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SANFORD TODAY

OCTOBER
23
1926



THE EAGLE TO SURMOUNT
THE CITY'S WORLD WAR
MEMORIAL FOUNTAIN

IN THIS ISSUE



*HOW YOUR SHERIFF
HANDLES BAD MEN*

FLORIDA—A PAGEANT

*PLAIN TALK ABOUT
OURSELVES BY ONE OF US*

A SANFORD BEAUTY

*DO YOU BELONG TO
THE CHURCH YOU'RE IN?*

WEEK'S PRIZE-WINNERS

*HAMILTON HOLT TALKS
ON FLORIDA BEAUTIFUL*

HE! GOSSIPS OF MAIN STREET



Faith in Florida

The Atlantic Coast Line has under construction in Florida the following projects:

The Perry-Monticello cut-off, that will open a new through rail route between Central Florida and the West Coast to the Middle West. It will be ready for freight traffic early in 1927.

A line from Immokalee to Deep Lake that will give through rail service to Everglades;

Sixty miles of double track between Trilby and Richland, about 40 miles of which have been completed and placed in service;

The largest locomotive repair shops under one roof on the Atlantic Coast Line, at Tampa;

New shops for running repairs at St. Petersburg, Ocala, and Dunnellon.

The Tampa Southern, a subsidiary, is building a line from Sarasota to Fort Ogden.

The Fort Myers Southern, another subsidiary, is building from Fort Myers to Marco. This line has been completed as far as Naples and train service will be inaugurated to that point this fall.

Construction has been authorized of a line from Thonotosassa to Richland that will provide a new short route between Tampa and Jacksonville.

Scores of other improvements throughout the State are in progress.

This program is designed to supply Florida with the best possible transportation facilities;

It will not be slowed down or curtailed

Atlantic Coast Line Railroad Co.

THE STANDARD RAILROAD OF THE SOUTH

SANFORD TODAY'S CLASSIFIED DIRECTORY

ARCHITECTS

ELTON J. MOUGHTON
505 First National Bank Building
Phone 307

BARBER SHOPS

STAR BARBER SHOP
Will Appreciate your Custom
111 South Park Avenue

HILTON'S BARBER SHOP
Eight First Class Barbers
113 Magnolia Avenue

CAFES

AMERICAN AND LINCOLN CAFES
207 W. First St. 402 W. First St.
All-American Home-Cooking

CLEANERS AND DYERS

HADDOCK STEAM PRESSERY
105 South Palmetto Avenue
Phone 346-J

SEMINOLE PRESSERY

Dry Cleaners
Phone 861 220 Magnolia Avenue

DRUG STORES

SANFORD DRUG COMPANY
"Rexall Store"
Phone 325 Sanford, Florida

DRY GOODS

SANFORD DRY GOODS CO.
S. A. Irwin
Cor. 2nd and Sanford Avenue

FRUIT STANDS

DO YOU LIKE FRUIT, FRESH OYSTERS?

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

GROCERIES

PIGGLY - WIGGLY
222 E. First St.
405 Sanford Ave.

MARKETS

KENDALL'S FISH & POULTRY MARKET
Live and Dressed Poultry
217 Sanford Ave. Phone 478-W

MILK PRODUCTS

BURGESS MILK PRODUCTS COMPANY
Pasteurized Products, Milk, Cream, Butter
110 W. Second Street Phone 766

RESTAURANTS

SIE'S PLACE IS THE PLACE TO EAT
Valdez Building
Phone 24 Sanford, Florida

SANITARY CAFE

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

SEWING MACHINES

Reconditioned, second-hand sewing machines
for sale.

Jas. J. H. Hathaway Phone 261-W
110 E. Third Street

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



SANFORD TODAY

FOR SANFORD — FOR SEMINOLE — FOR FLORIDA



THEY SAY THIS IS FLORIDA'S MOST INTERESTING WEEKLY

VOLUME ONE

SATURDAY, OCTOBER 23, 1926

NUMBER FIFTEEN

HERE IS a most delightful letter from New York, written the Editor by Charles F. Chase, brother of City Commissioner S. O. Chase: "Jackson Heights, N. Y. "105 Twenty-third Street "October 15, 1926

"EDITOR SANFORD TODAY—

"In your issue of September 25 (in which there is an interesting account of an interview with my brother S. O.), let me commend the giving of prizes as a means of fastening the attention of your readers to your advertising pages.

"Of course it is too late for me to hope to win a prize, and even if I were so fortunate as to receive the award, it would cost many times the \$5 in Gold to enable me to 'call in person' to enable you to hand it to me.

"To show you that your scheme is effective in inducing me to read the advertisements, let me report that the misspelled word in the above issue is Guaranteed ('Guaranteed'). It is on the 25th line from the top of the page and immediately over 'RINES FILLING STATION'.

(ANECDOTE)

"When visiting my brothers in the '80s, at which time they were in the insurance business in an office in the old Post Office building, an incident occurred that struck my funny-bone and has remained ever since in my memory.

"Among the few merchants in Sanford in those days was one who had a cigar-store around the corner and not far from Doyle's department-store. One morning on reaching their office my brothers found a note attached to the knob which read:

"If you want a safe risk take a line on _____'s cigars—

THEY WON'T BURN."

If the wag who attached the note is still in the land of the living (I never knew who he was) he may recall the incident. I am entirely confident my brothers can. Such Old Timers as are still able to navigate under their own steam will remember the one who sold the cigars. My recollection is that

Talk o' The Town

he passed to his reward many years ago.

"I would like another copy of your September 25th issue if you care to send it.

"Yours truly, CHAS. F. CHASE."

It would never do to mar such a first-water anecdote of old Sanford days by advertising to the fact, the very satisfactory fact, that the advertisements in this Magazine are read line by line in New York as well as in Flor—Oh, but we said we were NOT going to mention that excellent fact.

(But we'd like to!) The question arises, What shall be done in the matter of a Prize for our genial and valued friend Mr. Chase?

