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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 16, 1926

NUMBER FOURTEEN

WITH this issue of Saturday, October 16, SANFORD TODAY goes free for the fourteenth consecutive week into two thousand white homes, offices, and business places of Sanford and nearby points, and five hundred copies go by mail to paid-in-advance subscribers and to the newspapers and chambers of commerce throughout the whole of Florida: the Magazine's regular weekly circulation of twenty-five hundred copies.

The fact that this is by a big margin the largest and best circulation enjoyed by any publication in the Sanford territory is not the text of the present remarks.

SANFORD TODAY is today read, every week, by the best, the most substantial, the most intelligent class of citizens. "They watch for it" The evidence is abundant and unceasing that they read it through each issue page by page, column by column, literally line by line; and they have been most generous in saying so to their neighbors and friends and the Magazine's management. No week passes without readers in separated sections of the City calling at this office with expressions of appreciation of the Magazine, or phoning agreeable messages, or writing pleasant words.

"We like SANFORD TODAY, like its contents and its style; with more and more interest we expect its arrival on Saturday," they tell us. We believe that literally. And so this has been decided upon by the management:

A certain number of young women and young men, daughters and sons of well known Sanford families, will call upon you at your homes or offices and invite you individually to henceforth receive SANFORD TODAY as a paid subscriber at One Dollar a Year. They will carry as credentials this Magazine's printed and numbered Subscription Receipts, which they will sign and issue to all who wish their subscriptions entered on the Magazine's books.

No person will be urged to subscribe; you will be cordially invited.

The cost of creating and distributing the twenty-five hundred copies which form the regular circulation of SANFORD TODAY amounts to hundreds of dollars each week. The Magazine has two and only two possible sources of revenue out of which to pay this cost: Advertising, and subscrip-

## Talk o' The Town

tions. And the low subscription price of a dollar a year—less than two cents the copy—does not pay for even the paper that goes into the edition.

It is the desire of the management to make SANFORD TODAY a better and larger Magazine. The measure of your response to the young women and young men who will call upon you with the invitation to subscribe

will indicate, we feel, your personal desire for the Magazine's continued success.

There is no doubt that a good many people in America take Mr. Roger Babson of Boston and Babson Park seriously; very seriously. We Americans, of today at least, prefer to not take anything seriously, therefore when we do it is likely to be in favor of the wrong thing. Personally, we have wondered in an idle moment whether Mr. Babson would be so seriously taken if he'd discontinue his beard; to go about clad in a beard in this period of folly is to take an unfair advantage of the human race. We think so.

"The best thing that Florida could do for future generations," announces Mr. Babson to the press, "would be to pass a law against the building of any frame houses. If the Legislature of Florida would pass this simple law it would hurt no one and the (late hurricane) disaster would be worth far more to the State than it has cost."

To the best of our knowledge and belief this is the first time Mr. Babson, of Boston and Babson Park, has attempted to be anything not serious. And he does not make us think highly of him as a clown. One of Americans' few serious moods must have been upon the estimable Mr. Joe C. Jenkins, Acting Manager of the Florida State Chamber of Commerce, when this week he took the Babson chatter to notice and issued to Florida editors a request that they do likewise.

As a structure of accumulated figures Mr. Babson is well fleshed. As an advisor to Legislatures and a prophet in social economy he is hardly faintly funny. Will Mr. Kin Hubbard have Mr. Abe Martin inquire how Mr. David Belasco is getting on with Jackie Coogan in *Macbeth the Boy*?

The City of Sanford has, we are informed, a year's contract with the radio broadcasting station at Winter Park by which the City is obligated to pay twenty-five hundred dollars for an hour-a-week of Sanford publicity on the air. This week a committee from the Winter Park station motored over to ask the Chamber of Commerce why we are not using what we are paying for?

They said that throughout the last fourteen weeks the Sanford Hour has been chiefly rescued (*Continued on Page Four*)



MISS DOROTHY MARSHALL

Chosen by the Judges for Picturization as This-Week Entrant in SANFORD TODAY's Sanford High-school Beauty Club Contest. Story on Page Five.



For Sanford — For Seminole — For Florida  
**PEACE OFFICERS CAN'T FINE**  
 ATTORNEY GENERAL ISSUES WARNING FOR  
 MOTORISTS' PROTECTION

No sheriff, deputy sheriff, policeman or patrolman in Florida has any authority to try offenders and assess fines, declares State Attorney General J. B. Johnson; and as a result of an incident in Orange County and the Attorney General's opinion, the United Commercial Travelers of Florida, through P. S. Brownlee of Jacksonville, Chairman of the organization's Post Roads and Legislative Committee, is on the warpath, the State Chamber of Commerce announces.

Brownlee informed the State Chamber some time ago that the traveling men had become fed up with the tactics of many village and other officials toward motorists and that the organization intended to fight back. The traveling men are under instructions from their officials to obey the traffic laws to the letter regardless of how onerous some local regulations may be, but to report in detail every instance of high-handed tactics on the part of officials.

The Orange county case is the first in which the organization has interested itself, and strange to say, not a traveling man, but an aged negro, is the cause of it.

The negro was arrested near Orlando recently because he was driving at night with only one front light. The officer demanded \$25 cash bond. The negro did not have it but persuaded the officer to take him to a hotel which he supplied with firewood. The manager of the hotel offered the officer his personal check for \$25. This was refused. The officer left the hotel with the negro but in a few minutes returned, told the manager the prisoner had pleaded guilty, and stated that the fine was \$17.85. He also stated that he would take a check for that amount. The hotel man drew a check for the sum in favor of the officer personally, endorsing it "for fine." The traveling men's organization became interested when the hotel keeper mentioned the incident to one of its members.

Brownlee declares he sought to interest an Orange county official in the case but could do nothing. He then explained it to Mayor L. M. Autrey of Orlando, who, under the impression a local officer was involved, declared he would take action.

Mayor Autrey a few days ago advised Brownlee as follows:

"Beg to state that we have investigated your complaint thoroughly and have found that the officer making the arrest of the negro involved is in the employ of the Orange County Sheriff and not the City of Orlando. We also find that under their regulations a county police officer is empowered to assess and fine on the County highways when the offender wishes to plead guilty."

Brownlee immediately appealed to Attorney General Johnson at Tallahassee, forwarding him a copy of Mayor Autrey's letter. The Attorney General replied as follows:

"There is no such law in Florida. No Sheriff, Deputy Sheriff, policeman or patrolman has any authority to try offenders and assess fines. They can accept bonds for the appearance of defendants before a proper court of trial. Of course in many instances it is generally understood when this bond is given—if a cash bond—that the party will never appear for trial, and his bond is then forfeited, but in all instances the cases should be docketed and a proper record made thereof."

Brownlee informs the State Chamber that the guilt of the negro is not questioned and that the traveling men are not interested in that phase of the case. What the organization seeks in this instance is the breaking up of the illegal practice of officers "trying" persons whom they arrest and assessing fines.

Sanford has fine churches, practically all denominations being represented. They are well attended, their pulpits filled by able men.

A WEEKLY  
 THOUGHT FROM  
**ROLLINS**  
**COLLEGE**

EDITED BY  
 A. J. HANNA

Winter Park, October 15, 1926

In glancing over some papers recently I came upon "The Country Boy's Creed." It took me back several years to the time when creeds on every phase of life were being written. This one, however, is good enough to remember. The author is Edwin Osgood Grover. It runs:

"I believe that the Country which God made is more beautiful than the City which man made; that life out-of-doors and in touch with the earth is the natural life of man. I believe that work is work wherever we find it, but that work with Nature is more inspiring than work with the most intricate machinery. I believe that the dignity of labor depends not on what you do, but on how you do it; that opportunity comes to a boy on the farm as often as to a boy in the city, that life is larger and freer and happier on the farm than in the town, that my success depends not upon location, but upon myself, not upon my dreams, but upon what I actually do, not upon luck, but upon pluck. I believe in working when you work—and in playing when you play, and in giving and demanding a square deal in every act of life."

It is to be hoped that in this re-organization and development period through which Florida is now passing, our young men will heed the philosophy of Mr. Grover's creed.

Since the author of this "Creed" has recently become a Florida citizen and has been appointed the first Professor of Books in America by President Hamilton Holt of Rollins College, it may be of interest to trace his early training.

