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Sanford Today

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SANFORD TODAY

FOR SANFORD — FOR SEMINOLE — FOR FLORIDA

THEY SAY THIS IS FLORIDA'S MOST INTERESTING WEEKLY

VOLUME ONE SATURDAY, OCTOBER 9, 1926 NUMBER THIRTEEN

FIRST PLACE in Talk o' The Town this week belongs to two very aged gentlefolk who live on the shore of Lake Crystal, a Boy who ran away to look the world in the eyes, and an official of a great Corporation. It is a Story. Will you hear it?

The Boy is the dearest thing on earth to the old folk. They are his grandparents, and he lives with them. Last month he disappeared. Ran away. Not that there had been any trouble. The wide world was calling him, with the voice that boys can not resist; they have to go. So he disappeared.

Weeks passed. You can picture them, at Crystal Lake. Then a letter broke the silence. It had traveled a long way, across deserts and mountains and plain, eastward through many cities. It was from Phoenix in Arizona, and if you have ever been there a stranger and alone you have not forgot how at evening the Shadows come crouching out of the hills beyond the town to search with groping hands the empty plain. So motionless; so silent. So lonely. The heartbreaking odor of wood-fires in the autumn air.

In the letter the boy said he was stranded, could get no work; if Grandfather would send him the money—he would come home.

Now this is what happened, between Crystal Lake and Sanford and far-off Arizona. Grandfather came into town and telegraphed a ticket and travel money to the Manager of the Western Union at Phoenix.

Then Grandfather found out that the Boy would have to start his homeward journey from Tempe instead of from Phoenix, Tempe being a small junction-town not far out from Phoenix. So he sent a special-delivery letter of instructions to the Boy, at Tempe, and wired him at Phoenix to go to Tempe and get it. Meanwhile the ticket-and-money telegram awaited the Boy at Western Union's Phoenix office, for the Boy, receiving the "go-to-Tempe" wire first, had gone to Tempe. In his youthful inexperience and anxiety he failed to allow time enough for the mail to travel the long distance and there was no letter for him at Tempe.

He did not go back to Phoenix and inquire at the Western Union office; he didn't think clearly enough for that; perhaps he hadn't money enough for the trip.

At Crystal Lake the hours lengthened into days, and the days into longer nights.

Talk o' The Town

At last Grandfather wired Western Union at Phoenix for report on the payment to the Boy, and Phoenix wired back to Grandfather that the Boy had not called or left any address—Where could he be found? Grandfather could no more answer that than he could answer Grandmother's

ENTERED FOR HIGH-SCHOOL BEAUTY CLUB



MISS CAMILLA PULESTON

Selected by the Judges as Second-Week Entrant in This Magazine's List of Lovely Buds of Womanhood. Story on Page Five.

whisper, "Oh, what has happened to him!"

Grandfather became more confused. He is past eighty, you know, though vigorous. He telegraphed the Post Master at Phoenix requesting a wire report on whether he had delivered the special to the Boy. The Post Master telegraphed back he knew nothing of such a special letter. Well, or course not; it was to Tempe, not Phoenix, Grandfather had mailed it. But he didn't remember that; and he was confounded. The thirty dollars spent by now on telegrams was important for only one reason: it spelled how desperately the Boy was lost, away out there in the desert Southwest. They loved him so. He was all they had.

Then Grandfather did a wise thing; decided to ask for help. The Corporation official took the whole mass of telegrams and spread them out on a desk and arranged them in the order of their dates and hours; and his younger, keener, trained mind saw straight through the puzzle. This is what he personally did: He wired his fellow manager at Phoenix and the Chief of Police of Phoenix the complete detailed story of what had happened, and a careful description of the Boy. He wired the Post Master at Tempe to hold the special-delivery letter there until the Boy should call for it. He wired the Boy at Phoenix, in care of a garage where the "I-am-stranded" letter had told Grandfather the Boy had had a few days' work, and this wire instructed the Boy just what to do. And the telegram to the Chief of Police told about the telegram to the garage.

That Chief of Police found the Boy; accompanied him to the Phoenix Western Union office to claim the ticket-and-money telegram from Grandfather; saw him on a train to Tempe. Late that night a telegram was delivered to the house at Crystal Lake where Grandfather and Grandmother had not gone to bed but were waiting, sitting and waiting as the clock crept on toward midnight. Grandfather opened and read the yellow sheet to Grandmother. It was from the Chief of Police out in Phoenix and it said the Boy was safe and on his way to Tempe to get Grandfather's special-delivery, and then start home.

An old gentleman stood beside a rowboat at the shore of Crystal Lake one afternoon this week, received from the hands of a negro man-servant as aged as himself a (Continued on Page Four)

ROLLINS COLLEGE

EDITED BY

A. J. HANA

Winter Park,
October 8, 1926

Without doubt the most distinguished visitor to the state of Florida this past week was Charles F. Thwing, S.T.D., Litt.D., LL.D., President Emeritus of Western Reserve University, Cleveland, Ohio, and National President of the Phi Beta Kappa Society. He was the guest of his life-long friend President Hamilton Holt of Rollins College, and was accompanied by Mrs. Thwing.

Sanford was the only city in the state in which President Thwing made an address during the course of his visit. Speaking before the Rotary Club of the Celery City, he said: "Nature has been very bountiful to Florida. In no section of the State has she been more bountiful than in this central part. Open your eyes and the proof is evident.

"For forty years I have known Rollins College, and have followed its fine traditions and creditable history in its years of development. For many years I have wanted to visit its campus. Since my friend Dr. Hamilton Holt was elected President a year ago I have been especially impelled to make the trip to Winter Park.

"It is a very happy occasion for me that I have come at a time when new problems are being worked out. A college should ever be in the mood of thoughtful anticipation of Dr. Arnold of Rugby. But Rollins College has her heart specially toward the future. She is a worthy daughter of beautiful and progressive Florida."

THE GREATNESS OF ELIOT

On two separate occasions in the week President Thwing gave informal talks to the students of Rollins College in the chapel. The first of these talks was about the late President Emeritus Charles W. Eliot of Harvard University. He referred to President Eliot as an example for college students.

President Thwing especially mentioned Dr. Eliot's love for truth. In his love for truth appeared chief the element of thought, for he was a thinker as well as a truth-seeker.

In his declaration of truth, Eliot showed supreme courage. This devotion was stronger than his regard for the temporary happiness of the individual. With courage and the search for truth was joined the sense of patience. He was able to wait for conclusions. In many ways President Eliot declared that patience was the supreme virtue of the college president. With patience was joined also a sense of justice. He sought to be a man absolutely fair—fair to all. These great qualities were promoted by his laboriousness. He was a hard worker. Every day he did his job. The year and the years gave and will give the results of his work and his power. This power was supported by his care of his health. Exercises, simple food, and in every respect the simple life, enabled him to do more than a man's work.

A SERVANT OF MEN

These personal qualities were manifested in a devotion to humanity on the part of Dr. Eliot. He served men. He wrought well to make this world a better world. In many and diverse fields he wrought, for he was a great citizen as well as a great president. He won the designation of being America's first citizen by reason of his devotion to America, but his devotion was only an open door to all humanity.

This altruistic relation was one with his religious faith. Men may differ in their conceptions of Ultimate Being. We each differ from the other in respect to our definition of God, but we each believe in God. Dr. Eliot

(Continued on Page Eleven)

MISS HOY COMPILES A BUSINESS SURVEY FOR 'SANFORD TODAY'

1,242 CITY LICENSES ISSUED

By ELLEN HOY City Tax Collector
PREPARED FOR THIS MAGAZINE

Sixty classings of business and professional occupations paid \$14,710 of license tax into the City Treasury in the fiscal year ended September 30, 1926.