We are not only willing but delighted to waive rules for so distinguished, entertaining, and distant a Contestant who has picked the misspelled word and turned out the best Anecdote of the Contest—we waive as of no effect in his case the not-more-than-50-words Rule, we even waive the date-within-the-Week Rule; but how shall we get around the Rule which requires us to pay the Gold Piece to the Winner in person in the office of the Magazine? Mr. Chase himself echoes "How?"

Could that Rule be foregone a precedent would be set which might act to deprive us of the pleasure and advantage of meeting face to face a number of future Gold Prize Winners—Orlando, for example, won last week's Prize, and as Orlando also is very distant with relation to The City Beautiful Winner might protest the trip to The City Substantial. Were it not for such considerations we would achieve for this Magazine a fine piece of publicity: We'd pack a specially shiny Gold Piece in a very neat box, address it plainly to Mr. Chase in New York, photograph the package, send the latter via American Railway Express, and publish the former in these pages!

But *this* can be done—and before you read the paragraph it will have been done: Ask Mr. Charles F. Chase to do this Magazine the honor of accepting five one-year subscriptions to SANFORD TODAY, the equivalent of the Prize he has won under waiver of rules, we to mail the copies weekly to five persons whose names he shall supply.

It is most gratifying to know how far-reaching is the effect of advertisements published in—Oh, but we (Continued on Page Six)



MISS HELEN WILSON

Chosen by the Judges for This Week's Representative in SANFORD TODAY'S Sanford High School Beauty Club Contest. Story on Page Eleven.

A WEEKLY
THOUGHT FROM

ROLLINS COLLEGE

EDITED BY
A. J. HANNA

Winter Park, October 22, 1926

Floridians interested in the movement to make this State a "land of flowers" in reality as well as in name, gathered in Melbourne this past week to discuss problems relating to the Beautification Program being sponsored by the Florida State Chamber of Commerce. Karl Lehmann of Orlando, who is Chairman of the Beautification Committee of the Chamber, was in charge of what proved to be a most successful gathering, finely illustrative of the state-wide interest in the preservation of Florida's native beauty and the development of Florida architecture along Mediterranean lines.

Mayor Clyde Trammell of Melbourne extended a gracious and complete hospitality to the delegates and spent the entire day looking after the pleasure of his City's guests. As a result of the meeting much activity has been stimulated toward the object of the convention.

Among the speakers was President Hamilton Holt, who discussed the Mediterranean type of architecture and used the new plans of Rollins College as an example. In part he said:

"The American people are just beginning to realize the profound effect environment has upon human character. We have long known that the slums and back alleys of large cities have degraded character, but we have only begun to realize that beauty has an equally strong influence for the ennobling of character. Why is it that a Western mining town of the old type is repulsive and a Florida boom town attractive? It is because one is built of ugliness and the other of beauty.

"Some sage has said that we should not make people good in order to make them happy, but that we should strive to make them happy and they would then be good. There is nothing so conducive toward happiness as beauty of physical environment.

"While in other climates the Gothic, the Colonial, or the Queen Anne may have special advantages, it is the general consensus of opinion, I think, that a combination of the Spanish, the Italian, the Moorish, and the Indian, known as the Mediterranean, is the best type of architecture in this tropical and sub-tropical land of palms, bamboos, and orange groves.

"During the past year I have visited every section of Florida which claims to have beautiful buildings, and I have also visited Southern California. It is quite evident, both from my observation and from unbiased corroborative testimony, that the best examples of adapted Mediterranean architecture in America are to be found at Coral Gables in Miami. There may be individual buildings in other parts of Florida that are quite as good or better, for instance the matchless Rolyat Hotel near St. Petersburg, but on the whole the general scheme of architectural harmony and colors blending into the landscape, which has been created at Coral Gables, is the best.

"I am happy to say that George E. Merrick, the presiding genius of Coral Gables, who is a Rollins man, has donated the services of the Coral Gables architects and artists to see that the new Rollins campus shall be the last word in Mediterranean architecture. This, intensified by beautiful landscaping, will, we hope, develop into the highest achievement of luxuriant Florida."

"The resources of Florida are so rich and varied its climate so soft and genial, and all its conditions so inviting, it must inevitably and speedily become one of the foremost States in the American Union. Already its rapid progress is most wonderful.

FLORIDA—A PAGEANT

SOMEWHAT AFTER THE MANNER OF *HIAWATHA*

*In their wigwams dwell the Redmen
Deep within primeval forests,
'Neath the tall pines by the rivers,
By the lakes of sparkling waters,
By long lines of sandy beaches
Where the Ocean beat upon them.*

Through the Everglades in silence,
Still and stately as the sea gulls
Glided in canoes of birchbark,
Lived they on wild fruits and berries,
Lived they on wild game they captured,
Hunted with their bows and arrows.
Redmen with war-paint upon them,
Armed with darts and tomahawks,
Creeping through the swamps of cypress
Like so many shadows stealing,
Ever watchful for the foe man
Of some other tribe to meet them;
Lived they as their fathers taught them,
Never making any changes;
Never seeking higher levels,
Never shaping life more noble,
Never striving to be better.
So the Paleface sailors found them
When they settled down upon them
On the sun-kissed verdant sky-line,
Verdant shores of Florida.
Thus it was De Leon found them;
Thus it was they met DeSoto
With his thousand knights in armor,
But they slew those Spanish yeoman,
Counting not their sacrifices,
And for years four hundred, battled,
Battled with the odds against them
Ere they yielded up their homeland
To the White man's yearning greed.