Professor Grover is a graduate of Dartmouth and also studied at Harvard. He has been assistant editor with Ginn & Co., Boston; Editor of Educational Department and Editor in Chief of Rand, McNally & Co., Chicago; Member of the Advisory Board of Oberlin College, Director in the Art in Industry Association of Chicago, and is a Life Member of the Art Institute of Chicago. He is the author of "I Wish You Joy" and "The Gift of Friendship." He edited "The Book of Good Cheer," "A Little Book of Psalms," "A Little Book of Proverbs," "I Thank Thee," "From Me to You," and other popular books.

This new Rollins professorship is the result of action on the prophetic suggestion of Ralph Waldo Emerson. Fifty years ago he wrote an essay on "Books" in which he said: "Meantime the college, whilst they provide us with libraries, furnish no Professors of Books; and, I think, no chair is so much wanted."

"In a library," continues Emerson, "we are surrounded by many hundreds of dear friends, but they are imprisoned by an enchanter in these paper and leathern boxes, and though they know us, and have been waiting two, ten, or twenty centuries for us—some of them—and are eager to give us a sign, and unbosom themselves, it is the law of their limbo that they must not speak until spoken to. As the enchanter has dressed them, like battalions of infantry, in coat and jacket of one cut, by the thousand and ten thousand, your chance of hitting on the right one is to be computed by the arithmetical rule of Permutation and Combination—not a choice of three caskets, but out of half a million caskets all alike."

"But it happens in our experience," asserts the philosopher, "that in this lottery there are at least fifty or a hundred blanks to a prize. It seems, then, as if some charitable soul, after losing a great deal of time among the false books, and alighting upon a few true ones which made him happy and wise, would do a right act in naming those which have been bridges or ships to carry him safely over dark morasses and barren oceans, into the heart of sacred cities, into palaces and temples. This would be best done by those great masters of books who from time to time appear, whose eyes

**SANFORD TO BELGIUM**

FLORIDA'S DAUGHTER PAYS TRIBUTE TO HER  
 MERCIER; CONNECTICUT FORWARDS

The elder generation of the City know, of course, that two daughters of General Hear S. Sanford, founder of this community, are living: Miss Freda Sanford of Carolina Street Derby, Connecticut, and Mrs. Carola Sanford Dow of Rome, Italy, who long has been residing abroad. Through the thoughtful courtesy of Rev. Dr. J. B. Root, pastor of Sanford's Congregational Church, and that of his wife's sister Mrs. Charles Arthur of 10 William Street Ansonia, Connecticut, there comes to SANFORD TODAY a somewhat belated but none the less interesting bit of intelligence from the dear General's foreign-dwelling daughter.

In a booklet of verse dedicated to Queen Elizabeth of Belgium and bearing the title "The White Flame" appears a poetical tribute to the Country's (late) Cardinal Mercier, one of the heroic figures of the World War whose earliness of spirit caught the highest fancy of the Allied peoples. From Rome the booklet made its way to Connecticut, and from Connecticut to Sanford is only a step where you know each other.

It is a pleasure to here reprint two stanzas of Mrs. Dow's adulation because her effort serves to link a local name to the fame of an epoch in which the people of this community bore a part. These are the lines:

"Above the hideous wreck and carnage of the war,  
 Eagle-like your faith rose high and ever higher,  
 Your spirit, steeped in sorrows, never ceased to soar  
 Until it found the flame that set your heart on fire."

"Your charity, pursued amid a world of hate  
 Perils that failed to cloud your faith and hope serene,  
 A martyr's robe . . . beneath those scarlet robes of state . . .  
 Apostle of Christ! Cardinal Mercier of Malines!"

In acknowledging this ambitious result of the American lady's noble emotion the aged Mercier wrote:

"My dear Mrs. Sanford Dow—  
 "Many thanks for your delicate verses and the beautiful parchment you sent me for my jubilee. Though the compliments you are kind enough to express are really too eulogistic, I will take them only as a token of your sympathy and prize them as such."

"I pray God to bless you.  
 "D. J. CARDINAL MERCIER.  
 "Archbishopi Michaelienensis"

A very pleasing exchange of adoration and acceptance between a Protestant of Puritan New England and a Catholic prelate of the Roman robes. Mercier's office belonged to a great Church, but Mercier-of-Belgium belonged to every man and woman whom the features of Courage have the power to thrill.

"I had a magnificent time in Florida and think the State is wonderful."—Win. Lyon Phelps, Lampson Professor of English Literature, Yale University.

.....  
 sweep the whole horizon of learning. So private readers, reading purely for the love of the book, would serve us by leaving each the shortest note of what he found."

Emerson's dictum that "the best rule of making will be a method from Nature, and not a mechanical one of hours and pages" will be Professor Grover's guide for a reading course in English and American Literature. The object of this course will be to discover the law of reading interest among students, and to organize and direct their recreational reading for the learned Dr. Samuel Johnson once said, "A man ought to read just as inclination leads him. What he reads as a task will do him little good."



# WHO'S WHO IN SANFORD

## AND JUST WHY

### A RECORD—NOT A RHAPSODY

E. F. HOUSHOLDER

**E**RNEST Ferguson Housholder is one of the three City Commissioners of Sanford; Prosecuting Attorney of Seminole County; Representative-elect to the Legislature from this County; Member of the Board of Governors of the Sanford Chamber of Commerce; Member of the Rotary Club; President of the Seminole County Bar Association; Member of the State Bar Association; Member of the American Bar Association; and is an officer of various business incorporations.

#### CHRONOLOGY

Born in Bartow, Florida, 33 years ago, the son of the Rev. Andrew Eckel Housholder and Emma Ferguson. Took the twelve grades of the State's public schools "in seven towns and cities, my father's quarter-of-a-century duties as Presiding Elder of the Florida Conference of the Methodist Church making it necessary for the family to move from place to place." Graduated from the Law School of the University of Florida at the age of twenty; admitted to practice before attaining his majority. Formed (1913) law partnership in Sanford with Thomas Emmett Wilson; elected in 1916 and served two four-years terms as County Judge. Retired from the bench to engage in private practice, and formed the present law firm of Wilson, Housholder, and Boyle (Fred R. Wilson and Floyd F. Boyle). Elected Prosecuting Attorney of Seminole County, and will retire from that office upon assuming next year his Legislative duties.

"Why I suppose," said Judge Housholder, "the most interesting criminal case I have appeared in" and perhaps the most important in certain of its wider aspects in the whole court annals of Florida, was the Aubrey Nichols case, recently terminated.

"It isn't a nice case to talk about, though."

"What criminal case is?"

"That's true. I know of no case in our State which serves to bring into stronger light the sacredness of counsel's duty to client or that better illustrates the lamentable fact that under our system of jurisprudence situations can do arise wherein the Law is restrained from executive murder by an aroused public emotion. Young Aubrey Nichols would be in a gallows grave today if the women of Florida, against whose sex he stood legally convicted of having committed the unpardonable sin, had not gone out and collected money in a determination to give him another day in court.

"That generous, emotional act of theirs stayed the youth's execution and led to further steps which, as you know, eventually brought about his acquittal by twelve jurors here in Sanford. It was a fact verdict. If it had been a sympathy verdict the case would lose its wide importance. For, though it may sound harsh, the real importance resides in the fact that an error of justice was revoked rather than in the fact that a defendant's life was returned to him. The revocation touches the whole life of society; the rescue affects only personalities."

"In some of the States the law does not permit a person charged with a death-penalty crime to plead guilty. Nichols did plead guilty when first arraigned and the Trial Judge accepted the plea; so that must be permissible in Florida."

"It is," said Judge Housholder; "and it is also a fact that the Florida law prescribes death or life-imprisonment as the penalty for the crime Nichols pleaded to. But his counsel (who were civil, not criminal, lawyers and appointed by the Court) were informed that death was the penalty the Judge would impose if Nichols' plea should be Guilty. Therefore the

accused could not, it would seem, possibly gain anything by pleading guilty, hence why advise him to so plead? It is rather a mystery, to this day.

"Now. We all know how easily, and how frequently, a popular emotion arises to spring to the rescue of persons who by their own acts or by the machinations of circumstance find themselves standing within the shadow of a disgraceful death. But the public is less apt to rush to the rescue when the accused has confessed himself guilty; and that Nichols had done. It makes the case the more unusual. Regardless of the fact that the final defense with which I was associated produced new evidence in support of the contention that his confession was a false one because obtained by aid of threats, the Sanford jury's acquittal marks him 'Innocent' and therefore the theory is correct that his execution would have been, in popular phrase, a legal murder.