With the exception of a very few classings, among them Shows and Bread Vendors, the license fees for the fiscal year 1926-1927 are the same as for 1925-1926.

Licenses were collected for the year just ended as follows:

343 licenses for real estate agents, including brokers and salesmen, the former at \$15, the latter at \$5.

100 for insurance agents, at \$5.
8 for agents selling goods on streets, varying from \$5 to \$25 according to the character of goods offered.

1 for detective agency, at \$20.
13 for automobile sales agencies, at \$25.
3 for architects, at \$10.

1 for abstract company, at \$25.
1 for auctioneer, at \$10.
3 for banks, varying from \$25 to \$20 according to amount of capital stock.

3 for bakeries, varying from \$10 to \$25 according to capacity of plant.
2 for bread vendors, at \$20.

1 for building and loan association, at \$15.
4 for bottling works, at \$15.
17 for barbers, sliding scale for number of chairs, \$1.50 to \$3 per chair.

4 for beauty parlors, at \$5.
4 for bootblack stands, at \$1.50.
6 for brokers, at \$10 to \$15.

21 for selling fruits and vegetables from railroad tracks, at \$75.
31 for cars to hire, at \$10.

3 for chiropractors, at \$10.
3 for civil engineers, at \$10.
26 for building and general contractors, at \$10.

10 for electrical contractors, at \$10.
9 for plumbing contractors, at \$10.
10 for demonstrating goods and wares on streets, at \$15.

15 for draying, at \$3.50.
6 for dentists, at \$10.
1 for express company, at \$50.

6 for wholesale gasoline dealers, at \$25.
19 for hotels and boarding-houses, varying from \$5 to \$25 according to capacity in rooms or table.

1 for ice manufacturer, varying from \$25 to \$100 according to capacity of plant.
3 for ice wagons operated independently of ice company, at \$4.

3 for lumber yard, at \$15.
3 for laundry, at \$15 to \$25.
1 for lighting system, at \$60.

8 for lawyers, at \$10.
13 for manufacturers, at \$10.

257 for merchants (including filling station, cigar stands, etc.), upward from a minimum of \$5 according to stock.

7 miscellaneous licenses.
2 for opticians, at \$10.
2 for osteopaths, at \$10.

2 for job printing, at \$10.
11 for pressing clubs, at \$7.50.
9 for photographers, at \$10.

12 for physicians, at \$10.
52 for peddlers: merchants, fruits, vegetables, etc., at \$25; peanuts, ice cream, etc., at \$5.

86 for restaurants (including lunch stands, cold-drink stands, etc.), varying from \$5 to \$25 according to capacity to serve.

23 for repair shops, at \$10.
1 for railroad company, at \$75.
33 for shows (including shows of all kinds and riding devices), varying according to character.

5 for shoe shops, at \$10.
4 for sign writers, at \$20.
2 for theaters, varying from \$25 to \$50 according to number of seats.

3 for telephone and telegraph companies, at \$50.
3 for undertakers, at \$30.

1 for veterinary surgeon, at \$10.
1 for water company, varying from \$15 to \$50 according to amount of water sold.

2 for wood yards, at \$10.
9 for weighing-machines, at \$3.

Total number of City licenses issued in the year, 1242.

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WHO'S WHO IN SANFORD

—AND JUST WHY—

A RECORD—NOT A RHAPSODY

S. O. SHINHOLSER

STEPHEN Olin Shinholser: Crate Manufacturer; member of the City Planning Commission; Secretary of the City School Board; Director of the Sanford Building and Loan Association; Chairman Finance Committee of the Sanford Chamber of Commerce; member of the Board of Governors of the Chamber of Commerce; Deputy Commissioner of the Boy Scouts of America, Central Florida District; Immediate Past President of

the Sanford Rotary Club; served the last three years on the City Tax Commission.

CHRONOLOGY

Born August 20, 1879, on his parents' farm near Macon, Georgia, the son of Joseph H. Shinholser and Clifford W. Heywood. Early schooling in Macon, where he graduated from the Grammar and High schools; one year in Georgia Institute of Technology, not specializing; three years practice as draftsman in an architect's office in Macon; one-year course in architecture in the Massachusetts Institute of Technology.

At age of twenty-one in charge of building construction on the Atlanta Division of the Southern Railway, continuing three years (in the field). Later engaged widely in pipe-line and oil-plant construction work under contracts with Standard Oil Company and subsidiaries and maintained offices with a partner in Kansas City, Missouri.

A curious circumstance was directly responsible for Mr. Shinholser's becoming a citizen of Florida and a permanent resident of Sanford. He had married a Florida girl, and in 1903, when he was twenty-four, they came here to visit Mrs. Shinholser's people. At that time Mr. Shinholser's financial station in life was indicated by an arrow in his mind pointing to the figures "\$75," which was the amount of his monthly salary with the Southern Railway. A trip over the Sanford celery district persuaded the young man that Wealth and its hard-eyed sister Success had a rendezvous with him in those green fields; and he bought five acres and learned much and became broke. One of the things he learned was that Farming was not for him; and he went back to construction work and acquired the Kansas City partner and reasonably prospered.

Now about the odd circumstance. Early in 1908 when the manufactured Roosevelt Panic had smitten the country the Shinholser came a second time to Florida and Sanford to visit; and here he observed workmen laying a most improper and impossible asphalt sidewalk of tar and fine sand and no rock, no crushed rock; in other words, they were smearing a dark thinness on the ground instead of installing a pavement upon a concrete base. This shocked the constructionary sense and soul of Stephen Olin Shinholser, who owned a Sanford lot and had been notified of an assessment he must pay in order that the City might asphaltly sidewalk it. Indeed, receipt of that notice by mail was the direct occasion of the Shinholser's having turned their steps Floridaward at the particular time.

"Well!" said Builder Shinholser to himself; "Well! The City will put down no such sidewalk at my property! I'll lay that pavement myself. Why not? Don't I know how? I do indeed know how. I will send to Georgia for crushed rock."

So it came about that the first carload of crushed rock to be brought into Sanford was imported by its future distinguished citizen; and himself put down a right and proper asphalt sidewalk for the world to see. The world saw, the neighborhood world, and before Stephen Olin Shinholser quite realized what was happening to him he had become an asphalt-sidewalk contractor in Sanford, Florida, which was a long way entirely from Kansas City and the Midlands, Oklahoma, and Texas pipe-laying affairs and pumping plants of the Standard Oil Company. But there was money in it and he was putting down a good job. Putting down a good job, a better job than the other man's, has been a lifelong self-indulgence of S. O. Shinholser's.

By wire he closed out his partnership construction business and became a resident of

Sanford for life. Larger building enterprises presently supplanted asphalt sidewalk with him; he became the author of dwellings and industrial buildings; and one day he found out there was a great dearth of celery-crate heads in this World-Center but sides could be obtained, a carload of them.

That carload he bought to advantage; he created, with the help of an Orlando foundry and machine-shop, a lathe and a trimming-machine and proceeded to make veneer sheets out of logs, and crate-heads out of the veneer, and almost before he knew what was happening he was a full-ordered manufacturer of celery-crate heads for the Sanford district. Today he supplies the complete crates for one-third of all the celery grown here and hereabout, which means that his season output now is 600,000 crates. "Better crates," Shinholser crates. That's that.

Also the same crew of construction workmen that built buildings for him fifteen years ago are still "the Shinholser crew" and are building buildings—industrial buildings; he long ago quit dwellings—on his contracts today. It is not likely they ever will quit him.

