a bridge shower at the home of Mrs. J. C. Aycock on Myrtle Avenue, honoring Mrs. Clarence McCrome who was, before her marriage, Miss Alberta Aycock. Pink and lavender flowers were used in the rooms which were opened ensuite. The tallies were done in pink and lavender flowers. In small glass holders at each table were pink and lavender mints.

After an interesting game of bridge, Mrs. Shirard was awarded the prize for high-score—a lovely powder-jar, which the cut prize, a pretty hand made handkerchief, went to Mrs. Linehart.

The guest of honor was presented with a miniature ball and bat as a gift from her hostesses. After the prizes were awarded, Master Francis Roumillat entered carrying a huge base-ball of pink and lavender crepe paper, which he presented to Mrs. McCrome. When opened, it was found to contain many daintily wrapped packages with gifts from the guests to the honoree.

Late in the evening sherbert and cake were served by the hostesses assisted by Mrs. Aycock.

Miss Mina Howard entertained the members of her club and two extra tables at bridge on Tuesday evening at her lovely country home. Many baskets and vases of bright autumn flowers adorned the rooms where the guests assembled for play. On each table was placed small cups filled with nuts.

Tallies on which were painted quaint ladies, were used in keeping score. High score among the club members, was held by Miss Sara Warren Easterby who was awarded a bottle of bath crystals. High-score prize for the guests, also bath crystals, went to Miss Frances Cherry. Miss Shinholser, the lucky one in cutting, was presented a box of bath-powder.

After the game dainty covers were laid and the hostess assisted by her mother, Mrs. B. A. Howard and sister, Mrs. Hugh Welchell, served delightful refreshments consisting of grape freeze and cake.

Those playing were: Miss Lillian Shinholser, Miss Frances Cherry, Miss Frances Dutton, Miss Rubye Hayne, Miss Sara Warren Easterby, Miss Mary Granes, Mrs. Rush St. John, Miss Perrie Lee Bell, Miss Fern Ward, Miss Eloise Brady, Miss Margorie Dempsey, Miss Marion Hand and Mrs. Hugh Welchell.

Mrs. R. A. Newman and Mrs. R. J. Holly left Friday for Tallahassee where they will spend the week-end.

Miss Frances Dutton and Miss Rubye Hayne will entertain at bridge on Tuesday evening in honor of Miss Lillian Shinholser, a bride-elect of October.

Miss Katherine Ray, who has been the guest of her aunt, Mrs. John Shirard, left Thursday for her home in Jacksonville.

Mrs. E. M. Galloway returned this week from Lake Placid, N. Y. and Cranford, N. J. where she spent the summer.

Miss Frances Teague who has been spending the summer with her mother in Mountville, S. C. has returned to Sanford.

Miss Anna Kanner left Thursday for Athens, Georgia where she will attend the University of Georgia.

## Mi-Lady's Shoppe

110 Magnolia Avenue

EXCLUSIVE MILLINERY  
GIFTS

## THE POWDER PUFF BEAUTY SHOP

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

## 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.

*All Work Done Satisfactorily*

## Florida Cleaners and Dyers

By O. G. CARMICHAEL

416 Sanford Ave.

Phone 691-W

## Sanford Music Store and Gift Shoppe

318 E. First St.

McLander Arcade

Sheet Music, Rolls, Records,  
Strings, etc.

Gifts for Parties, Birthdays

## Leigh

Toilet Requisites, Powders,  
Creams, Perfumes

*New Goods Arriving Daily*

Piano Tuning and Phonograph  
Repairing by Factory-trained Men

PHONE 832



## THIS MAN'S PETTICOAT WINS IT!—\$5

"P. O. BOX 1042" TAKES "SANFORD TODAY'S" FIRST PRIZE—LAST WEEK'S WINNER REMEMBERS THE RED CROSS FUND

The calendar has clicked off another Week and the FIVE-DOLLAR nugget in the Misspelled-word contest remains in Sanford.

Last Week's Winner writes:

"There were many niches the Gold Piece would fit. My first thought was to apply it on the savings account we have just started for my little two-months-old son. But the little fellow and I decided to send it to the Red Cross to do its bit in helping little boys and girls who lost all in the recent hurricane disaster. Many thanks for the money.

Very truly yours,  
Mrs. R. F. COOPER.

It was not hard for the judges to select the Winner for this week:

"Dear Editor:

"The misspelled word in the issue of Saturday, September 25, is the word 'guaranteed,' found in the advertisement of Rines Filling Station.

"Teacher of Physiology class: 'Lucy, will you tell us the function of the stomach?'

"The function of the stomach,' answered the little girl, 'is to hold up the petticoat.'