"The doubt then arises of the justice of our law which permits the acceptance of a plea of guilt from a person who by so pleading may be sentencing himself to death and be thereby committing 'legal suicide.' Some States for just that reason do not permit acceptance of the plea. But it must be stated, also, that while, under the Florida law, the Guilty plea removes from the defendant the right of trial by jury, the same law requires the Judge to call for and examine into the evidence before pronouncing sentence; and while it never has been the practice, I believe there is authority for the Judge to set aside the Guilty plea and order a plea of Not Guilty entered if there is caused in his mind a doubt of the pleader's guilt."

This question came in rather naturally right here: "The law of any State, the presumptive law, charges the Prosecuting Attorney to defend as well as to prosecute the person accused, does it not?"

"It does."

"The rightness of that charge is in the premise that the object of all law is the administration of justice between society and the individual?"

"Exactly."

"Have you ever, as a Prosecuting Attorney, knowingly presented for trial a person whom you did not believe to be guilty of the offense?"

"Never. Often I have either refused to start a prosecution, or have caused it to be dismissed, because reasonable doubt on my part was present at the outset or developed. The Prosecuting Attorney who prosecutes in order to gain a record for conviction is the same sort of enemy to society as the policeman who glories in 'the biggest number of arrests of any man on the force.'"

It was 1911 when Ernest Ferguson Housholder decided what he would be and try to become in life, and he then was seventeen. He told:

"I had finished High-school here in Sanford and gone to Plant City with my parents. I was working in a grocery store. You ask what decided me in favor of the law. More than anything else my desire, strong even at that age, to do something for not just myself but for the community. It seemed to me the law was the biggest opportunity."

To the Law school of the State University at Tallahassee the boy went that same year, and in the period of the two-years course succeeded in conquering in himself an almost violent antipathy toward public speaking and public appearance. (In public-school days he'd played hockey regularly on Friday afternoons because that was platform-recitation time.) He joined the College Debating Club, and struggled with

## NEEDED: MORE UNITY

By E. F. HOUSHOLDER

WRITTEN FOR THIS MAGAZINE

To my mind, one outstanding thing we could accomplish for Sanford would be "More Unity of Action."

I find if a person is actively engaged in the accomplishment of a thing, he is not interested in criticizing. (Constructive criticism is good, but the other kind will cripple any City.)

We as Citizens should cultivate a greater interest in our City, and become personally interested in Progress for the sheer sake of helping to create. If we could create greater unity of action we would have a better and greater City.

I have found in the practice of law that a law is what the people make it; that a law without the people being behind it is a failure and unenforceable. The same is true of cities. A city can be no better or bigger than the people who inhabit it. A better City and bigger people cannot be created here without "More Unity of Action."

himself there. His Demosthenean besetment was of the soul—it was his spirit, not his tongue, that stuttered, and the pebble he chose to cure it was mental, not mineral. The fact that he was the youngest pupil in the Law School did not help, but neither did he let it hinder.

He became Junior President of Alpha Tau Omega, and that brought him into direct contact with his fellows. He became Senior Class President, and that brought him into close contact with the faculty. He used the Greek-letter intimacies and the faculty confidences as tools on which to sharpen the edge of his self-confidence; and under that edge self-consciousness died the death.

He graduated in law at twenty, and his first test of his new learning came when he represented himself in application in the chambers of Circuit Judge Wills at Gainesville for removal of the legal disability of minority preparatory to obtaining the State's license to practice. It was an ordeal extending through two weeks "and I was badly scared in the Judge's chambers."

Returning to Sanford, he formed, at the age of twenty, a law partnership with the mature and able Thomas Emmett Wilson, they becoming "Wilson and Housholder, Attorneys at Law." His first case in court was in defense of a negro "booze-spotter" named George Gould, one of

(Continued on Page Nine)

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For Sanford — For Seminole — For Florida

**SANFORD TODAY**THE WEEKLY MAGAZINE OF SANFORD  
AND OF SEMINOLE COUNTY

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

Application Pending for entry as Second  
Class Mail

Vol. I Saturday, October 16, 1926 No. 14

**Talk o' The Town**

(Continued from Page One)

from silence by a Sanford singer's generosity and loyalty to her town; that had it not been for her willingness to lend her trained soprano voice in song again and again and yet again through those weeks, there would have been practically nothing to go out upon the air "from Sanford." They asked why we were so indifferent toward occupying the aerial space we had bought and were paying for at about twenty-five dollars the week?

They requested SANFORD TODAY to appeal to the entertainer talent here to get together for their town's sake and contribute varied programs of speaking and music for the remaining ten or twelve nights of the contract.

As everybody knows, radio municipal publicity occupies a low seat in the esteem of this City and there is abundant cause behind the popular irritation which manifests itself at mention of the subject. But the fact that Sanford was entangled by a self-appointed self-seeking agent into an annoying radio contact in the North does not seem sufficient reason for neglecting to use a totally separate and different radio opportunity which the City priorly and of its own act contracted for and is bound, we understand, to pay for. Honest information about Sanford and its attractions is even more interesting than overdressed propaganda with its patter of impossible profits-to-be-made; and honest, skillfully prepared information varied with social entertainment could be forthcoming for the unused Winter Park hours with profit to the City, we think.

There is one current in the stream of life that touches and influences every human atom that is borne there: the current of Emotion that flows in thrice a thousand channels. Americans felt something of the force of that current this week in the story of Roger Hornsby and his dying mother. She showed her great love for him by asking that he go on through to the winning or losing of a national championship on a field of sport; we think he proved his great love for her by granting her wish. They were heroes, both. And the worn heart of the world is better for the current that has touched it, flowing through the channel they made. A Sanford man has written to Roger Hornsby such a letter as only some friends can write. We wish we might print it here. We wish we might mention his name. We have not his permission.

"Why do I like Florida? Because of its attractive climate and the opportunities for growing diversified crops, its spirit of advancement, and the social good will of the people." —Bishop Edwin G. Weed, Diocese of Florida; Nearwater Lane, Noroton, Conn.

**BILLIE TATE**

Was once a lad called Billie T8  
Who loved a lass named Annie K8.  
He asked her if she'd be his m8,  
But K8 said w8.

His love for her was very gr8—  
He told her it was hard to w8,  
And begged to know at once his f8;  
But K8 said w8.

Then for a time he grew sed8;  
But soon he hit a faster g8  
And for another girl went str8.  
And K8 can w8.

H. B. S.

For Sanford — For Seminole — For Florida

**COUNTY CHAMBER PLANS**NEW COMMERCE SECRETARY ANNOUNCES  
PROGRAM FOR SEMINOLE

Organization in the past week of a County Chamber of Commerce combining the several agencies within its scope, for concerted action, marks a new era in the development of Seminole as one of the leading Counties of Florida. Seminole embraces some of the most intensive and prosperous agricultural enterprises in the State. Seminole has large capabilities—horticultural, agricultural, industrial, financial.

The program as announced by the newly-elected secretary, L. C. Bebout of Sanford, embraces a publicity campaign with a perpetual exhibit of the products of the soil and the principal factories of the County, as well as practical helps and instructions to those engaged in the varied industries of the County. The matter of marketing and the methods of cultivation are alike important, and it now is proposed that elements of risk and failure from inexperience be removed as far as is possible in the light of modern methods and present conditions.

Nature has provided ideal conditions as regards soil, artesian water, drainage, and climate, but with all this and without coordinated practical knowledge of the needs peculiar to these conditions the best results cannot be obtained. This applies as much to the methods of disposing of the product of the soil as to the raising of them.

It is proposed by Secretary Bebout to have exhibits at different fairs where all the products of the County may be inspected by the public. In order to make this plan successful it will be necessary for all producers in the County to co-operate, and when anything of especial worth is produced to furnish the County Chamber with samples for exhibition.

The office of the Secretary is to be headquarters for reliable information obtained from the best officers of the State and the Federal Government. Newcomers then can get valuable assistance by calling at the office or communicating with the Secretary.