All that has been here written deals with one side of the Shinholser career. Everybody knows, and most appreciate, "the other side," the public-service side of his identity. And then there is a third side that is not so widely known because it is more intimate, the man's cultural, studious, side. *Vide:*

We had been discussing, in the roomy comfort of his home well out on Oak Avenue, some of the mysteries which Science has brought into the presence of this day, and the remark was made:

"How can it be possible that the people of today are jazz-worshippers when before their eyes rent after rent is being torn in the Veil of the Unknown? Why the stupendous heedlessness, the mockery of crowned Pleasure performing on the altar where Research woos Knowledge in the Shadows?" And Shinholser broke a silence to say something like this:

"Perhaps you have put your hand on this Country's great Peril. . . I am near conviction that either America, in the years soon to come, will commence a Decline, or that the most startlingly opposite will come to pass. I mean she may decide to turn 'from dress-sleeves to shirt-sleeves;' return back toward the ways of the Fathers. We are too rich. We are too pleasure-mad. We are too drunken with the strongest success that ever passed a Nation's lips. The history of Empires is that dissipation has succeeded too great success and decay has swallowed up dissipation. . . Is our Country great enough, strong enough, to endure a success beside which the successes of the Nations that have fallen and dissolved were mere sprees?"

What do you think?

I. S. SAYFORD.

FIVE YEARS HENCE

By S. O. SHINHOLSER

WRITTEN FOR THIS MAGAZINE

Sanford five years from today will be exactly whatever the Sanford men and women have made it. No more, no less.

Personally I have always been a strong believer in the growth and development of Sanford, and I have no reason today to feel my faith shaken. I look forward with pleasurable anticipation to developments beyond our expectation in the next five years; but these developments will not come of themselves. The measure of them will be the measure of Sanford's citizens and their desire for progress.

Atlanta is a town founded on enthusiasm. The man without enthusiasm could not sell back-saws in a penitentiary. Without enthusiasm for it by its citizens, Sanford will never realize the developments which lie ahead of her. The citizen who spends his time in complaining will not be among those by whose citizenship Sanford will progress.

I know personally of jobbers and distributors with headquarters in Sanford who are doing today three to four times the business they considered possible when they entered this field two or three years ago. These favorable distributing conditions which they have found should apply equally to the distribution of every line of product consumed in central Florida. And I believe that with proper efforts on our part to put vital facts and figures before manufacturers and distributors we may see Sanford in the near future take her proper place as the leading commercial City of central Florida.

For many years we have realized the advantages of our location as a distributing center, but I hope in the immediate future to see the details of these advantages presented to the outside world in such a manner as to bring many new industries here.

Our farming today leads the world. Our commerce can be made to lead Central Florida. We should have with our new Hotel our share of visitors.

Many a town has succeeded on one of these possibilities. That is saying many a town has built a notable success with only one of these possibilities present. With the three well represented here, I confidently expect a growth for Sanford in the next five years which might sound too optimistic if any attempt were made to approximate it now.

The Industrial Survey and the Zoning Ordinance now being prepared for the City will, I think, each help in presenting this information to the proper people.

Edward Higgins, Inc.

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NEW MODELS NOW ON DISPLAY



For Sanford — For Seminole — For Florida

SANFORD TODAY

THE WEEKLY MAGAZINE OF SANFORD
AND OF SEMINOLE COUNTY

PHONE 801

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F. E. Bradley Advertising Manager

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

Application Pending for entry as Second
Class Mail

Vol. 1 Saturday, October 9, 1926 N. 13

Talk o' The Town

(Continued from Page One)

tray of glasses; lifted those tall glasses one by one and handed them to three guests who stood to enter the boat. Grandfather was being host for a few hours of fishing to a Western Union official from New York, a Western Union official from Jacksonville, and a Western Union official from Sanford. From the steps of the verandah Grandmother waved and smiled, as she rested a hand on a Boy's shoulder.

It was not the miles of plain and mountain and desert that shut this scene from the sight of a Chief of Police in far-off Arizona; it was a mist that passed between his eyes and a letter that was written in a hand that had trembled.

The Sanford public received almost as a shock the exclusive announcement by S. O. Chase in the September-25 issue of SANFORD TODAY that he would not be a candidate to succeed himself next year in the office of City Commissioner. And this week Mr. Chase's re-decision announcement to the daily press that he will be a candidate is received by Sanford with a sense of satisfaction as keen as was its earlier chagrin.

Sanford can not do without Sydney Chase in its Cabinet. Particularly it can not do without him in this pregnant period in the municipal development. His character, his local knowledge through a lifetime of residence and career, his business wisdom, his social acumen, his independence of thought and action, are elements whose withdrawal at any time from the governing partnership would be a harsh loss to the community and at this time might be a disaster.

Like many another self-contained, seriously thoughtful, important man, Mr. Chase, is sensitive to the unappreciation of a few careless citizens of loose speech. Like many another vigorous doer of things he has been made now and again to feel himself the target of criticism for criticism's sake, which is almost sure to be false criticism. He should now be quite as sensitive in reacting to the thrill of gratification which his re-decision gave to the community he has done so very much for and whose life and growth have been his life and growth through long years.

SANFORD TODAY as a scrupulously non-political journal values truly the opportunity to congratulate the City and the Man. Of course he will be heavily re-elected.

The young ladies of Sanford High-school are modest in a day when modesty is rather more rare than good taste could desire. In appreciation of this wholly delightful trait of character a suggestion was this week made to Superintendent of Schools McKay by which the rules governing the SANFORD TODAY-High-school Beauty Club Contest may be amended and the young

ladies be relieved of any sense of personal embarrassment attending their entrance into the lists.

Meanwhile, the many readers of this Magazine have been charmed with the Club's winsome portraiture and the dignity of the Contest's progress. The circulation of SANFORD TODAY enumerates the best people in the State: the every-week readers of this Magazine are the most substantial citizens and families of this City and County. "They watch for it."

Stephen O. Shinholser's story-by-interview as the Who's Who feature in this week's issue is a story full of a successful man's virility and charm. Few mature men out of "Boston Tech" are nobodies, and Shinholser of Sanford is not among that few. It is important to the World's Celery Capital that he makes better crates and enough of them to box a third of the season's crops. It is more important to Sanford the community that there is in his head none of the fiber that goes into his craft. The manufacturer of a vegetable-container who reads the peril of his Country in the lesson of old empires' decay is the sort of citizen who is only playing when he works and really working when he thinks. It follows he has something under his hair to think with.

VAGARIES

By H. BURT STRICKLER

Bill Jones was right and he steered on his rights
When he had the right-of-way;
But a careless driver swung in from the left
And bumped Bill off one day.

But Bill was right, and he knew he was right,
He had said so all along.
But now Bill's dead and he's just as dead
As though he had been dead wrong.

Oh what a tangled web we weave when first
we practice to get kidnapped!

New York has gone dry at last, but it's where
the Croton, not the Wurzburger, flowed.

Bill Smith was slow but always busy.
One day they hit Bill Smith with a Lizzie.
The driver sped right on down the hill
And shouted back, "Was that you, Bill?"

Do you envy the lot of the beggar
Who shambles along on the street?
In tatters his clothes hang about him
And he hasn't a morsel to eat.

Perhaps you have always been wealthy,
Had all that you needed, about—
Don't ever go up in an airship:
Lest you wish YOU were down and out.

For Sanford — For Seminole — For Florida
BOSTON CALLS TO FLORIDA

From Florida's State Chamber of Commerce:
"We recently called attention to the fact that the Boston-American maintains a free traveling-information bureau and desires literature from the various communities in Florida for its bureau.

"We now are advised by the Boston Advertiser that it too maintains a traveling-information bureau, with offices at 92 Summer Street, Boston, and would appreciate pamphlets and other information of the communities in Florida for free distribution. The bureau of the Boston Advertiser is located on the ground floor on the corner of Summer and Devonshire Streets, and it is estimated that one hundred thousand people daily pass the show window at that point."