Gone is now the Redman's glory;
Broken is his hand of might,
Shattered is his arm of power;
Scattered are his tribes once valiant,
Feeble are his furtive wailings;
But his end is not in sight.
Where the warwhoop once resounded,
Where the boundless forests sheltered
Only savage men and wild life;
Where the drifted sandy beaches
Marked no sign of occupation,
Where the crystal lakes and rivers
Bore no commerce on their bosoms,
Now are clustered homes and hamlets;
Now are cities with their sky-lines
Marked with lofty habitations—
Marked with buildings towering skyward—
Harbors filled with ships of commerce—
Lakes and rivers, Nature's highways,

By long lines of railways bordered,
Bearing fruits and garden products,
Values running into millions;
Yielding with unstinted fullness
When the North is deep with snowdrifts,
And the ice on lake and river
Growing thicker, thicker, thicker,
And the blizzards from the Rockies
Sweeping plains all bare and dormant;
Where the mountains, gray and hoary
Underneath their sheets of whiteness
Like the whiteness of fine linen,
Lift their frozen summits proudly,
Towering in majestic grandeur
Like brave sentinels proclaiming
To the stars their silent story
Of a world not dead but sleeping,
Waiting but the breath of Springtime
For its resurrection morning,
Housed and sheltered every creature;
Quite reigns in home and halmet.

Millions then from ice-bound Northlands
Seek the haunts where Redmen rambled
Free and happy through the ages
In the days of long ago.
Come they by the scores of thousands
To this land of warmth and sunshine.
Come they by long trains of autos
And by every means of transport
To this vale of living waters
Never marred by ice or snowstorms;
Come they from all States and Countries—
Every year in greater numbers
To this common winter playground—
To this playground in the Southland
Where the seasons change but slightly,
Earth arrayed in matchless beauty,
Nature smiles with lavish kindness
On this Garden of the Nation's,
As o'er lake and vale and river
Breezes blow of tonic mildness
From the Gulf Stream round about it
And the fragrance-freighted tropics,
While reflected in the waters
Are the verdant shores surrounding;
Feathered brilliant forest songsters
Sing the songs Creation taught them,
Till it seems that heaven draws nearer
In this music of the Southland,
In this land of perfumed sunshine

*Where the Redmen dwell in wigwams
By the lakes of sparkling waters,
Deep within the cypress forests
In the days of long ago.*

Written By
H. Burt Strickler
FOR SANFORD TODAY

Who's Who In Sanford

—AND JUST WHY—

A RECORD—NOT A RHAPSODY

CHARLES M. HAND

IN THE MORNING the Sheriff of Seminole County was to hang Percy Bayliss in the Sanford jail-yard. Bayliss the negro had murdered the Sheriff's favorite Deputy, Cleveland Jacobs, in cold blood. The crime happened the 14th of September, 1922, and now it was a late afternoon in the succeeding March.

The Sheriff sat in his automobile, parked at the curb in Palmetto Avenue, and quietly surveyed a crowd "from the sticks," men and young men come into town prepared for an all-night stay. They proposed to "see that the nigger swing!" There in front of the jail building loomed the makings of a first-class mob. Occasionally they looked across the street and their eyes met the mild glance of the big-bulked Sheriff in his car.

A Western Union boy on a bicycle rode up and handed the Sheriff a message. He signed. Presently, mildly while the crowd across the street stared, he slit the yellow envelope with a forefinger. With the indifference of a man who cups a poker hand he held the opened sheet, and as indifferently scanned it. The companion seated beside him had only his curiosity for his pains. After a while the big Sheriff roused himself enough to start his car and drift away.

The crowd shifted restlessly; buzzed. It felt cheated. What was that telegram he got? Was it from the Governor? A reprieve? Damn that. It would take more than a reprieve to save that nigger's—

The big brass gong in the Fire Station next door the jail went off in their ears like a thousand bricks hitting a tin roof—no wonder they jumped! Motors roaring, siren wailing, the apparatus tore out of the house and away. With yells the crowd from the sticks ran after. Half a mile off a column of smoke rose, and red stabs of flame.

Behind the jail a big-bulked man of mild eye directed the lifting of a handcuffed, blanket-wrapped negro into a closed automobile. Through gathering dusk the car sped away. The same man had the wheel. In the tonneau two Deputy Sheriffs put away sweaty handkerchiefs, re-examined the irons on their prisoner, and agreed that setting fire to a shack might be all in the day's work but sure was some warm job.

Long after dark had settled over Sanford a certain crowd from the sticks surged up to the jail-house door to read a telegram there posted. It was from a tall, heavily-built man of mild ways, and it merely stated that the Governor of Florida having reprieved the negro Percy Bayliss, and he the Sheriff having removed the prisoner from Seminole County, the execution scheduled for next morning was postponed. While a displeased crowd was venting its vocal opinion in front of the jail in Sanford, the murderer of Deputy Jacobs was being locked up in the jail at Tampa.

Ten days later the mild-mannered man brought him back, and eighteen inches of the knot-end of the noose with which he hanged him sagged from a nail above his desk to this day. Very close had been his friendship with Deputy Jacobs.

CHARLES MOONEY HAND, your Sheriff, was born on a farm in Union County, New Jersey, March 31, 1870, the son of Henry Hand, farming blacksmith, and Elizabeth Mooney. And now this is "Charlie" speaking:

"My father was a great hunter and sportsman. In fact it was his love of hunting more than anything else that decided him to bring his family to Florida to live, in 1879. He was

a crack wing-shot and trapman, and he so surprised the natives here by his expert shooting of birds on the wing that they followed him about to see him perform—until they interfered with the game and he sent them away. They had been used to shooting their game off the trees and on the ground; pot-shooting; my father despised such 'hunting' and wasn't slow to tell them so. In this part of Orange County, then, game was very plentiful, almost anything from quail to bear.

"We settled first in Mellonville—there wasn't any Sanford—and soon moved to a point back of Longwood on the Wekiwa River; there my father homesteaded 160 acres, and we lived alternately on that site and in Longwood, he and mother and my brothers Walter and William. One of the first things my father did after we came here was teach us three boys to hunt and fish. He made the first gun I ever owned; he sawed off the barrels of an old breech-loading shotgun and attached them to a stock that would fit my nine years. The first time I shot it I was in a boat alone on the St. Johns, and both loads of shot tore through the bottom of the boat. The recoil kicked me overboard, but I managed not to let go of the gun. Somehow I paddled the sinking boat to shore, and brought the gun along.