**MOTORISTS WILL BE PLEASED**ANOTHER HARD-SURFACED HIGHWAY  
SOON WILL BE FINISHED

That section of State Road No. 3 between Green Cove Springs and Palatka will be completed as a hard-surfaced highway by January 1, according to Chairman Hathaway of the State Road Department. With the job finished another hard-surfaced highway will be available between Jacksonville and Sanford and points to the southward, with the exception of a ten-mile stretch between DeLand and DeLeon Springs, says the Florida State Chamber of Commerce.

The unpaved stretch is of hard-pan dirt and shell construction and is being maintained in perfect condition pending the hard-surfacing of the new road between DeLeon Springs and DeLand.

**SANFORD TODAY'S  
CLASSIFIED DIRECTORY**

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Cor. 2d and Magnolia Upstairs Basket



\$20 GOLD PRIZE

WEEK'S WINNER

\$40 GOLD PRIZE

# HIGH SCHOOL BEAUTY CLUB

The illustrious Mr. W. T. Benda (forgive the pun) whose fame as a magazine-cover artist rests in part upon his picturings of green-eyed young ladies, would like, we feel sure, to meet Miss Dorothy Marshall of Oak Avenue, Sanford, who is the Judges' selection for this week's Girl in the Sanford High-school Beauty Club Contest. For the eyes of this strikingly blond Junior are frankly and most attractively green.

"Why no—they're—gray! Aren't they?" "Indeed not gray," responded Miss Dorothy; "they—are—Green." It was herself supplied the capital G. And a second, longer look proved her quite right.

Miss Dorothy is a Tennessee girl and Chattanooga was her home until a fortnight or so ago, when with her parents, Mr. and Mrs. W. M. Marshall, she became a resident of Sanford. Their arrival was timed to the opening of the High-school year, and the daughter entered the Junior Class. Notes:

She is fond of dancing, swimming, and tennis, and likes to drive a car. Her favorite moving picture is "The Iron Horse" (which as we all know is a truly great picture), and it is in her mind to become "either a doctor of medicine or a gymnasium instructor." As to that, it seems to be a contest between the University of Tennessee and the City of Chicago; the former in her native State offers a medical course and the latter is the home of two aunts of whom Miss Dorothy Marshall is entirely fond. Being very, very much older than the young lady (who will be a year older the 10th of next July than she was the 10th of last) and very, very wise, we would place our wager on Chicago and the charming aunts.

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

## TO MISS DOROTHY MARSHALL WHO MAY BECOME AN M. D.

From the slopes of sunny mountains,  
From the hills of Tennessee,  
Like a sparkle of Youth's fountains  
Comes a maiden fair to see.

Blond with eyes of green, her blending;  
Bright her heart with dreams' desire;  
Youth is lavish in its lending  
When to see is to admire!

Life's a Book and Youth's a Story,  
Maidens' plans fly far and high;  
Many a waiting pot of Glory  
Gets upset when Love trips by!

H. B. S.

## RULES

1. Any young woman a resident of Sanford or Seminole County, and now a pupil in Sanford High-school, may enter, provided she is not connected by employment or other relationship with the Ownership or Management of this Magazine.
2. She shall enter by bringing or sending to the office of SANFORD TODAY, 411 First National Bank Building, a full-figure photograph of herself, or several photographs, in any dress she prefers.
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.

## REAL CHURCH NEWS

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

### METHODISTS

Dr. W. A. Cooper, Executive Secretary of the Hospital Commission of the Florida Conference, will preach tomorrow morning in the Methodist Church. Those who have had the pleasure of hearing Dr. Cooper know what an eloquent speaker he is, and will be glad to welcome him to Sanford again.

The Promotion Day exercises last Sunday brought an unusually large crowd to the Sunday-school. It was quite an inspiration to see and hear what the children had done during the last year and how they had advanced. These services represent a year of work on the part of teachers, pupils, and department superintendents. During the next two weeks there will be a great opportunity for the teachers and officers of our Sunday-school to get training from the two schools that are to be conducted in Orlando and DeLand. There is no doubt that these schools make more efficient workers and are very interesting. Information concerning them can be obtained of the Pastor or the Secretary of the Church at any time.

Miss May Chapman, assisted by Miss A. D. Mitchell and Mr. R. M. W. Sturdivant, entertained her Sunday-school Class Thursday evening with a picnic at Sanlando Springs.

The Junior Epworth League has been taken over by Mrs. B. E. Clark as Superintendent.  
(Continued on Page Eight)

## A \$2,000,000 INDUSTRY for SANFORD?

### IT IS ANNOUNCED:

The Colonial Works, a national paint-manufacturing house doing, it is stated, a \$7,000,000 yearly business and maintaining headquarters in Brooklyn and branches in Boston, Milwaukee, Detroit, Pittsburgh and Chicago, has bought acreage on West Third Street opposite the plant of the Sanford Laundry and will begin at once the building of the first unit of a factory and distributing house to serve the whole of Florida and parts of other Southern States. Representatives of the Colonial Works state that from fifty to one hundred persons will be employed here by the new industry. The estimated Sanford output is \$2,000,000 yearly.

EDITOR'S NOTE.—No confirmation of the foregoing announcement has been made to this Magazine by the principal named. Inquiry of a Sanford realty firm brought the answer: "The property deal is pending."



# \$5.00 Given Away Absolutely Free

## SPECIAL

Hudson Coach.....1924 Model  
Hudson Coach.....1925 Model  
Hudson Coach.....1926 Model  
Ford Coupe  
Ford 1-ton truck.....State Body

**CHEAP**

## Used Car Exchange

Q. W. WANSLEY  
Corner Second and Park

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

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

### HERE ARE THE RULES:

Each week there appears somewhere in some of the Advertisements on these two pages a misspelled word. FIND THAT WORD. Write it on a sheet of paper with the name and line (first, seventh, third, or whatever the line may be) of the Advertisement in which the misspelled word is. THEN, on the same sheet, another sheet write NOT MORE THAN 50 words telling the funniest story you ever heard, or an interesting anecdote of Sanford or Seminole County, know, or the bright saying of a child in your own family, or the smartest thing you ever knew a dog to do—Not less than 10 nor more than 50 words, any one of those four subjects. Mail to Advertisement Editor, SANFORD TODAY, 411 First National Building. AND to the person whose reply is desired by the Editorial Office of this Magazine to be 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 ADVERTISERS**

## LANEY'S Drug Store

*For Service and Your  
Money's Worth*

Phone 103 Sanford, Florida

RADIO BATTERIES  
HOT SHOTS AND FLASHLIGHT

COLUMBIA PHONOGRAPHS

And Records

BARGAINS IN USED PHONOGRAPHS

TIRES AND TUBES

At Reduced Prices

Standard Makes and Guaranteed

F. P. RINES FILLING STATION

1113 Sanford Ave. Phone 461-J

## Seminole Creamery

417 W. 4th Street

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

Telephone 634

## Specials

**Every Saturday**

at

**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

# New

A solid car-load of magnificent  
rations.

Dining room suites in  
Be sure and see

Our display of lamps is  
the famous Satsuma lamp

Now is the time to make  
store them for you.

"Your Home"

# Miller Furniture

We are located IN THE  
of the district

Plenty of parking space



# Each Week for 3 Months! \$5.00

## THIS WEEK'S WINNERS

\$5 in GOLD—Miss MYRTLE L. HAIMAN, Apartment 3, 214 North Rosalind Street, Orlando. Please call at the office of this Magazine Monday and receive your Prize.

Mrs. L. E. SPENCER, 306 W. Second Street, Sanford.—For an accepted Bright Saying, 50 cents.  
Mrs. WARREN I. TAYLOR, 1428 Park Avenue, Sanford.—For an accepted Joke, 50 cents.  
Mrs. J. H. WRAGGE, 122 Central Avenue, Sanford.—For an accepted Bright Saying, 50 cents.  
Miss MARY MAUSER, P. O. Box 245, Sanford.—For an accepted Bright Saying, 50 cents.

## SEE PAGE 10 FOR WINNER STORIES

at 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.

## USERS ON THIS PAGE

## Arrivals

living room suites in all deco-

ful assortment and colors.  
ely Spanish suite.

description and must be seen;  
and in this collection.

today selections; we will gladly

an "One First"

## urniture Co.

NER OF SANFORD and out  
district.

warm welcome await you.