"It gives me great pleasure to subscribe to the charms of Florida, and its particular semi-tropical attractions after a snowy Northern winter."—Geraldine Farrar, Little River Farm, Northampton, N. H.

COMMERCE CHAMBER WEEKLY MEETING

By MARY E. POWELL

At the weekly luncheon meeting of the Chamber of Commerce, Friday, President Douglass introduced the newly appointed Secretary, Edward J. Trotter, late secretary of the Chamber of Commerce of Titusville. Mr. Trotter spoke briefly on the situation in Sanford, asking the cooperation of the membership and reminding them that the Chamber of Commerce belongs to the city and that its office and records are open to them at all times.

S. O. Shinholser as Chairman of the Finance Committee reported that his committee had approved the plans for an industrial survey and authorized the New-Industries Committee to proceed with the work.

Chairman George W. Knight of the New-Industries Committee felicitated Secretary Trotter and the Chamber on their new relationship and assured Mr. Trotter of "the full cooperation of a splendid body of men."

Referring to the house situation Chairman Knight stated that a manufacturer who came here recently from Miami for a conference with his committee asked whether 100 houses could be provided for his employees in case he should remove his plant to Sanford. Mr. Knight assured him it would be done, and on consulting four Sanford business men they in turn agreed with him that it would be done. He said this illustrated the spirit of the business men of Sanford when called on for cooperation.

President Douglass appointed a Tourist and Entertainment Committee for the coming season. This is its personnel: Hodgson Ball, F. W. Talbot of the Lions Club, W. R. Smith of the Kiwanis Club, J. R. Emory of the Yacht Club, H. R. Stevens of the Rotary Club, J. D. Chitenden and M. B. Hutton of the American Legion, Howard Hulick of the Forrest Lake Hotel, and Mrs. L. P. Hagan, Miss Katherine Wilkie, and Miss Roba Williams, appointed by the President of the Woman's Club to serve on this committee.

J. L. Wells, Commercial Agent of the Atlantic Coast Line, called to attention that Seminole County has what he believes to be the largest packing house for citrus fruits in Florida, located near Sanford at Forest City. This plant was built by Fosgate & Co. and will accommodate 1000 cars of fruit per season. He suggested a committee be appointed to call on Mr. Fosgate and inspect the plant, and President Douglass appointed R. H. Berg, A. P. Connelly, Judge J. G. Sharon, and C. L. Britt.

A. D. Clarkson of the Bond-Hill Lumber Company furnished a bit of interesting information—that the Bond lumber yards of Sanford, are doing one-half of the total business done by the affiliated lumber yards including Daytona, St. Augustine, and New Smyrna, and as large a volume as the Palm Beach yards.

A. P. Connelly stated that the Sanford Building & Loan Co. has provided \$30,000 a month for the last ten months for the building of homes in Sanford, and has applications at the present time for above \$200,000 which it cannot furnish. He said there is \$2,000,000 idle money in Sanford, and urged that some of this money be invested in this very important work.

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WEEK'S WINNER

\$40 GOLD PRIZE

HIGH SCHOOL BEAUTY CLUB

IN THIS second week of the Sanford High-school Beauty Club Contest SANFORD TODAY honors itself and the school by choosing for publication the picture of Miss Camilla Puleston, the charming younger daughter of Dr. and Mrs. S. Puleston of Rose Court, and a member of the Senior Class.

Miss Puleston has more than beauty and a grace to adorn it: she holds enviable records in study. She scored while in the Seventh and Eighth grades the general average of 98½ per cent. and in history the percentage of 99¼. She has friendliness and earnestness and a delightful modesty. Her fine traits and high spirit have made her one of the most popular members of Sanford's junior social set. Swimming, bridge, and tennis are her favorite diversions. She entered the High-school in 1923 and will graduate next June. In her Freshman year she was elected Class President, and she so served until the end of her Junior year.

Next fall Miss Puleston (who will be seventeen the first of this December) is to go to Tallahassee and enter the Florida State College for Women, where her elder sister Miss Mary Elizabeth now is enrolled. Miss Camilla plans to take the A. B. course and specialize in modern languages. She now is taking Latin and Spanish.

The SANFORD TODAY-Sanford High-school Beauty Club Contest is being conducted within these

RULES

1. Any young woman a resident of Sanford or Seminole County, and now a pupil in Sanford

TO MISS CAMILLA PULESTON WHO WILL BE AN A. B.

"Sweet sixteen"! with eyes of blue—
Heaven boasts no richer hue—
Red lips closing over pearls—
Art is art but girls are girls.

"Sweet sixteen"! with smile serene,
In society a queen.
Modest, faithful, winsome, true,
Bright as blossoms decked with dew.

"Sweet sixteen"! with form divine,
All that Earth holds dear is thine.
Grasp the moments as they fly—
You will miss them by and by.

H. B. S.

High-school, may enter, provided she is not connected by employment or other relationship with the Ownership or Management of this Magazine.

2. She shall enter by bringing or sending to the office of SANFORD TODAY, 411 First National Bank Building, a full-figure photograph of herself, or several photographs, in any dress she prefers.

3. Name and address of the entrant, with statement of how long she has resided in Seminole County and of what High-school class she is a member, shall be attached to the photograph.

4. Entrance thus made shall give the Magazine the right to publish the photograph.

5. A Judging Committee appointed by the Magazine shall select the photograph to be published weekly. All reasonable care will

be used to return, unmarred, all photographs entered.

6. An entrant may enter any number of differing photographs, but not more than one will be selected for publication.

7. Without cost to herself, entrance of a photograph shall automatically make the entrant a paid-up Subscriber to SANFORD TODAY for one year, and publication of her photograph shall also entitle her to have the Magazine sent, free, for one year to any TWO persons she may designate who live anywhere in the United States, Canada, or Europe.

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

TWENTY-DOLLAR GOLD PIECE

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

THE GRAND GOLD PRIZE

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

A TOMORROW'S SERMON TODAY

PASTOR ROOT WILL PREACH IN THE MORNING FROM CONGREGATIONAL PULPIT ON "QUEST AND CONQUEST."

"Quest and Conquest" is the alluring title of the sermon the Pastor of the People's Congregational Church the Rev. G. B. Root, will deliver from his pulpit tomorrow morning, and the text he has chosen is Acts 2:17—

"Your young men shall see visions and your old men shall dream dreams."

You will care for some strands of thought I shall pick from this thoughtful weaving with its glinting tones of poetic phrase:

"The restlessness to quest, the dissatisfaction with present surroundings and conditions, the lure of the pot of gold at the Rain-bow's end, is found in every normal young life. Charles Dickens the youth gazes in wonder at the fine mansion on the Hill and promises himself that some day he will own it. The idea becomes a goal, and finally he conquers circumstances and grasps his dream."

"Some favored souls swing themselves up the ladder to the stars more easily than others, but the real test is not in the ease of the climb but rather in the Soul's conscious relationship to its circumstances and environment. The real question is, 'Has a man's success taken the heart and soul out of him?' Is he less of a man because of what he has achieved?"

Well then, one perceives that the Minister has propounded and in striking form one of the big—perhaps the very biggest conundrum in the scheme of our Civilization: Why have Empires decayed? They are only Men in molded mass. Old Omar pondered that.

They say the Lion and the Linard keep
The Courts where Jamshyd gloried and drank deep,
And Bahram, that great Hunter—the Wild Ass
Stamps o'er his head, but cannot break his Sleep.

In his notes, before me, the Minister asks: "Have the trouble and sorrow which the years have brought soured and embittered the spirit, driven the soul in gloomy introspection into itself? Then circumstances have triumphed, the Soul is defeated. There has been a quest but no conquest."