"Oh no, my father didn't punish me! He was too good a sportsman to do that. He just cautioned me. I've had guns, different kinds of guns, in my hands pretty much ever since but I've never had another accident with one. And in all my thirty-four years as an arresting officer I have never had to shoot a man."

When Charles Hand was seventeen the Orange Belt Railroad (Monroe to St. Petersburg) was put in operation, at first as a mule-power log-hauling tramway fetching sticks out of the woods into Longwood. He got a job driving one of the mule-cars, was advanced to brakeman when mules gave way to wood-fired boiler and steam, and at eighteen was a full-fledged passenger-train conductor, probably the youngest in the country. Some persons raised the question of whether his youth did not bar him from such a station, but train-conductor he kept on being. This narrow-gauge transport connected at Monroe with the J., T. & W. for Jacksonville, and presently lengthened its line by entering Sanford.

"Oakland," recounted Sheriff Hand, "was the road's headquarters. Leaving there early in the morning, our schedule called for an hour's stop in Sanford and made us due in St. Petersburg about five that evening. Sometimes we wouldn't arrive there, though, until next morning. Why? Well, there were different reasons. The road was rough and the track on some stretches unfinished; no ballast to speak of, either. Sometimes there would be no stack of cord-wood where one ought to be alongside the right-of-way, and the whole crew would have to get their axes and go into the woods and chop. Sometimes passengers would climb out and take a hand with us."

"Any rough passengers to carry?"

"Well, yes. Now and then but not so often. Once in a while we would run down and kill cattle on the tracks, and then there would be some gunplay at a nearby station. I never shot anybody, but occasionally you had to use your pistol as a club and knock somebody out before you could take his gun away. One time a half-drunk nigger got on my train at San Antonio with a Winchester rifle and started to shoot it up. I took the gun away from him and put him off, not knowing he had a pistol. From the ground he shot at me, and from the plat-

LESS GOSSIP WOULD DO

By CHARLES M. HAND
Sheriff

WRITTEN FOR THIS MAGAZINE

It seems to me that what Sanford needs more than anything else is less pull-back, more shove. More interest in one another's success, more of the spirit of wanting to see our neighbor as well as ourself succeed, more willingness to put ourselves out a bit if that will help him to get where he wants to be.

I think we often forget that our neighbor's disappointment is partly our own failure instead of all his. I would like to see in my community, which I love better than I could love any other spot on earth, more cooperation socially, morally, and in business.

I think we would all be better off if there were fewer idling men on First Street. An idle man on the street can be just as big a gossip as any back-fence sister that ever loafed to talk. And gossip is rank poison in a small city like ours.

As for the young people of today, they already have too many accusers but are considerably to blame for it themselves. They seem to lack a sense of responsibility, to have their eyes all on today and a good time and never mind where next year's meals are coming from. I'm not sure this easy-money period is going to keep up with their pace and last as long as they'd like. I wish our boys would think less of big-legged pants and more about a big-legged future. I wish our girls would think more about getting ready to be good wives or good employees. At heart they're both pretty sound.

form I shot. Never knew whether I hit him. It was night and my train was moving out. Next day as we went by we and the passengers saw his body hanging to a tree beside the right-of-way. I suppose some of my friends along the line heard of the shooting and took him and lynched him. It was about the only way to do, in those days. Why yes, I was a right good-sized youngster; six foot one and weighed a hundred and eighty."

At twenty-two the young man quit railroad-ing and started in a small way in the draying, livery, and stock-sales business in Sanford, and in a short time with his brother Walter built up the largest trade in that line in central

(Continued on Page Twelve)

Edward Higgins, Inc.

Lincoln FORD Fordson
NEW MODELS NOW ON DISPLAY



N. Palmetto Ave. - Phone 331

For Sanford — For Seminole — For Florida

SANFORD TODAY

THE WEEKLY MAGAZINE OF SANFORD
AND OF SEMINOLE COUNTY

PHONE 801

Published every Saturday at Sanford, Florida
411 First National Bank Building.By Sanford-Seminole Magazine Company
I. S. SAYFORD Editor

Subscription: A dollar a Year, in Advance

Official Chamber of Commerce news

Advertising Rates on Application
F. E. Bradley Advertising Manager

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

Application Pending for entry as Second
Class Mail

Vol. I Saturday, October 23, 1926 No. 15

Talk o' The Town

(Continued from Page One)

were not going to advert to that. See Pages
Six and Seven.

Some deserts are worth while for their oases. It's true of the sand-wastes and true of the life-wastes. Life like its dead past the desert, has its choking storms, its heart-chilling sudden nights, its false distances, its silver mirages, its lost trails to nowhere, its flaking wrecks beside the poisoned wells. Those, and its oases somewhere between journey's start and the white paradise of the grave.

Study travelers, strong travelers, often weather through to journey's end and miss every oasis. But the tender, the very young, the children who must face away into the desert of life, they must find the resting places or they perish. We when we do not guide them there, help them to perish; bid them perish. As we hurry on.

In a Sanford home, a home of comforts, of gentleness, of culture, the home of the Arabi Clarksons, three such tender travelers are learning what they should know of life in the safe shade of an oasis. Two splendid young boys and one exquisite child, a girl. From an oasis depot—we'll call it that—in the chief city of the State they were brought here for adoption. It is one of a chain of like beautiful stories that lie between the Florida Children's Home Society and the homes of some of Florida's great-hearted people.

One such flowering act is enough to redeem a thousand cruelties of life in the desert of life.

BAPTIST

Mrs. H. C. Peelman, Secretary of the Woman's Missionary Union of Florida, addressed the officers of the Woman's Missionary Union of First Baptist Church Thursday afternoon. The women of the church are entering into a year of great promise.

Tuesday afternoon at 3:30 there will be a social and inspirational meeting of the women of the church. A program of much interest is being prepared for the occasion.

While the average attendance of the Sunday-school is near the five hundred mark, the officers are anxious to have the thousand who should enjoy the teaching, fellowship, and inspiration of the school.