## 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 COLDEST DRINKS IN TOWN

Served to you off the Ice at

## FIRST NATIONAL BANK LOBBY NEWS STORE

CIGARS - CIGARETS - TOBACCO  
MAGAZINES

E. R. Beck, Manager

## I. H. KANNER

ARCHITECT

315 1st Natl. Bank Bldg. Phone 722

## Sanford Music Store and Gift Shoppe

318 E. First St. McLander Arcade

## 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

## ANNOUNCING

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 Employed to care for all Ladies Work.

OUR NEW TRUCKS INSURE PROMPT SERVICE

## Laney Dry Cleaning Co.

110 E. 2nd St. Phone 465

Through the Courtesy of

## McCALL PATTERN DEPARTMENT

We have just received a supply of  
Doll Patterns

to be distributed FREE  
Bring the children in and get yours

## THE FLORIDA CASH STORE

311 1st Street Sanford, Florida

The Loaf Substantial

## SANFORD'S PAN-DANDY

BREAD  
Taste the Difference

## Sanford Baking Co.



# A TOMORROW'S SERMON TODAY

THE REV. DR. BROWNLEE WILL PREACH FROM THE PRESBYTERIAN PULPIT ON KNOWLEDGE THAT IS IN THE BIBLE

Several weeks ago in pre-surveying a Sanford Sunday-morning sermon by the friendly permission of the man who was to deliver it, I expressed mild wonderment that Ministers of the Gospel, whose business it is to know thoroughly the Bible, do not more often make use of that knowledge by applying its definite information to the daily problems of human life: applying it *practically* in their pulpit talks.

Tomorrow morning in the Presbyterian Church the Pastor, the Rev. Dr. E. D. Brownlee, will preach upon the topic "The Importance of Knowing the Bible." His manuscript is before me and I have read it with care and appreciation. It is a good sermon, "good" in this sense being meant to mean full of substance and common interest. I get a jar from the opening sentences which are devoted to a humorous story; but such like or dislike is a matter of individual taste. There is plenty to like in what goes after; it is an information sermon, upon a Book about which information is, as Dr. Brownlee hints, strangely missing from the reference-shelves of the mind.

Quoting from the Minister's notes: "This is the Book which alone gives us authoritative information about God. Dr. Rankin of the University of Michigan says, 'The most profound and momentous spiritual utterances of all literature are in the First Epistle of John.' He refers to such statements as 'God is Light' and 'God is Love.' The Bible does inform us about the nature and character of God. It gives us His laws with the penalties for disobedience and rewards for obedience. This Book tells us about His attitude toward us, and His wonderful promises enter into our lives and transform them. If we want to know Him with whom we have to do, this is the Book of first source. All others dealing with this subject draw their authority from these pages."

Of course Dr. Brownlee would expect those sentences to be tested within the Christian Faith formula rather than by the instrument of logic, since "God" has its own meaning to each religiously differing people. As though in quick retort to this rejoinder come these immediately succeeding passages from the sermon:

"A Chinese scholar in translating the New Testament said, 'The man who wrote this must have known me.' William Lyon Phelps (professor of literature, and critic) says, 'You can learn more about human nature by studying the Bible than by living in New York.' If you want to know the origin and history of the moral and spiritual life of men, you will find it in this Book." That last strikes me as a wise and perhaps an intentional detour around the

subject of Evolution which so distresses so many intellects that ought not burden themselves with too weighty thoughts. "If you want to know about the forces that are at play upon the soul, and the soul's reaction to them, this Book gives you the true story." That's fine and well phrased. "We can learn more about men by looking here than we can by looking within our own hearts." Doubtless that would hold true of even a skilled philosopher, since the pages of the Bible are so often trays filled with things that once happened in many human hearts.

"If we desire a development of our characters and the freeing of them from traits that blemish and mar," Dr. Brownlee will say, "here is a treatment both in the abstract and the concrete which gives us definite information and inspiration for the task ahead of us."

The hour of the morning service in the Presbyterian Church is eleven o'clock.

THE EDITOR.

## How Do You Do

A Weekly Column From the

CHAMBER OF COMMERCE  
INFORMATION BUREAU

By MABEL KING BEACH

How do you do,

Nobody will ever hear us admit we have yes no bananas today. We have everything, at this Information Desk, *absolutely everything*. The gentleman caller from the Public Utilities-works across the Lake told us so. Why not believe him?

Could we, he hesitantly inquired, tell him anything about Corpus Christi in Texas? But of course. Why not? Didn't we live there two-three years? Well, two then; it was two. Did he, first off, know what the name meant? He did not. We told him. Was Corpus like Sanford? Um! ah; w-e-l-l, there were old oak trees thereabout with bearded trimmings of gray moss, we recalled that. And pretty soon memory stirred and sighed and woke and sat up, and it was so that we could tell him more.

"I was ashamed to ask you about that place, about Corpus Christi, when I came in," our pleasant caller said. He thought that Sanford in Florida was the only proper line of seeking to pursue. Bless you No! We have all kinds of bananas today, and fondly expect to have more tomorrow. Do come right in.

How nice to have friends. Your Column thinks so. This from Dean Mary Tribble of Stetson University:

"DeLand, October 13. My dear Mrs. Beach—I enjoyed 'Mabel K. Beach's Department' in

SANFORD TODAY very much indeed. Thank you for remembering my eagerness to see it and for gratifying that wish. I like the plan of procedure. Your readers can not fail to respond to appeals which are so evidently friendly ones. Surprise me again with a 'visit'—won't you?"

Callers this week at the Chamber:

H. S. Lyons, Kimlark Rug Company, Neenah, Wisconsin, seeking warehouse space for distributing the company's products in Florida.

Mr. Whitney of the Colonial Paint Company, Brooklyn, N. Y., to arrange for establishing factory and distributing plant here.

Mr. Johnson and associates from the Broadcasting Station at Winter Park, WDBO.

President Hamilton Holt of Rawlins College, Winter Park.

Representatives of the Merchants & Miners Steamship Company and the New York Central Railroad.

M. D. Weller and A. W. Failes from Daytona, electrical engineers at Phoenix Utilities plant.

G. Davis from Abbeyville, South Carolina, and W. Baker from Greenville, South Carolina, have located in Sanford.

G. S. Rogers, Milwaukee, Wisconsin, city planning engineer. He is working on Sanford's city zoning and industrial survey.

C. Norman, specialty salesman for the Cincinnati Household Supply Company, Mrs. R. P. Burke of Cleveland and Mr. and Mrs. Diefendorf of Youngstown, Ohio, have come to Sanford to locate.

Mrs. Ruby Groome has come from Bradenton and taken a position in the City Library.

Mrs. Anna DeForrest has returned to Sanford after spending the summer in Derby, Connecticut. Mrs. Emma Clark of Milford, Connecticut, returned with her and will spend the winter in Sanford.

Mrs. J. Y. Young and Mrs. Laura Wright, of Daytona, are opening "The Tasty Shop" at 208 North Park Avenue.

I have listed for rental:

One 5-room furnished house in Sanford;

One furnished house in Lake Mary;

Six unfurnished houses;

18 Housekeeping rooms;

8 Apartments;

A number of desirable sleeping-rooms;

Three families will share their homes with a couple each.

### METHODIST

(Continued from Page Five)

The children have learned to love Mrs. Clark since their association with her at the story-hour of the Library. To accommodate Mrs. Clark and because they thought they might be able to do more work in that way, they have changed their time of meeting from Sunday evening to Tuesday afternoon just after school. For the present they are meeting in the Intermediate League room, but later they will meet in the new Primary Department space.

### BAPTISTS

"A Photograph of Yourself" is the subject for the Pastor's sermon at the morning service in First Baptist Church. In the evening the subject will be "The Cost of Sin." Some of Sanford's citizens are paying heavily for their indulgences in sin. Bring to this service those who otherwise might be absent; and utter a prayer before entering the building.

At the morning service the Board of Trustees will be presented to the audience. Full support of them in their discharge of duties is earnestly asked of the membership.

Tuesday evening the Music Committee met, organized, and made plans for the year's work. The Director of the Choir, Director of Orchestra, and the Organist were reelected, Mrs. Basil C. Moore was elected Pianist for the Wednesday-evening services.

Your baking-powder biscuit will be much better if you roll the dough thinner than usual and use two cuts for one biscuit, laying one on top of the other. Made in this way biscuits will break open at once and seem daintier.