"The difference between men is not the measure of adversity which comes to them, but what they do with adversity when it appears. In every life sooner or later 'the rains descend, the winds blow, and the floods rise'; for one man the house of Life falls in ruins, for another it stands secure; and the difference lies not in the intensity of the storm but in the power to withstand and to rebuild."

"If hardship is the test of faith, it is by inevitable consequence the field where the greatest triumphs are won. What is the thing we could least afford to lose out of the story of our lives? It is the record of the hard days."

"The victories which men have won over against discouraging circumstances form the great stories of all literature."

"Some men learn very early to be resigned. Resignation says: 'What must be, must be. I accept.' But the man with iron in his blood is not resigned. He looks hardship in the face and says, 'Even here there is beauty and meaning.'"

"We are here not so much to explain things as to conquer, and in the conquest we shall often find the meaning that has been hidden. In the great business of human life, mystery broods over the face of things, explanations are withheld, and the whole issue comes to this: whether we are going to wrest out of Life's problems some gain which can never be lost.

The man of purpose has within himself the spirit which challenges Life to give up its hidden riches. He hears the words of the Master, 'Follow me.' He obeys. He enters the great quest. He climbs, he struggles, he labors, and ultimately the quest is turned to conquest and the angels of God strike their hands in rapturous joy."

One impressing fact about this tomorrow-morning's sermon is the Minister's fidelity to his central thought—quest: conquest. He marches his army of thoughts at it, around it, and at it again, without ever retreating from the attack. So that when the assault is over and the engagement ended the observer is in no confusion but has a definite picture to carry away.

I like this sermon for its coherence no less than for its simplicity, its touches of rhetorical beauty, and its spiritual moderation.

THE EDITOR.

For Sanford — For Seminole — For Florida
IOWA ASKING ABOUT US

The Touring Bureau of the Des Moines Automobile Club, Des Moines, Iowa, desires descriptive literature and other information relating to Florida. Reporting that many of its members and other Des Moines motorists already are planning Florida motor trips this fall, Field Secretary F. J. Figge has advised Charles H. Roberts, Secretary of the Frostproof Board of Trade, that the Bureau has exhausted its supply of Florida material and would be glad to receive more from all sections of the State. The Florida State Chamber suggests to secretaries that they supply Des Moines as quickly as possible.

A cravat scarf of fur or cloth attached to the inside of the coat-collar is a practical detail in coat designing now being sponsored by Dame Fashion.

\$5.00 Given Away Absolutely Free

SPECIAL

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\$5 IN GOLD
A Prize to You Each
from SANFORD TODAY

HERE ARE THE RULES:

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

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30x3 1/2 Fabric	\$ 7.20
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29x4.95 Balloon Cord	12.75
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Sanford

Each Week for 3 Months! \$5.00

THIS WEEK'S WINNERS

\$5.00 in GOLD—RUTH MOSS, 1811 Sanford Avenue, Sanford. Please call at the office of this Magazine Monday and receive your Prize.

Mrs. R. J. HOLLY Jr. 108 E. Sixth St., Sanford.—For an accepted Joke, 50 Cents.
Miss A. D. MITCHELL, 819 Elm Avenue, Sanford.—For an accepted Bright Saying, 50 Cents.
Mrs. F. E. GILES, 1004 Palmetto Avenue, Sanford.—For an accepted Bright Saying, 50 Cents.
Mrs. W. C. DeCOURSEY, 201 Central Street, Sanford.—For an accepted Joke, 50 Cents.
H. G. ROSE, 105 North Park Ave., Sanford.—For an accepted Bright Saying, 50 Cents.
J. W. KIMBREL Jr., 309 West Building, Jacksonville, Fla.—For an accepted Joke, 50 Cents.

SEE PAGE 10 FOR WINNER STORIES

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

WINNERS ON THIS PAGE

ST

Stock now arriving and
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Whose Word is Final

The President

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The installation of New Machinery
and Equipment. This was made
Necessary by an ever increasing
Volume of Business.

A Specialist

With years of Experience in the
dry cleaning business is Now Em-
ployed to care for all Ladies Work.

OUR NEW TRUCKS INSURE PROMPT SERVICE

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The Opening of our

McCALL PATTERN DEPARTMENT

A New stock of McCall Printed
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THE FLORIDA CASH STORE

311 1st Street Sanford, Florida

HAVE YOU ATTENDED The OUTLET'S Big Dissolution Sale?

IF NOT BE SURE TO DO SO

Women of Sanford—Here is an
opportunity to buy your Fall clothes
at Remarkable Values.

Last Chance!

First Street F. B. Robbins, Prop.

REAL CHURCH NEWS

As Personally Reported to This Magazine by the Pastors and the Church Secretaries

METHODISTS

The coming of October seemed to be the beginning of renewed activity in our Church, judging by the number of meetings held during the past week. There were so many, in fact, that it was impossible to attend all of them. There have been three meetings on each night up to Friday and they were all so interesting that it was hard to choose between them. The Epworth League has had an Efficiency Institute going on in the various towns of the All For Christ Union territory this week, while the Adult and Young People have been having a Wesley Bible Class Federation meeting in Orlando all week.

The Marie Raffo Girls have reorganized under the direction of Mrs. A. K. Shoemaker and have already had two meetings within the past two weeks. Mrs. Shoemaker comes to us from Virginia, where she has been very active in the Young People's Missionary work, and it is a delight to know that she is so interested in our girls as to begin work with them at once. All the young women of the city who are Methodists or are not in some other church are welcome to the circles of the Marie Raffo Girls and can get in touch with the officers by calling Miss Rebecca Clark or Miss Alice McKim.

The Prayer Meeting this week was unusually good. Mr. C. D. Wolfe gave an interesting talk on "The Young People and their Social Life." Mr. F. R. Wilson spoke on "The Value of the Church in the Community," and Dr. L. R. Phillips gave a talk on "Revivals." Dr. Buhrman conducted the devotional part of the program and the Leaguers were there to help lead the singing. There was no chance for any one to get sleepy or tired during this program—it was not only interesting but very helpful and inspiring.

BAPTISTS

Last Sunday was the most promising fall opening the Sunday-school of First Baptist Church has ever had. Five hundred thirty-five were present for the opening hour of the new Sunday-school year.

The pastorium formerly occupied by the Rev. Mr. King and Mrs. King is now used for the Intermediate department of the school. Last Sunday all attendance records were broken in this department.

The first meeting of the W. M. U. under the direction of Mrs. Volie Williams, 1517 Magnolia Avenue, was held Thursday afternoon. Plans are already made for a week of intensive study to be conducted in November.

Last Sunday evening a fifth Young People's Union was organized. To this Union are invited those who are not eligible for membership in the Junior Union. The work is under the immediate direction of Mrs. Sidney J. Nix. The story period will be the feature of this union.

The pastor's subjects for Sunday are: Morning—"A Balmy and Bracing Request;" Evening—"Which Way Are You Going?"

CONGREGATIONALISTS

An unusually interesting and impressive ceremony took place at the Congregational Church last Sunday morning when the Rev. J. Bernard Root consecrated and set apart for the Closely Graded Church School fifteen teachers, three superintendents, and the General Superintendent. After giving a charge to the teachers, one to the superintendents, and one to the General Superintendent, Mr. Root asked them all to kneel for prayer while the audience stood with bowed heads. Then he gave a charge to the audience and asked their enthusiastic support

of the Church School and its officers during the coming year.

Mr. Edwin Randall, General Superintendent, followed up the words of the Pastor by sending to each teacher and officer on Tuesday a letter thanking them for their promised cooperation and giving instructions on the main details of the work for the coming year.

Each Wednesday night for the next six weeks the superintendents and teachers of the Beginners and Primary Departments will meet after Mid-week service with Mrs. Root to go over plans, to study methods for using the sand tables, and to build worship programs.