The sermon subjects for Sunday are: Morning, "A Look Into the Designing Room." Evening, "A Dead Woman Driving Through the Streets."

CONGREGATIONAL

The young ladies of the Congregational Church have recently formed a gymnasium class with Mrs. Fred Bolly as instructor. Mrs. Bolly was a physical education teacher in the

IN SOCIETY

By NAOMI SCOGGAN

(Telephone 179)

JONES-SHINHOLSER

Centering the interest of a wide circle of friends in Sanford and elsewhere was the marriage of Miss Lillian Shinholser and Mr. Earl E. Jones which was solemnized Friday afternoon at 5:30 o'clock in First Methodist Church, Dr. F. D. King officiating and Dr. W. P. Buhrman assisting.

The church was beautifully decorated with ferns and stately palms, interspersed with floor-baskets of yellow chrysanthemums, with bows of yellow tulle on the handles.

Preceding the ceremony Mrs. Ned Chittenden played "To a Wild Rose" and "Souvenir." Dr. Rucker sang very impressively "I Love You Truly" and "You, Dear, and I," with Mrs. Chittenden as accompanist.

To the ever beautiful strains of Lohengrin's "Bridal Chorus" the bridal party entered. The maid of honor and the bride's-maids wore lovely old-fashioned gowns in pastel shades and carried old-fashion bouquets of roses and carnations.

Miss Margaret Zachary was maid of honor, and Miss Marion Hand, Miss Marjorie Dempsey, and Miss Frances Jones of Winter Park were the bride's-maids. Mr. Frank Wright of Jacksonville was best man, and Mr. Samuel Byrd, Mr. Steve Simmons of Bradenton, and Mr. Reuben Mason were the groom's-men. Little Miss Adelaide Key, adorable young daughter of Mr. and Mrs. Raymond Key, was flower-girl, and the ring-bearer was Howard Berg Jr., handsome young son of Mr. and Mrs. R. H. Berg.

The bride was lovely in her wedding gown of white satin and lace, made with boat-neck and bouffant skirt, with transparent hem of lace edged with satin scallops and seed pearls. The veil was a French creation of bride's tulle edged with lace to match the dress. On the cap was a coronet of orange-blossoms. Her flowers were an arm-bouquet of bride's roses and lillies of the valley.

The bride's party left the church to the strains of Mendelssohn's "Wedding March." The young couple left immediately by train for New York and other eastern points.

The bride is the charming young daughter of Mr. and Mrs. R. L. Shinholser of 607 Oak Avenue. She is a graduate of Sanford High-school and later of the Georgia-Alabama Business College. Her winning personality has endeared her to many friends, who wish her every happiness.

The bridegroom is the son of Mr. and Mrs. C. C. Jones of Ft. Meyers, and is Managing

public schools of Cleveland, Ohio, before she came to Sanford. The class will meet at the Parish House Tuesday evening at 7:30.

Mr. Edward Bender and Mr. Henry Schumacher have volunteered their services as leaders of the boys' Pioneer Group, which meets every week on Friday night.

On October 28th The Men's Club will meet at the Parish House at 8 o'clock for a business session. Plans for the year will be discussed and light refreshments be served.

Friday night, October 29, There will be an all-church Halloween social on the church grounds. A program is being planned to afford entertainment for all, from the youngest to the oldest.

A GIFT OF FURNITURE

The I. D. Martin Paint Store, 120 South Park Avenue, is displaying a very attractive five-piece breakfast-room set of furniture, table and four chairs artistically done in Pee Gee Paint. The set will be given to one of the Store's customers—why, how, and when will be explained to you if you will call. "It's a mystery."

COLOR
MAGIC

THAT same Sun to which we turn for warmth and light has yet another duty to perform for man; for through the magic of his reflected rays we have Color. The tender greens of spring viewed in the shaded forest depths; the peaceful tranquility of mind induced by a sunlit sea; the quickening pulse responding to a stab of vermilion from a wayside flower; a furious orange sunset watched with almost breathless awe; the joy of gazing into the eternal turquoise of the sky; for all these we thank the Sun, that amazing magician in whose rays are all Color, all Life. Color gives Life to living; harmony to life. It is this magic touch which makes an otherwise dull world a joyous haunt for man.

—FIRESIDE INDUSTRIES

Editor of the Sanford Herald. He attended the University of Florida and is a member of Phi Delta Theta Fraternity.

One of the prettiest parties in honor of Miss Lillian Shinholser and Mr. Earl E. Jones, whose wedding was Friday afternoon, was that given by Miss Mina Howard, Miss Sara Warren Easterby, and Miss Fern Ward on Monday evening at the home of Miss Howard at Rutledge. An atmosphere of Hallowe'en prevailed in the spacious rooms of the Howard home. Jack o' Lanterns were hung here and there, casting their mellow glow upon the scene. Black vases of golden cosmos and zinnias added their bit of color to the rooms. The tally cards were in the shape of witches, goblins and black-cats. The refreshments for the evening consisted of individual pumpkin pies, baked apples and whipped cream, cheese straws, and coffee.

Assisting the hostess to serve were Mrs. B. A. Howard, Mrs. Harry Ward, Mrs. Edward Higgins, Mrs. Walter Morgan, and Mrs. R. C. Bower. Enjoying this delightful party were Misses Lillian Shinholser, Marion Hand, Evelyn Anderson, Ruby Hoyle, Perrie Lee Bell, Frances Dinton, Marjorie Dempsey, Frances Cherry, Mary Cobb, Rebecca Scott, Mary Hinton, Eloise Brady, Nonie Williams, Mr. and Mrs. Ned Chittenden, Mr. and Mrs. Grant Wilson, Mr. and Mrs. Howard, Mr. and Mrs. R. L. Hooker, Mr. and Mrs. Welchell, Messrs. Earl E. Jones, John Hudgins, Elwyn Moore, Laurie McDaniel, Paul Stines, Willard Gates, Henry Wilburn, Allan Entz, Leonard Gibson, Claude Sistrunk, Eugene Burns, William Cox, W. R. Rucker, W. A. Adams, and Peter Schaal.