What  
How  
Tailor?

## WEAR TAILOR-MADE CLOTHES

### COST NO MORE

Let US Prove It

ED. V. PRICE  
SUITS

POPULAR PRICE  
SUITS

\$35.00 up

\$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.



# IN SOCIETY

By NAOMI SCOGGAN  
(Telephone 179)

## AN OCTOBER WEDDING

The marriage of Miss Lillian Shinholser, daughter of Mr. and Mrs. R. L. Shinholser of 407 Oak Avenue and niece of Mr. and Mrs. S. O. Shinholser of Maple Avenue, to Mr. Earle E. Jones, Managing Editor of the Sanford Herald, will be an event of October twenty-second. Miss Shinholser has been the recipient of many social attentions these autumn weeks, and several parties for her are to be given this coming week.

On Monday night Miss Mina Howard, Miss Sara Warren Easterby and Miss Fern Ward will entertain at bridge in honor of Miss Shinholser and Mr. Jones.

Mrs. A. K. Powers will entertain the bridal party on Thursday night after the wedding rehearsal, at the home of Mrs. A. D. Zachary. Miss Margaret Zachary arrives Monday night from Durham, North Carolina, where she is attending Duke University, to take part in the wedding.

The ceremony will take place on Friday afternoon at five-thirty in the Methodist church. Miss Margaret Zachary is to be maid-of-honor. The bride's maids will be Miss Marion Hand, Miss Marjorie Dempsey, and Miss Frances Jones of Winter Park. Mr. Frank Wright of Jacksonville, a fraternity brother of the groom's, will be best man. The groomsmen will be Mr. Samuel Byrd, Mr. Reuben Mason, and Mr. Steve Simmons of Bradenton.

Petite Miss Adelaide Key is to be the flower-girl and Master Howard Berg will be ring-bearer.

Immediately after the wedding the young couple will leave for New York and other Eastern points.

On Tuesday afternoon the Social Department of the Woman's Club entertained at a cafeteria luncheon and bridge party. The hostesses were Mrs. David Caldwell and Mrs. Fred Daiger.

Lovely autumn flowers in the shades of gold and lavender were used in decorating the club-room. The large auditorium had the appearance of a real cafeteria, with card-tables here and there to be used as luncheon tables. On each of these was a small crystal basket filled

## CONGREGATIONALISTS

At a recent meeting of the Ladies' Union of the Congregational Church it was voted to build at once a new garage to correspond with the parsonage at 811 Palmetto Avenue.

On October 23 there will be a sale of home-cooked food by the ladies of the Union.

December 10 and 11 have been set aside in the Church calendar as the days for the Church Bazaar. Various committees have been appointed to handle the supper, decorations, publicity, and other activities of the Fair.

Because of the rapidly growing number of pupils in the Church School since the Closely Graded System was adopted, it has been necessary to use every room in the Church and every room at the Parish house, even to the back porch. The old tower-room has been fitted out as an office for the use of the Superintendent and Secretary of the School.

## RINES FIGHTS TIRE BATTLE

F. P. Rines, proprietor of Rines' Filling Station, 1113 Sanford Avenue, is putting up what may be a losing fight for him in the end—"but the mail-order houses will know there has been a scrap." He is selling cord and balloon tires, standard and guaranteed makes, at prices so close to mail-order-catalog listings that profit is reduced to the minimum margin. A heavy local custom is answering this challenge to the buy-by-mail distributors, Sanford and surrounding towns doing the buying.



MISS LILLIAN SHINHOLSER  
BRIDE-TO-BE OF MR. EARLE E. JONES

with lavender and gold flowers. At the door the guests were greeted by Mrs. R. J. Holly, who is vice-chairman of the Social Department, and Mrs. E. A. Douglass, Club president, and by Mrs. Caldwell and Mrs. Daiger.

A delightful luncheon was served at one o'clock, the hostesses assisted Mrs. Raymond Key, Mrs. Walter Coleman, Mrs. J. O. Laney, Mrs. Clyde Byrd, Mrs. Lee Conoley, Mrs. Braxton Baggett, and Mrs. W. A. Epps. Mrs. William Moore Scott presided at the coffee service.

The Parent-Teachers Association of this city will give a reception on Monday evening from eight until ten at the Woman's Club in honor of the teachers of the Sanford public schools. This reception is to bring the parents and the teachers into closer relationship. Every mother and father is cordially invited to attend.

Miss Olive Newman and Miss Claire Zachry arrived Friday night from Tallahassee, where they attend Florida State College for Women. They will return to school Sunday night.

## DRUG STORE OPENING

The new Seminole Drug-store at 403 Sanford Avenue is having its formal opening today, and a hearty welcome is being extended to the public by the manager, J. G. Zeigler.

This will be an up-to-date drug-store in the true sense of the word, the management announces. It will be a Rexall store, carrying the United Cigar Company's lines, Eastman Kodak supplies, and all standard goods usually found in high-class drugstores. The business location is an excellent one.

## 20 WILL RIDE SHRINE CAMELS

NOBLES ARRANGE FOURTH CEREMONY  
OF MYSTIC INITIATION

E. F. Lane, President of the Sanford Shrine Club, has arranged with Morocco Temple to hold a Shrine Ceremonial in Sanford Wednesday, October 20, and at that time there will be a large class of novices to will cross the burning sands.

This is the fourth Ceremonial to be held in Sanford and the third one while Noble Lane has been President. Sanford is now being decorated in the Shrine colors, and a very elaborate program is being arranged for the entertainment of the visiting Nobles and their ladies.

The official program will include a band concert Tuesday the 19th at 8 p. m., on Hood Avenue in front of the Armory; street dance from 9 to 12; midnight show from 12 to 2 A.

## COMMERCE CHAMBER WEEKLY MEETING

At the weekly luncheon meeting of the Chamber of Commerce on Friday R. J. Holly was asked for information about negotiations for baseball training at the Sanford Municipal Ball Park for next spring. He answered that a good deal of correspondence has been had with the Boston and St. Louis National League Clubs, the Indianapolis American Association Club, and others, and that the manager of the Indianapolis team would be in Sanford next week to look over the situation here. Word is expected soon from Roger Hornsby of the St. Louis Nationals.

Mr. Holly said that Sanford is offering no bonus, the only inducements being "the best baseball grounds in Florida, full cooperation of the hotels, and an enthusiastic baseball public."

Mr. Holly stated that the funds of the County Chamber would be expended by a Board of Directors, selected from the various sections of the County, and all bills would be approved by the Board of County Commissioners. He said that while no particular section would receive actual money from this fund, all would receive equal publicity and development from the work of the County Chamber.

The secretary asked for suggestions for plans for the Tourist Entertainment Committee. He also urged support by the people of Sanford for the County Chamber.

## Who's Who In Sanford

(Continued from Page Four)

five of his race charged with first-degree murder in an assassination incident to their trade. Gould was acquitted, the four others were variously sent to penitentiary for from five to twenty years. "In the trial of that case, and for the last time, I was 'scared to death' when addressing the jury. Never since then has the early timidity returned to me, and always since then I have spoken *extempore* what I have had to say in public."

Answering a question, Judge Housholder said that ninety per cent. of all persons living outside the cities in this region who seek a lawyer's aid are unable to pay for his services; so there comes a time when professional charity has to pause and take a new start and begin at home.

Then the concluding question—"Looking backward across your life, what one thing causes you the keenest regret, and what one thing the greatest satisfaction, Judge?"

"My life is without a keen regret; nothing has happened to cause one. My deepest satisfaction is that I have been able to be of some benefit, some service, to my community and the people in it. I hope to be always able to offer some further service that they may need."

M.; Honey Bunch Company, now playing in Orlando, will put on their second midnight show at the Milane Theater.

Wednesday, the 20th, Shrine parade at 11 A. M., led by Illustrious Potentate Edward J. Burke of Morocco Temple, Jacksonville; Morocco Temple Band under the leadership of Noble Cy Washburn, followed by the Morocco Temple Patrol under command of Captain Hitchcock; immediately after the parade, exhibition drill by Morocco Temple Patrol in front of Armory. At 12 o'clock a lunch will be served to the Nobles and their wives; at 2 P. M. the first section of the Ceremonial; at 5:30 P. M. a band concert by Morocco Temple Band, and at 9 p. m. the Shrine dance.