The teachers and officers who are not with Mrs. Root will meet with the Pastor in a class on Methods for Teaching Religion.

At the end of six weeks the class will take up an Introduction to the Old Testament, which will in turn be succeeded at the end of six weeks by a Study in the New Testament.

On Monday the Ladies Union of the Congregational Church will meet at the home of Mrs. Henry Nickel, 316 Hughey Street, at 3 o'clock. Mrs. Nickel and Mrs. Harry W. Jones will be the hostesses.

How Do You Do

A Weekly Column From the
CHAMBER OF COMMERCE
INFORMATION BUREAU
By MABEL KING BEACH

How do you do.

Also What have you? In the way of a house for Mr. Trotter. Mr. Trotter is Sanford's new Secretary of the Chamber of Commerce and now that he has arrived and is on the job he has to have what I am talking about. There is Mr. Trotter. There is Miss Trotter, who some day will grow up; and lately there is Mr. Edward J. Trotter Jr., in arms. (All the Trotters will be "in arms," a very different kind of arms, if some of you fine and friendly people who live here and read this Column haven't something right soon in the way of roof and door-sill for the E. J. Trotters to put the key into.)

Thursday Mr. Trotter came over from Titusville to be-abide-and-stay. This was about the first thing he said when he had hung up his hat and become "our new Boss."

"Mrs. Beach, don't, please, give away all the furnished houses to your friends and acquaintances of The Column; remember to save one for me."

"Mr. Trotter," I said, "I am not giving away unfurnished ones, let alone furnished. What are your specifications?"

"Two bed-rooms, Mrs. Beach. A dining-room, a bath-room, a living-room. And I believe something was said about a kitchen. A nursery is a fine thing, I have been told."

"Mr. Trotter," I said to myself, "the modesty of the male is a thriving thing it and it will never perish. We will see what we can trot out for the Trotters."

Help! I'm Phone 51.

Don Johnson of LaCrosse, Wisconsin, made this office a call. He is in charge of the piano department of the Sanford School of Music.

Mr. and Mrs. A. W. Beck from Cocoa have located here and are living at 507 Magnolia Avenue. Mr. Beck is with the Phoenix Utilities; as electrical engineer.

Mr. and Mrs. W. C. Lauth are at 803 Union Avenue. He is of the Police Department of the Atlantic Coast Line and has been transferred to Sanford from Fort Myers.

Mrs. J. Y. Stewart and Miss Laura M. Wright, from Daytona Beach, expect to be with us soon.

W. S. Bingham, District Manager for the Maytag Washing Machine Co., of Newton, Iowa, was a recent caller at the Chamber.

Dr. Anna M. Finseth, Swedish masseuse from Peoria, Illinois, spent two days in Sanford looking for a location. She expects to return within a few days, and with her sister Miss Gina

Finseth, who is a talented vocalist, make her home here.

J. T. Conniff called recently. He is from Waltham, Massachusetts, and is an interior decorator.

Miss Anna C. Carl, from New York City, has recently located at 611 Myrtle Avenue.

Mr. and Mrs. E. G. Aylin spent a day in Sanford. They are from Indrio and expect to locate here.

I am in receipt of a letter signed Charles C. Hoyt of Boston, Treasurer of the National Fabric and Finishing Company, inquiring for a commodious cottage in Sanford. He wishes to rent "probably from the first of December until the first of April" and lists these requirements: "I should prefer a bungalow type with one or two sleeping-rooms, living-room, dining-room, and kitchen, on the first floor, and from two to four sleeping-rooms on the second floor; at least two bath rooms, and a garage for one car. The house would have to be free from unnecessary noise and away from the main street. Not interested in renting with a view to buying, at the present time." Mr. Hoyt names a generous maximum of rent he is prepared to pay, and states he is making this same inquiry of several Florida winter points.

I will show his letter to any of you who are interested.

As The Column goes to press I have listed for rental:

Six unfurnished houses;
Several good housekeeping-rooms;
A number of very attractive sleeping-rooms.

THE FASHION

The Fashion, opening its doors for business last Saturday, has been accorded a patronage of which the managers are frankly proud. The proprietor, George Weinstein, expressed himself as highly gratified with the class and volume of business done. This new-style emporium is located in a new brick building at the busy corner Sanford Avenue and Fourth Street. Well trimmed, tasty show-windows and a large line of men's and women's ready-to-wear attract buyers who are looking for the latest and the best at agreeable prices.

ROTARY'S COLUMN

By R. J. HOLLY

After the educational program of last week put on by Dave Thrasher, Wilbur Smith had to bestir himself to beat Dave's record, so he came back Tuesday with a fine musical program featuring the Sanford School of Music under the direction of Dr. Hedge. Mr. Johnston, pianist, and Mr. Clemens, violinist, and Dr. Hedge, soloist, accompanied by Mrs. Dora Piner, all contributed to a most excellent program and demonstrated that the Sanford School of Music is worthy of our support. Dr. Hedge has entertained us before and he and his faculty will always be welcome at the Rotary Club.

President Walt recounted some of the things that occurred at the Inter-City Meet last Thursday and regretted very much that the entire club could not have been present at the first Inter-City Meet in this part of the State in several years.

Leon Leroy has been made Chairman of the Business Methods Committee and Arabi Clarkson has been added to the committee and we are expecting great things from these boys during the year. The Business Methods Committee has a difficult job and one of the most important ones in Rotary.

P. Paul's Beauty Shoppe

509 First National Bank Bldg.
TELEPHONE 489

BUILDING ACTIVITIES

THE CITY
SUBSTANTIAL

In and Around SANFORD

THE CITY
PROGRESSIVE

For Sanford — For Seminole — For Florida
FLORIDA ROBS SPAIN FOR ROOFS
AND SPENDS FORTUNE IN DUTIES; ONE
HOTEL COVER COST \$105,000

Florida roofing-tile importers paid approximately \$150,000 in duties to the Government during the last year because they were unable to prove the age of the material, according to customs reports.

Under the tariff law, works of art, including tile, 100 years old or more, are classified as antiques and are duty-free.

The so-called Spanish influence in building is responsible for importation of the tile, and Florida builders have almost stripped parts of Spain of this roofing material. One hotel of this type at St. Petersburg has a roof of old Spanish tile that is said to have cost \$105,000 delivered in that city, the cost having been distributed between the purchase price, the handling, and transportation.

BUSINESS OUTLOOK BRIGHT

FALL SEASON OPENS TO PROMISE
OF STRONG ACTIVITIES

General business conditions in this opening month of fall encourage optimism. Trade is marked by early buying and the season's business promises to set a new high record. Iron and steel, which are considered the basis of reckoning after a phenomenal summer, report business contracted to keep the mills busy for the remainder of the year.

The automobile industry is enjoying a strong lead with the introduction of new models. The production for the past month, estimated at 445,000 cars and trucks, shows a marked increase over the previous month. Heavy tire consumption has reduced stocks and the rubber industry is hopeful for heavy demands.

Freight car loadings reached a new high peak in the week ending August 28. The total number of cars loaded for the week reached 1,136,233, which along with the statement that there has been a large increase in the use of electric power is further evidence of the present high level of manufacturing and wholesale distribution.

With the American Woolen Mills (New England) again in full operation and wool in good demand, cotton prices have become more staple. While the stocks of goods remain low, the dry-goods trade is picking up and textiles seem to be in for a boom.

Building activities total the highest ever reached, based on figures compiled from 181 cities though permits for future building show a gradual falling off and the impression prevails that there is danger of overproduction in building unless very wise councils prevail in business so as to create greater activity and the present general prosperity in business is maintained.