Miss Margaret Du Bose celebrated her eleventh birthday Wednesday afternoon with a party given in her honor by her mother Mrs. H. C. DuBose at their home on Oak Avenue. Bowls and baskets of yellow jasmine were used in decorating, carrying out a Hallowe'en color scheme.

Games were played on the lawn during the afternoon. Several peanut contests were indulged in, the winners being awarded huge bags of the nuts. In the late afternoon refreshments of brick ice-cream and individual cakes were served to the young guests. On each plate there was a Hallowe'en favor.

Those enjoying this party were Misses Adelaide Higgins, Mary Higgins, Margaret Torrence, Mary Elizabeth Tolar, Betty McKinnon, Sara Maze, Lois Couch, Anna Marie Couch, Cornelia McRae, Mary Frances Andrews, Marcia Dell Seiverking, Helen Wilson, and Sally Fletcher.

PLAIN TALK ABOUT OURSELVES

— BY ONE OF US WHO KNOWS WHAT HE IS TALKING ABOUT —

Written for SANFORD TODAY

ENTHUSIASM and optimism without intelligence and reason are often more harmful than pessimism. Boosting without knowing why may result in more damage than knocking.

Commerce and industry make towns and cities. In communities where wealth is produced, towns and cities will spring up, and the greater the opportunities for producing wealth the faster and larger the cities will grow. A thousand dollars spent in locating a good industry is of more value to a city than a hundred thousand spent in mere publicity. One good thrifty farmer permanently located in the community is worth more than a hundred speculators. It is the production of wealth that makes a community grow.

This is very clearly demonstrated in our own community. Every one knows that the realization of several million dollars every year from the sale of celery crops is the main factor in making Sanford what it is. But we have been some thirty years bringing about 5000 acres of land into this big state of production. Florida is essentially an agricultural State, yet not more than 10 per cent of its available land is producing crops. Seminole County is developed in about this same proportion. All of the fruit now growing in Florida could be placed in Seminole county without covering all of its available territory. All the vegetables growing in Florida would cover less than half the lands in our own little County. The fruits of Florida produce nearly \$60,000,000 annually, and the vegetables more than \$35,000,000.

If our County were producing to its full capacity we should need no vague publicity campaign to make our towns and cities grow, and only in proportion to the development of our agricultural and industrial resources can we hope for the development of our towns and cities. What a State Florida would be today if the millions of money and energy spent last year in trying to build artificial towns and cities and subdivisions in spots where there was little or nothing to support them had been spent in developing productive resources of the State!

What's happened to the office of County Agent in Seminole? Why are we not encouraging the expansion of our productive resources? If Seminole County and its cities and towns can grow big and prosper with 200,000 acres on the tax-books and 190,000 acres of them idle and non-productive, it will be accomplishing a feat contrary to all the fundamental principles of economics. It just isn't done.

Our celery farms have reached a state of development almost perfect, and perhaps sufficient acreage is devoted to that crop; but what about

dairy farms, poultry farms, vineyards, Irish and sweet potatoes, blackberries, blueberries, strawberries, rice and grain? There is scarcely an acre in Seminole County that will not respond with as much profit in proportion to the money spent upon it as do our celery farms.

Seminole county should maintain a Demonstration Farm under the supervision of a competent County Agent, where these crops and others could be experimented with under intelligent direction and lead the way in the development of its resources. Money spent in this manner will be far more effective and produce vastly more revenue to the County than money spent on glowing advertising and the inducing of settlers to come here and make failures without showing them how they can succeed.

Let's get our acres to producing dollars and our factories to making valuable products; then our cities will have a vigorous, healthy, rapid, natural growth.

B. A. HOWARD

AMATEUR TALK

SPORT By DuBose

Sanford High School's football team after its rather disastrous game with Orlando High last Saturday is going ahead with a hard training schedule in preparation for the gruelling games that are yet to be played this season.

While the games with Palatka and Orlando were to have been the hardest games on the schedule this year, still there remain the games with Daytona Beach and Kissimmee, and both those schools are expected to have strong teams. Notwithstanding the loss to Orlando last week, the local gridders showed a world of improvement. If they continue to improve as rapidly they probably will win the remaining games on the schedule.

Quite a bit of criticism has been made concerning the last two games lost by Sanford High. This criticism is unjust, for both of those games were won by teams which stand high in High-school football circles and have a good chance for the State title.

Sanford High School was not expected to put out a championship eleven this year. The team has been made mainly from boys who have never before this year played football. Sanford lost by graduation, last year, practical-

"PLAIN TALK"

AN EDITORIAL

The author of the chief article on this page, B. A. Howard, is the well known Sanford real-estate broker who handles mainly agricultural acreage. This is not, we are fortunately able to say, his first contribution to this Magazine. When the Editor of SANFORD TODAY asked Mr. Howard to prepare an article on the outlook for the coming season in the field of crop-acreage sales activity, he did not expect to receive for publication such an analysis as here appears. That Mr. Howard wrote and submitted it is one more proof that the citizens of this community turn naturally to this journal when they wish to express or hope to encounter constructive independent views.

If Mr. Howard does "know what he is talking about"—and in our judgment he does—his comment is not a valuing of tourists less but of farms and factories more; not a stone thrown at publicity but an arresting hand placed on the shoulder of the propagandist, the exploiter of a community for individual gain, and God knows Florida owes no gratitude to that class.

Certain undeniable attractions Sanford and Seminole County have for tourists: a new hotel of size and surpassing quality; a Lake of great charm; North America's finest tropical River; abundant superior fishing and some hunting; a whole gallery of lovely lakes, perchance skirted with white-sand beaches for bathers; forests of beauty; bright towns and quaint old villages; and a Climate that not even Florida can be other than proud of. All these are certain and undeniable attractions for tourists whether they come in winter or summer, in spring or fall.