## THE POWDER PUFF BEAUTY SHOP

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



SEE PAGES SIX AND SEVEN FOR THE CONTEST

## NOW, NOW! ORLANDO WINS THE \$5

WITH DEEP EMOTION WE BREAK THE CONTEST NEWS TO OUR THOUSANDS OF HOME READERS

A bit of determined repartee drifting in from "The City Beautiful" carries off the GRAND PRIZE in the Misspelled-Word Contest this week; and here at home another "keepsake" has been hoarded. This is not the first instance of a small boy belittling a large man even in his own estimation. Here is this week's winner:—

"Dear Editor:

"Accessories" should be 'accessories' in the advertisement of San Juan Garage, eighth line.

"I was rather amused recently when passing by a farm-house in Seminole County to hear a farmer address a little boy tending some hogs with, 'Hello, Sonny, how are you and the hogs?' The little boy replied promptly, 'Fine! How are all your folks?'

"Respectfully submitted,

"MYRTLE L. HAIMAN

"Apartment 3, 214 North Rosalind Street, Orlando, Florida."

Last week's Winner acknowledges her appreciation in the following:

"Dear Publisher:

"In regard to what I shall do with the Five Dollars in Gold, this being the first luck that has ever befallen me in a contest, think I will take the gold-piece as a 'keep-sake.'

"I enjoy the magazine so much that I always look forward to its arrival.

"Thanking you for the Prize and wishing you much success in SANFORD TODAY, I am,

"Sincerely,

"RUTH MOSS."

Here are the Jokes and Bright Sayings that win acceptance Prizes this week:

FROM MRS. L. E. SPENCER

A fifth-grade teacher asked her class to give a sentence using the word, "notwithstanding."

After a little time Johnnie raised his hand, waving it frantically in the air.

"All right, Johnnie, what is it?"

"Father wore out the seat of his pants but not with standing."

FROM MISS MARY MAUSER

The Sunday-school teacher was explaining to the class how God made the world, and she said, "On the sixth day God made Man."

Little Danny: "Teacher, when did he make the ladies?"

FROM MRS. WARREN TYLER

Colonel Berry's wife and daughter had been visiting friends, and returning late were challenged by the sentry on duty.

Sentry: "No one allowed to enter this camp tonight."

Colonel's wife "But we are the Berrys."

Sentry: "I don't care if you are the cat's pajamas, you can't come in tonight."

FROM MRS. J. H. WRAGGE

Daddy: "What do you think of your new Mama, Elsie?"

Little Elsie: "Well Daddy, if you took her for 'new' I think you got hit."

## MRS. BROWN ATTENDS INTERNATIONAL LIBRARIANS' CONFERENCE

EDITOR'S NOTE.—Mrs. Anne Van Ness Brown, Sanford Public Librarian, in writing this interesting account keeps a promise made to SANFORD TODAY before her departure several weeks ago upon midsummer vacation; a vacation which turned out to be not all play, as so often happens to persons whose conception of their work is to put into it considerably more than they take out of it, and call the day's account square. Mrs. Brown's contribution suggests a regret: It is a pity that persons who can write well don't write oftener. We hope Sanford's able Librarian will.

BY MRS. ANNE VAN NESS BROWN

Public Librarian of Sanford

The fiftieth anniversary of the American Library Association, known by librarians as the A. L. A., was commemorated by an international conference held at Atlantic City and Philadelphia, which was attended by 2500 representatives from all parts of the world. Headquarters were established at the Ambassador Hotel at Atlantic City, where with the Chelsea and Ritz-Carlton the guests and delegates were entertained.

Mr. Charles F. D. Belden, librarian of the Boston Public Library, presided as President of the Association.

Among the prominent foreign delegates were P. W. Kuo, President, Southeastern University, Nanking, China; K. Matsumoto, Director, Imperial Library of Japan, Tokyo; Camille Gaspar, Bibliotheque Royale Belgique, Brussels; Mmme. L. Haffkin-Hamburger, Director,

All-Union Lenin Memorial Library, Moscow; Hugo Kruss, Direktor der Preussische Staatsbibliothek, Berlin; Thor Magnus Anderson, Universitets Biblioteket, Oslo, Norway; Pierre Roland-Marcel, Bibliotheque Nationale, Paris; Henry Guppy, President the Library Association of England; Ernest A. Savage, Librarian, Edinburgh; and Lord and Lady Elgin.

Most interesting addresses were given by each of these guests, but the orator of the occasion was P. W. Kuo of China, who won the entire audience by his mastery of English and fluency and ease of delivery. Mme. Haffkin-Hamburger had the distinction of having lived in Russia during all the changes of administration of the Russian government.

All phases of library work were touched upon in the addresses given, and many delightful social functions were held, including a general reception and special luncheons and dinner parties. There were nine delegates from Florida, and a delightful Florida breakfast was held at the Ambassador Hotel, which was presided over by Mrs. Brown, who had the honor of representing this State at the Council meetings. The special guests at this occasion were George B. Utley, Librarian of the Newberry Library, Chicago, and formerly librarian at Jacksonville; and Charles W. Carroll of Philadelphia. Another pleasant feature was a breakfast given by several members of the New York Public Library who were former associates with Mrs. Brown.

The gala day of the conference was October 6th, the fiftieth birthday of the American Library Association. Special trains were char-

tered for Philadelphia, where a nanniversary program was held at Drexel Institute.

A sight-seeing trip in Philadelphia and a trip to Princeton were additional features, and at the close of the session Dr. George H. Locke, Librarian of the Public Library at Toronto, who won many friends by his charming personality, was elected President for the coming year.

At the Sesqui-Centennial the A. L. A. had an unusually fine exhibit, illustrating the work that is being done and the progress made, and it seemed very fitting that the jubilee of the American Library movement should have occurred at this time and should be a part of our national program.

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## FORMERLY MISS—

These marriage licenses were issued lately from the office of the County Court:

Carl P. Steele, 23, and Blanche Pearson, 23, marriage ceremony performed by Justice of the Peace Lovell.

Joseph L. McKellegan, 28, and Minnie Pearl Taylor, 35, ceremony by County Judge Sharon.

L. Norris, 49, and Mamie Daugherty, 29, ceremony by Judge Sharon.

Elmer A. Barnes, 27, and Bessie Bell Olden, 29, ceremony by Judge Sharon.

C. E. Smith, 28, and Evelyn Smoak, 23, ceremony by the Rev. E. D. Brownlee.

Carl E. Chopering, 23, and Georgia E. Oakley, 21, ceremony by the Rev. W. P. Buhrman.

W. W. McCormick, 23, and Joan Mallory, 21, ceremony by Judge Sharon.

Lawrence G. Mayo, 49, and Ethel Riggins, 48, ceremony by Judge Sharon.

Chas. E. Jordan, 22, and Martha D. Smith, 20, ceremony by the Rev. James A. Johnson.

W. H. Guy, 43, and Abbie Carter, 33, ceremony by Justice Lovell.

James Avery and Daisy Pitchet, ceremony by Justice Lovell.

Roy Tucker, 24, and Maud Small, 21, ceremony by Judge Sharon.

August Boeliler, 22, and Marietta Peel, 15, ceremony by Judge Sharon.

Willie Simmons and Janie Murray, ceremony by Justice Lovell.

Jerry E. Tuten, 23, and Catherine E. Cantrell, 22, ceremony by Judge Sharon.

Leroy Carrington, 23, and Gertrude Connell, 21, ceremony by Cassandra Schultz, Notary Public.

Carl Markham, 36, and Fern E. Hicks, 24, ceremony by Judge Sharon.

## RIVER CAPTURES S. S. EDITOR

NEW YORK TRAVELER RHAPSODIZES  
OVER "OUR" ST. JOHNS

"For intense interest every foot of the way there probably is no 24-hour journey in the United States that can compare with the St. Johns River trip between Jacksonville and Sanford," said Gordon H. Place of New York, Editor of *Agavi Steamship News*, official organ of the Clyde Steamship Company, who was a visitor to Sanford lately.

"Thousands of Americans have gone over the sea to Egypt to see the Nile and its crocodiles and its palms—when they could see the alligators and the palms of the St. Johns. The river is well called The American Nile. It needs only a faint imagination on this remarkable stream to transport one to the Land of the Pyramids.