Sincerely yours,  
CECIL SHEPPARD.

The distribution of the four Acceptance Prizes was not so easy. There were a great many that seemed of equal merit and to select the best was more a matter of taste than of test. Here are those to whom checks are being mailed today:

FROM MISS MARGARET SPROUT

The following is an item which appeared not long ago in a Sanford Newspaper:

"Mrs. and Mrs. Blank announce the birth of a trip to Palatka Friday."

FROM MRS. A. K. SHOEMAKER

Jimmy, aged four, was enjoying his first circus. Suddenly seeing the zebras, he exclaimed excitedly: "Oh Daddy! look at the convict mules!"

FROM MRS. G. E. McKAY

John: "Mama, was baby sent from Heaven?"

Mother: "Yes, Dear!"

John: "Gee, I guess they like it quiet up there."

FROM MASTER LEWIS MARSHALL

Rastus and Sambo were talking. A big green fly lighted on Sambo.

"Rastus, whut kind of a fly it 'at?"

"That am a hoss-fly."

"A hose-fly?"

"Yah, a hoss-fly. Hoss-flies pesters hosses an' jackasses."

"Niggeh, yo' don't mean to call me a Jackass?"

"Ah don't aim to call you nothin,' but you-all can't fool a hoss-fly."

Now for the next Winner of a \$5 award! The misspelled word may not be so easy this week and jokes may be jokes as a hard winter has been predicted and that's no joke. Let's have something good for Next Week.

To shade an electric light in a sick-room or in a child's sleeping-room, make a bag of green China silk, large enough to slip over the light, shade and all. Put in a drawing-string to tie it on. This shade will soften the light wonderfully.

### SINGER IN NEW LOCATION

The Singer Sewing Machine Company, until recently located at 113 Palmetto Avenue, has moved to 110 East Third Street. Jos. J. Hathaway, local manager, said it was necessary to have a more central location and larger quarters to care for the greatly increased business which this agency has obtained in the past few months.

The present quarters are more desirable, being a residence office. The homelike atmosphere makes it possible to display the Singer's finest electric consoles to full advantage.

Curtains may be kept from blowing out of the windows if you place lead or iron weights in the corners. Thin iron washers are good, as they are not heavy enough to make the curtains sag. They may be covered with the same material and placed in either the hem or corners.

## COAL

ALABAMA'S BEST GRATE COAL  
FROM

### Montevallo Seam

Processed through the Mine's Preparation Plant having all bits of Dirt, Rock, Slate, Bone and other impurities removed.

\$15.00 PER TON OCTOBER DELIVERY  
at your home West of Mellonville, Ave.,  
and north of Geneva Avenue

Phone Your Booking to No. 120

JNO. F. PEARSON

When You Build Your  
DREAM HOME  
Specify



The best in Builders Hardware  
Distributed by

The Ball Hardware Co.  
WHOLESALE - RETAIL

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SANFORD, FLORIDA

Bigger Business  
Bigger Sanford

Elton J. Moughton  
ARCHITECT

OFFICE  
First National Bank Bldg.  
SANFORD, FLORIDA



T. F. ADAMS  
*President*

R. A. COBB  
*Secy.-Treas.*

J. C. HUTCHISON  
*General Manager*



# Sanford-Oviedo Truck Growers, Inc.

Distributors of Seminole  
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OFFICES  
510-514 First National Bank Building Phone 1 and 621  
SANFORD, FLORIDA



POPULATION  
13,500

# SANFORD

COUNTY SEAT OF SEMINOLE COUNTY

—————→ FLORIDA

By direction of the CHAMBER OF COMMERCE an  
**INDUSTRIAL SURVEY**

is being made by expert Industrial Engineers in order that a complete, comparative, classified schedule of Sanford's advantages as a location-point for New Industries, Distributing Houses, and New Businesses generally, may be compiled.

This Schedule, with comprehensive accompanying data, will be placed on file in the Chamber of Commerce for the information of intending locators. The making of this authoritative Survey is a step in the march of Sanford toward Industrial and Commercial Supremacy in Central Florida.

SANFORD at the navigation-head of the St. Johns River is geographically the State's key-point for distribution. Its advantages as a manufacturing and assembling point are similarly important. Recent completion of huge power units of the Florida Power & Light Company's plant on Lake Monroe, opposite Sanford, makes available from 8,000 to 10,000 H. P. of electrical energy for manufacturing purposes, at attractive rates.

SANFORD INVITES YOU TO

**COME.—INVESTIGATE.**

Your needs are this City's concern.

**THE CITY COMMISSIONERS OF SANFORD, FLORIDA**

FORREST LAKE, Mayor

E. P. HOUSHOLDER

S. O. CHASE