But it is just as certain, just as undeniable, that the heart of Sanford is not in the tourist business, cordially as the community desires them to be happy while here. Agriculture has, ever has had, and probably always will have first place in the thoughts of the City and the region surrounding it, and the industries of manufacturing and distributing come next. It would be as unnatural for the people of Sanford-Seminole to come to their daily rounds in bathing-tights as for Palm Beach to put on jumpers.

Every town to its trade, every county to its job, and may there be a sunny smile in the eyes and a friendly outstretching of the hand to all good strangers who come to call: may they wish to stay long and return soon!

Meanwhile, Mr. Howard knows what he is talking about. We think so.

ly the entire team. A football team can not be made in a year, much less in two months. There are only two men in the backfield and two in the line that have ever before this year played football. As it is, Sanford High has put out a team that is a great improvement over the team of last year, and the team is playing better football every week.

Coach Wheelchel is to be congratulated on the showing the team has made thus far this year. He has worked tirelessly in order to get the players into good condition and he has given the school a team that it is proud of.

Sanford High-school is going to have a very successful athletic season, because for the first time in the history of the school it is getting the cooperation of not only the student body but the entire City. (Continued on Page Eleven)



SEMINOLE AWNING SHOP

309 E. 2d Street

Phone 11

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.

\$5.00 Given Away Absolutely Free

SPECIAL

Hudson Coach.....1924 Model
Hudson Coach.....1925 Model
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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
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, on another sheet write NOT MORE THAN 50 WORDS telling the funniest story you ever heard, or the most interesting anecdote of Sanford or Seminole County you know, or the bright saying of a child in your own family, or the smartest thing you ever heard a dog to do—Not less than 10 nor more than 50 words on any one of those four subjects. Mail to Address: Contest Editor, SANFORD TODAY, 411 First National Bank Building. AND to the person whose reply is chosen by the Editorial Office of this Magazine to be the best that week, we will send a Special Delivery letter telling him or her to call at this office and receive FIVE DOLLARS IN GOLD as a Free Prize. Replies which do not draw the Gold Prize but are published in Sanford TODAY are published in Sanford TODAY.

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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
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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

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SEE KELVINATOR PLATT CO.
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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.

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New

A solid car-load of magnificent

Dining room suites in
Be sure and see

Our display of lamps is
the famous Satsuma lamp year

Now is the time to make
store them for you.

"Your Home"

Miller Furniture

We are located IN THE
of the high

Plenty of parking space

Each Week for 3 Months! \$5.00

THIS WEEK'S WINNERS

1st in GOLD—T. W. LAWTON, Secretary and Superintendent of Public Instruction for Seminole County, Court House, Sanford.—Please call at the office of this Magazine Monday and receive your Prize.

2nd in GOLD—MRS. CHARLOTTE MEEDS SMITH, Apartment Six, Park Apartments, Park Avenue and Central Street, Sanford.—Please call at the office of this Magazine Monday and receive your Prize.

3rd—CLARA L. CARROLL, 2621 Willow Avenue, Oak Hill, Sanford.—For an accepted Joke, 50 cents.

4th—GUNTER O'REAR, Apartment 4, Rose Court, Sanford.—For an accepted Joke, 50 Cents.

5th—GEORGE McGAHAGIN, 613 Magnolia Avenue, Sanford.—For an accepted Joke, 50 cents.

6th—L. S. SHEPPARD, 705 West Ninth Street, Sanford.—For an accepted Bright saying, 50 cents.

SEE PAGE 15 FOR WINNER STORIES

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

USERS ON THIS PAGE

Arrivals

ing room suites in all deco-

assortment and colors.
Spanish suite.

description and must be seen;
in this collection.

may selections; we will gladly

name First"

iture Co.

OR OF SANFORD and out
district.

arm welcome await you.

THE TASTY SHOP

208 North Park Avenue
IS NOW OPEN

Specializing in

Homemade Sandwiches
Delicious Coffee
Waffles
Cakes
Pies.

Mi-Lady's Shoppe

110 Magnolia Avenue
EXCLUSIVE MILLINERY
GIFTS

The Best Way to Advertise
is by the PRINTED WORD

That's our Business

THE
SEMINOLE MULTIGRAPH CO.
316 First National Bank Bldg.

Sanford Music Store and Gift Shoppe

318 E. First St. McLandier Arcade

No other pages of advertising in
Florida are more carefully read
than SANFORD TODAY'S

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 Em-
ployed 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 recieved 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.

BUILDING ACTIVITIES

THE CITY
SUBSTANTIAL

In and Around SANFORD

THE CITY
PROGRESSIVE

THE BUILDING PUZZLE

Building permits from the first to the twenty-second of the present month number an even fifty. Of these, twenty-three were for new dwellings, twenty-seven for alterations and repairs. The total stated value of work to be done under these permits was \$34,375. The largest permit called for a \$6,000 addition to the D. L. Thrasher property at Park Avenue and Fourth Street.

September's building-permits total was \$89,799. August's was \$99,768.

It therefore becomes apparent that as summer becomes a memory and fall slips into the past of seasons and the winter months of 1926-27 approach, Sanford's program of building grows smaller and smaller instead of larger and larger. It is a mystery that baffles one's common sense. Repeated publishings of the community's delinquency in the face of most pressing demand and increasing need for dwell-

ing-quarters seems to have little if any effect.

What is the matter with us, anyway?

In this rich district of successful farming and substantial commerce—have we no money to invest in revenue-producing roofs for families and individuals who desire to work and earn and live here and prosper? If we haven't the money, can't we go out and get it? Or is it that we are just too aloof and self-interested and satisfied to care a whoop?

Whichever is the cause, if any of those three is, the result is now, and is going to be increasingly, unfortunate for Sanford the City and Seminole County the district. We profess to be quite eager and more or less determined to persuade new industries to make Sanford their location; and when some hard-headed forward-looking citizen stands up and asks "Where are we going to house the people those industries will have to employ?" we make no answer and look the other way.

A most curious puzzle.

LOANS—

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

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

J. H. JACKSON

Office 112 East 2nd St.