"The water hyacinth with its orchid-like blooms of peculiar loveliness and beauty; the palms against the sky; the Spanish moss festooning the trees; the strange air-plants one occasionally sees; the splendid beauty of the white ibis; the grace of the blue heron—and the thrill of seeing the alligator in the dark water—all these form a combination of interests that makes the St. Johns River trip one of the most alluring, one of the most fascinating, in America. And when your gorgeous Southern Moon comes up behind the palm trees, marking their delicate fronds in sharp silhouette against the golden light—that is the very last word in loveliness and natural splendor.

"It was no mean advice given by the late Fisher Harris, that Western pioneer in American travel promotion, when he said with justifiable emphasis, 'See America First!'"

For Sanford — For Seminole — For Florida  
NEW JERSEY QUERIES US

The State Chamber of Commerce last week appealed to local chambers to forward it at least twenty-five copies of each piece of description literature they have prepared, in order that it might be used for distribution to inquiries. In this connection the Chamber within the last few days has forwarded to the Public Library at Camden, New Jersey, at its request, a collection of 100 pieces of such description

# AMATEUR TALK SPORT

By DuBose

Sanford High's football team has just gone through a hard week of practice in preparation for the hardest game of the season, the game that means more to the school than any other to be played this season: the struggle with Orlando High which is scheduled for this Saturday afternoon. Orlando has long been Sanford's biggest rival in sports, and to win "the Orlando game" is to have "a very successful year in athletics."

Sanford High although defeated last week by Putnam High of Palatka is in better shape than it has been for any game this season. The acquisition of three new boys this week—Fordham, Stotesbury, and Fordham—should give Sanford the edge, for all three seem to be natural football players. Captain Thompson, who was hurt in the Palatka game, is back in uniform and playing hard. The rest of the team are in good shape and will be ready when the opening whistle blows this afternoon.

Three good scrimmages have been held this week, and Thursday and Friday were taken up with signal practices. The line is much better than it has been at any earlier time this season, and the backfield seems to have completely recovered from the game of last week.

One of the biggest troubles with the team last week was the frequent fumbling by the backfield, which caused many of the gains made by the team to be spoiled. This trouble seems to have been overcome.

Coach Hugh Wheelchel is strongly optimistic regarding the chances of the team against Orlando today. If the team receives no bad breaks he thinks the game will be chalked up for Sanford.

Season tickets have been on sale all week and it is hoped today's crowd will be a big one. The new bleacher seats are in place. There is now seating capacity for 600 on one side of the field.

Sanford High's soccer team was rather badly defeated by the strong Groveland team Wednesday afternoon. Groveland was last year's State champion and is making a strong bid for the banner again this year. It is no disgrace to be defeated by Groveland, for it is one of the best teams ever seen in this part of the State. Sanford High put up a game fight but was overwhelmed by the more experienced and heavier team.

matter covering virtually every part of Florida. None of this material will be casually examined and then thrown into a waste basket. The Camden Library places them in its file and cites them to its patrons as a complete source of information concerning Florida.



## SEMINOLE AWNING SHOP

309 E. 2d Street

Phone 11

For Sanford — For Seminole — For Florida  
**40 MAKES OF AUTOS FOR FLORIDA**  
COUSIN HENRY'S FLIVVER LEADS THE LIST  
WITH 20,000, CHEVROLET NEXT

Motor cars in Florida, including passenger cars and busses, trucks and cars, and trucks owned by municipalities, counties, and the State, numbered 414,983 on June 30, according to statistics supplied to the Florida State Chamber of Commerce by Comptroller Ernest Amos this week. In addition there were 1,146 motorcycles, and the Comptroller had issued 3,106 dealers' demonstration tags and 8,848 licensed chauffeurs' badges, up to that date.

Leaping Lena the festive flivver was cock of the walk, no less than 20,342 of her having been licensed. There were nearly four times as many Fords in the State as any other make of car, the Chevrolet occupying second place with 5,656. Only eight other "brands" were represented by 1,000 or more: Dodge 3,016; Buick 3,001; Chrysler 1,918; Essex 1,701; Nash 1,665; Hudson 1,557; Studebaker 1,440, and Overland 1,271.

The figures reveal there were operating in the State: Hupmobiles 888; Oakland 874; Cadillac 766; Willys-Knights 674; Stars 626; Oldsmobiles 572; Packards 494; Jewetts 325; Jordans 324; Lincolns 324; Pontiacs 178; Paiges 167; Peerless 143; Reos 132; Marmons 128; Pierce-Arrows 119; Flints 116; Chandlers 114; Cleverlands 110; Auburns 108; Rickenbackers 95; Dianas 93; Willys-St. Claires 87; Franklins 85; Locomobiles 66; Moons 60; Velies 47; Stutzes 34; Gardners 18; Elears 1.

These figures have changed all along the line of course, since June 30, as a result of an increase in the number of automobile owners, the issuance of licenses for cars brought into the State from elsewhere, and the substitution of new cars by purchasers who have changed from an old car of one make to a new one of another. But proportionally the numbers probably remain the same.

What's yours?

## OPENING

Saturday, October 16th

## Seminole Drug Store

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## Awnings Large or Small

We are awning makers. In stock we have all the latest materials for awnings; we invite you to come and select the colors and quality you want, after which we will make the necessary measurements and give you our estimate for making and hanging your awnings in place. For comfort's sake use awnings and keep out the midday glare from the house.



# BUILDING ACTIVITIES

THE CITY  
SUBSTANTIAL

In and Around SANFORD

THE CITY  
PROGRESSIVE

## For Sanford — For Seminole — For Florida BUILDING IN 59 FLORIDA CITIES

RECORD COMPILED FOR MONTH BY STATE  
CHAMBER OF COMMERCE

*Sanford Lags—and Will Regret It!*

Fifty-nine Florida cities and towns during the month of September issued building permits totalling \$12,305,376, the Florida State Chamber of Commerce announced. In two instances, Fort Lauderdale and Miami Beach, the figures were only for the first seventeen days of the month, conditions resultant of the hurricane of September 18 having made it impossible to obtain the record for the remainder of the month.

Miami led the State with a total of \$2,537,353, of which sum \$844,496 was for new construction and \$1,692,857 for repairs or reconstruction made necessary by the hurricane. Miami

Beach, the first seventeen days of the month, issued permits aggregating \$321,775, while Fort Lauderdale during the same period authorized \$43,640 worth of construction. Other points in the million-dollar class with Miami were Coral Gables \$1,112,654, Jacksonville \$1,216,617, and Orlando \$1,052,297.

The September total thus far is approximately \$2,000,000 below that of either July or August, the leanest months of 1926, but it is believed reports from points still missing and the missing figures from Fort Lauderdale and Miami Beach would more than make up the deficit.

The individual totals are:

Arcadia	\$ 15,800
Avon Park	51,118
Bartow	22,630
Bradenton	286,730
Clearwater	181,366
Coral Gables	1,112,654
Dade City	55,395
Davenport	41,000
Daytona Beach	592,350
DeLand	191,665
Delray	15,000
Dunedin	13,700
Dunnellon	19,500
Eustis	155,550
Fernandina	2,550
Ft. Lauderdale*	43,640
Fort Myers	43,425
Fort Pierce	17,025
Flagler Beach	6,800
Gainesville	48,050
Greater Palm Beach	229,790
Gulfport	27,600
Haines City	15,365
Hollywood	41,300
Jacksonville	1,216,617
Lakeland	834,650
Largo	16,100
Lake City	12,300
Lake Wales	81,015
Lake Worth	76,150
Leesburg	13,845
Live Oak	29,000
Melbourne	30,875
Miami	2,537,353
Miami Beach*	321,775
New Port Richey	45,000
New Smyrna	27,600
Ocala	65,135
Orlando	1,052,297
Palatka	31,060
Palmetto	7,500
Panama City	190,000
Pensacola	21,730
Plant City	32,913
Punta Gorda	4,800
St. Augustine	80,520
St. Petersburg	672,600
SANFORD	89,799
Sarasota	112,382
Sebring	23,400
Stuart	17,925
Tallahassee	68,305
Tampa	916,077
Tarpon Springs	86,800
Tavares	15,000
Titusville	15,100
Vero Beach	27,250
Winter Haven	128,500
Winter Park	175,000
Total	\$12,305,376

\*No permits issued since September 17th.

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