Agricultural conditions, owing to heavy storms and unseasonable weather in the great agricultural domain are problematic. It is estimated that corn will fall short, which will insure a better price for the old crop that has been carried over. Oats is reported up to the average of the past five years, while hay will be the lightest crop in many seasons. The potato crop will be heavy, but the tobacco crop is below the average, and cotton owing to the late floods is expected to fall at least 375,000 bales below the Government's former estimate, causing an advance in price of one cent a pound.

The Government's estimate on the spring wheat crop is thought to be too low by 13,000,000 bushels. The total available wheat supply of 843,000,000 bushels is 8,000,000 bushels over the five-year average. The heavy buying of millers has served to hold the price firm in the face of the large amount of wheat available on the world's market.

The cattle situation is far from satisfactory. Prices for the better grades of beef cattle have gradually declined, as well as for hogs. The peak of the hog market has probably been reached, while lambs are expected to hold their own against a 10 per cent increase in the supply.

To keep sash curtains the proper length after they are washed is always difficult. Here is a remedy: Measure the exact length wanted, and, with a lead-pencil and ruler, mark lines on the sheet of the ironing-board for the top and bottom of the curtain; then lay the damp curtain on the board between these two lines, moving it as may be necessary, but always keeping the edges exactly on the lines.

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.

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PAINT & WALL PAPER CO.

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SECURITY LUMBER COMPANY

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PHONE 797

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Oak Ave. and 3rd St.

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Telephone 565

IN SOCIETY

By NAOMI SCOGAN
(Telephone 179)

Mrs. R. E. Tolar, Regent of Sallie Harrison Chapter of the D. A. R., entertained Friday at an elaborate luncheon honoring Mrs. Brooke Gwathmey White of Jacksonville, State Regent of the Daughters of the American Revolution.

Mrs. White with her charming personality has endeared herself to the Daughters throughout the State and has been very active in D. A. R. work for many years.

Mrs. Tolar's lovely home was never prettier than on this occasion. In the living-room, blue and gold which are the D. A. R. national colors, were carried out artistically with gold zinnias, blue plumbag and ageratum.

At one o'clock a tempting six-course luncheon was served. The luncheon table was exquisite in its every detail. A lovely silver basket of red radiance roses centered the table. Blue cathedral tapers in quaint holders burned at each end of the table.

Dainty place-cards on which were painted brightly dressed Colonial maidens, aided the guests in finding their places. The favors found at each place were typical of the characteristic hobby of each guest. These caused great merriment as it was so evident that each favor had been chosen with careful forethought.

During the progress of the luncheon clever toasts were given by Mrs. Raymond Key to the guest of honor, and Mrs. R. E. Tolar to "Uncle Sam."

Mrs. Tolar's luncheon-guests were: Mrs. Brooke G. White of Jacksonville and the Board of Directors of the Sallie Harrison Chapter of the D. A. R., who are Mrs. Raymond Key, Mrs. Samuel Puleston, Mrs. H. H. Chappell, Mrs. W. E. Watson, Mrs. K. S. Dutton, Mrs. Forrest Lake, Mrs. J. N. Whitner, Mrs. G. D. Bishop, Mrs. A. T. Rossiter, Mrs. A. M. DeForrest, Mrs. W. T. Wheelless, and Mrs. John G. Leonardy.

Miss Katherine Wilkey returned Wednesday afternoon from New York State where she has been spending the summer months.

The members of the Sanford Woman's Club entertained on Wednesday afternoon at a reception in honor of the teachers of the Sanford Public Schools. Coral vines, pink hibiscus and potted palms were used throughout the Club-rooms. Brockholm's orchestra furnished music for the afternoon from a stage artistically decorated with palms and flowers.

The punch-bowl at one corner of the room was presided over by Mrs. Frances Baly assisted by Mrs. Clyde Byrd. During the afternoon Mrs. J. H. Colclough dressed as a teacher of olden days appeared, accompanied by Miss Florence Jelleffs, dressed as an old-fashioned pupil in contrast, Miss Eloise Lanier followed, dressed as a present-day flapper school teacher with Miss Gladys Henderson as the modern pupil.

Refreshments of pink and white brick ice-cream, Lady Baltimore cake and mints were served by Mrs. W. D. Gardiner, Mrs. Claude Herndon and Mrs. J. N. Sneed.

The hostesses for the afternoon were: Mrs. Stella Arrington, Mrs. G. F. McKay, Mrs. R. C. Maxwell, Mrs. Dwight S. Babbitt and Mrs. Osborne Williams.

Receiving the guests were: Mrs. E. A. Douglass, Mrs. W. M. Scott, Mrs. R. A. Newman,

Mrs. Fred T. Williams, Mrs. John Meisch, Mrs. M. S. Wiggins, Mrs. W. T. Wheelless, Mrs. Anne Van Ness Brown, Mrs. W. S. Leake, Mrs. W. T. Langley, Mrs. E. L. Markell, Mrs. E. M. Galloway and Mrs. A. M. Phillips.

Over two hundred guests enjoyed this lovely affair.

Suggestive of the approaching Halloween season was a pretty party given on Tuesday evening by Miss Frances Dutton and Miss Ruby Hoyne at Bell Aire on Mellonville Avenue, honoring Miss Lillian Shinholser whose marriage will be an event of October 22.

Gay Halloween lanterns hung in the door-

way where the guests were greeted by their young hostesses.

Inside the atmosphere of Halloween prevailed. Jack-o-lanterns were used as lamp-shades, casting a soft mellow glow on the scene. Large baskets filled with orange-colored zinnias were used, orange and black being the color-scheme of the evening.

An advertising contest started the evening off merrily. Miss Marjorie Dempsey was awarded an attractive Halloween novelty for guessing the most advertisements.

Block valent with metallic embroidery is now very popular for formal wear.

'RUTH GLEANS' THE PRIZE—\$5.00

MISS MOSS of SANFORD AVENUE IS THE LUCKY WINNER—LAST WEEK'S TAKER WILL HAVE A SOUVENIR.

The Wheel of Good Fortune stopped opposite the star for a lady this week in SANFORD TODAY's Misspelled-word Contest, and once again the Prize remains in Sanford.

Last week's winner writes:

"In regard to what I am going to do with the Five Dollars, I think I will keep it for a keep-sake, as it is the first thing I ever won.

"Thanking you for the Prize and wishing you success in your paper,

"I am yours very truly,

"CECIL SHEPPARD."

(705 W. 9th St.)

The winner this week goes over the top with the unanimous vote of the Judges!

"Dear Editor:

"The misspelled word this week is 'millinary' in the Bon Ton Dress Shop Advertisement. It should be 'millinery.'

"What were your father's last words?"

"He had no last words. Mother was with him to the end."

"Very truly yours,

"RUTH MOSS"

(1811 Sanford Ave.)

Six Acceptance Prizes have been awarded this week, and one of them goes to Jacksonville. Here are the Sanford winners of the Acceptance Prizes:

FROM Mrs. R. J. HOLLY, Jr.

Little Willie: "Uncle, does father like to see you play football?"

Rich uncle: "What an idea! I don't play football."

Little Willie: "Well, I heard father say whenever you kick off he will quit working."

FROM Mrs. W. C. De COURSEY

A mule met a Ford. He said to the Ford, "Who are you?" The Ford said, "I am an automobile. Who are you?" The mule replied, "I am a horse." And they both laughed.

FROM H. G. ROSE

The meaning of the word "collision" was being explained to a class of boys and girls. "A collision," said the teacher, "is when two things come together unexpectedly. Now some one give me an example."

A little boy jumped to his feet and exclaimed: "Twins!"

FROM Mrs. F. E. GILES

Little Tommy went shopping with his mother for the first time. As they stood among the many women wearing knee-length dresses, Tommy saw an old-fashioned woman approaching with full skirts reaching to her ankles. Excitedly pointing, Tommy cried: "Oh, Mother! Look! There goes a woman without any legs!"

FROM Miss A. D. MITCHELL

Little Mary having successfully immersed four kittens in a basin of water turned her attention to the old cat. Many scratches ensued, still only Tabby's head was wet. At last little

Mary disgustedly exclaimed, "Well, be an old Methodist if you must, and go to hell and see if I care!"

FROM J. W. KIMBREL Jr.

Seminole County produces sufficient lettuce alone (let us alone) to supply the world with honeymoon salad.

Hey, hey, Jacksonville! We're good sports down here in Lettuce Land or we wouldn't hand you a Prize for that bump. Are we really as insular as you say?

"The thought of Florida again makes a New England winter an unwelcome thought. I was much interested in the evidences of what energy and money and genius can do in overcoming physical difficulties. It is a wonderful development which Florida shows."—Lee S. McCollister, D. D., Dean of Tufts College, Massachusetts.

The Very Latest in Fall Millinery

Our Fall showing will include many Extremely Smart and Original Models. Many of the models are French inspired—with jauntily folded crowns and brims that tilt at fascinating angles—all designed to delight the hearts of those who love beautiful Millinery.

The Quality Shop

Park Avenue

Fall Millinery

Now on Display

The very latest Creations in fall Millinery. Draped crowns are favored in our latest millinery arrivals of both large and small shapes in velvet, felt and cloth.

See the latest in fall wear at

Mi-Lady's Shoppe

110 Magnolia Ave.

THE POWDER PUFF

BEAUTY SHOP

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

AMATEUR TALK

SPORT

By DuBose

The opening of the athletics season at Sanford High-school "went over" the past week in highly successful style.

As an opener the Soccer Team journeyed to Leesburg Friday afternoon and in a fast and exciting game played the Leesburg High team to a One-to-One tie. This was a remarkable showing for the following reasons:

1. Sanford High's Soccer Team had been able to practice only one week in preparation for the game.

2. Soccer is a new game in Sanford and had been played before this year.

3. Not a single boy on the Sanford team had ever played a game of soccer before and very few had ever seen a soccer game played.

4. The last reason is that Leesburg has had soccer teams before and several of their fellows were experienced players.

The game was a snappy affair and the Coaches were mighty well pleased with the way the boys played. The team is in heavy training for the game with Mt. Dora this week. Friday of next week the Soccer Team plays its first game in Sanford and its opponents will be the State Champions of last year, Groveland.

Saturday was the crowning day for Sanford High-school. The football game that was won by the local gridders is now history. Too much, however, can not be said of the way the Sanford team played during that game of games. Several of the boys sustained painful injuries but never did they weaken. Captain Thompson had his arm hurt quite painfully in the first part of the last half of the game but he did not leave the game until after Sanford had scored and his presence was no longer essential.

The Sanford squad journeys to Umatilla to play the Putnam High-school Team, and this game is expected to be one of the hardest of the season. Last Saturday Putnam defeated Madison 54 to 0. The local team is in good shape and there is no reason to think there will be any players absent from the lineup. Lanier and Walker, who have been absent from the squad the last several days, will be back into condition for the game.

The High-school authorities have expressed themselves as highly satisfied with the way the season tickets sold last week.

Saturday of next week Sanford meets the strong Orlando team in the hardest game of the season. This game is expected to draw a record crowd, for the two schools are ancient rivals in every branch of sports and both teams will play their hardest. Season tickets will probably be put on sale again before this game, for there are still four games to be played here and it will be quite a saving to buy the

tickets at the reduced rate that will be offered. The bleachers seats will be in readiness for the game and everything possible is to be done for the comfort of the crowds attending the games. The seats will also make it much easier for every one to see the game and will do away with pushing and shoving in the future. Come out and give the school your support.

Sanford High is helping Sanford: are you helping Sanford High?

For Sanford — For Seminole — For Florida THIS MAN IS FLORIDA'S FRIEND!

HE OFFERS AN IDEA WORTH MILLIONS.
IN CITRUS PUBLICITY

J. Hinton Pledger, Supervising Inspector for the State Department of Agriculture, has suggested to the Florida Citrus Exchange a form of advertising which would cost nothing and which both he and the Florida State Chamber of Commerce believe would be of inestimable value to Florida citrus growers. The plan is so simple and so obvious, says the Chamber, that all Florida has overlooked it.

The Florida law requires an inspection of citrus fruit to determine its maturity, and the inspection—tax stamps are affixed to bills of lading covering the shipments. Mr. Pledger's idea is to affix these stamps to the boxes of fruit themselves.

Under the present plan the only persons who see the stamps (guaranteeing in the name of the State of Florida the maturity of the fruit) are the shippers, the railroad employees who handle the bills of lading, and the consignees.

If Mr. Pledger's suggestion were adopted the inspection-tax stamp would appear upon the end of the box—to be seen by all purchasers, whether wholesale or retail.

FROM ROLLINS

(Continued from Page Two)

believed and rejoiced in the Christian conception of God.

These great elements were the elements of Dr. Eliot's character raised to the third power. These elements belong to us as students. We are to make them of the highest value possible. They help to make the "durable satisfactions" of life.

President Thwing's second subject was the "College Cruise" which he has launched and of which he is President. A large ocean-going steamship has been chartered for a year and made into a floating university. There are 450 young men enrolled who pay \$2,500 each for the year's expenses. The faculty is composed of fifty men gathered from many of the leading universities, the majority of whom are taking their sabbatical years. The student body represents 45 different States.

BREATHING THE WORLD

According to President Thwing the ship is equipped with all college paraphernalia with the exception of a chemical laboratory. There is a

library of 2,000 volumes which is cared for by the Assistant Librarian of Williams College. In addition to the regular liberal-arts courses a course in navigation is offered.

Three-fifths of the year is being spent in study on shipboard, stated President Thwing, and two-fifths of the year is devoted to sight-seeing at the various ports touched by the vessel. This experiment in education is considered one of the most interesting of the present decade.

President Thwing now is en route to William and Mary College in Virginia, where he will attend the national convention of the Phi Beta Kappa Society.

SANFORD TODAY'S CLASSIFIED DIRECTORY

ARCHITECTS

ELTON J. MOUGHTON

505 First National Bank Building
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STAR BARBER SHOP

Will Appreciate your Custom
111 South Park Avenue

HILTON'S BARBER SHOP

Eight First Class Barbers
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All-American Home-Cooking

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HADDOCK STEAM PRESSERY

105 South Palmetto Avenue
Phone 346-J

SEMINOLE PRESSERY

Dry Cleaners
Phone 861 220 Magnolia Avenue

DRUG STORES

SANFORD DRUG COMPANY

"Rexall Store"
Phone 325 Sanford, Florida

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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.

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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.

Just Opened---

A Brand New Store With A Brand New Stock of
**HIGH GRADE MEN'S AND WOMEN'S
READY-TO-WEAR AND FURNISHINGS**

The Fashion

HOME OF KLASSEY KLOTHES
401 Sanford Avenue—Corner 4th Street

SEMINOLE HOTEL

VALDEZ HOTEL

Operated by ROGERS-WARNER-HOTEL-SYSTEM

"You Are Welcome"

WURT W. WARNER, Manager

Chevrolet--

White-Highleyman, Inc.

Sanford Avenue at 10th Street

The Hotel with a Welcome
Stop at the

HOTEL MONTEZUMA

When in Sanford, Florida

110 Magnolia Avenue

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SANFORD TODAY

Every Week

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Of Its Clever Feature Articles, Its Frequent News Announcements
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Ask "What will Sanford Today Say?"*

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*A finished family service*10c Per Pound for Entire Bundle.
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