Phone 611

Baker & Holmes Company

Established 1889

THE MOST COMPLETE LINE OF
BUILDING MATERIAL
IN CENTRAL FLORIDA

FOR PROMPT SERVICE CALL
Phone 845

French Ave. at Eighth Street

COMMERCE CHAMBER WEEKLY MEETING

At Friday's Chamber of Commerce luncheon the secretary introduced Hayward Smith, Secretary of the Indianapolis Athletic Association, who stated that he had closed a contract with the Chamber of Commerce for the Indianapolis American Association team to train in Sanford the coming spring.

Mr. Thomas of the Federal Farm Loan Bank of Columbia, South Carolina, and Mr. Bell of the Intermediate Credit Bank, briefly outlined the work of their respective institutions. They told the members they were in Sanford to investigate conditions affecting the extension of loans and credit in Seminole county for agricultural purposes.

President Douglass announced that this meeting was for the benefit of the merchants, and that one hundred and nineteen letters had been sent out asking their attendance. He called on all merchants present to stand up, and ten arose.

S. R. Dighton discussed merchandising and the merchant's place in the community, and appealed for full cooperation of the Sanford merchants with the municipal government and the Chamber of Commerce, saying the merchants have it in their power to make Sanford the largest distributing point in central Florida.

J. G. Ball speaking as a merchant said the merchants had been weighed and found wanting in Chamber of Commerce work in Sanford, and asked for an organized effort toward progress.

Constant Miller of the Miller Furniture Co. stated that he had been in Sanford only a short time but that he had done more out-of-town business on Geneva Avenue in one year than he did in Georgia in twenty years. He pledged his support and appealed for the support of the other merchants in Chamber of Commerce work.

A. Raffeld spoke in defense of the Sanford merchants, saying they are live wires and ready at all times to help in civic enterprises and to contribute freely in money to all movements for civic good. In his opinion the fault was not with the merchants that people traded outside of Sanford but with the people themselves, arguing that if the merchants had the trade they could keep better stocks. He said, however, that courtesy and service on the part of the merchants should be improved.

Mr. Raffeld asked that a live wire be appointed.
(Continued on Page Eleven)

WALL PAPER

60 New Patterns Just Received

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

SECURITY LUMBER COMPANY

Cor. Maple Ave. and Sixth St.
PHONE 797

JAMES H. COWAN SHEET METAL CONTRACTOR

20 Years in Sanford
Oak Ave. and 3rd St. Phone 111

H. B. McCALL, JR.

BUILDER'S SUPPLIES

ROCK - SAND - CEMENT

Our Specialties

110 North Laurel Phone 763

BOND HILL
LUMBER COMPANY
THE YARD WITH A MILL BACKING

CONSTRUCTION
MATERIALS

Saw Mill and Brick Factory Under
Same Management Enable Us
To Give

BOND GRADE

ZIP SERVICE

YARD: Holly Ave. at 11-12-13th Sts.
Phones 135-136

Celery City Lumber & Supply Company

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

West Third Street
Telephone 565

\$20 GOLD PRIZE

WEEK'S WINNER

\$40 GOLD PRIZE

HIGH SCHOOL BEAUTY CLUB

You know Nell Brinkley's extremely clever drawings of dream-faces and figures out of life. There's a girl in Sanford we think Miss Brinkley would like to know. Miss Helen Miriam Wilson, Sanford High-school Senior—her picture is on the title page of this issue.

One day this week she was invited to the office of this Magazine to be interviewed as a Judges' Choice in the High-school Beauty Club Contest, and in response to a question about her plans for a career she laid on the desk a free-hand copy she had made (without previous instruction in drawing) of a Brinkley group of heads and figures with their uncountable fine lines of expression and fashion and pose.

The copy was an exceedingly, indeed an astonishingly, clever piece of work. Miss Wilson's pleasant-voiced "I hope to be an artist some day" spoke no plainer than did this specimen of her undoubted talent.

She is the very attractive daughter of Mr. and Mrs. J. M. Wilson of 900 Elm Avenue, residents of Decatur, a suburb of Atlanta, who came last month to Sanford to live. Miss Wilson gives two after-school hours daily to the Flanders-Johnson Studio, where she retouches photographic negatives and tints prints delicately. Later she and an aunt may become business as well as art partners in a photographic studio of their own in Atlanta. By an odd chance of fact, the young lady's own beauty that reveals itself so surely and swiftly in animation, wars with the camera against adequate reproduction: she is "hard to photograph."

Miss Wilson likes tennis, swimming, dancing, and to drive a car. "Only, I don't drive a car," she smiles, "it's a Ford." She thinks the modern girl is in a way to make a better wife and mother than yesterday's girl, "because she can bring contributions from life into home life that the girls of an earlier day couldn't because they hadn't found out about them." She believes wifehood, motherhood, and a career

are possible without cheating the home; "for when the children come the career can be laid aside, I think, until she has a right to give it her time again."

The Helen Miriam Wilsons are like rare and delightful bridges that join old towns to new: they will neither disclaim the old nor give up the new.

"And I haven't the faintest idea in the world of dying an old maid," she confides. "Well, perhaps I'd not mind dying one, but I certainly am not going to live one!"

Rather delightful. Quite.

SPORT TALK

(Continued from Page Seven)

The City Commission is doing everything in its power to give the school all the equipment that is necessary. The school Board and faculty are working tirelessly in order that the teams may have every advantage.

Why are they doing all this for a school that has never made any remarkable showing in athletics? Because they realize that athletics in the school is one of the biggest things in the life of the student body. Also because they realize that to develop the mind of the student and not its physical support is to fail to properly educate the student. Athletics not only develops the physical side of the body but also the mental. It is impossible that a person become a really good athlete unless he is able to think clearly and decisively under the stress of swift emergency. There is not a branch of athletics

TO MISS HELEN MIRIAM WILSON
WHO WILL BE AN ARTIST

She loves! Her eyes of lighted brown
Quest gently for her knight, Renown,
And she would give him half her heart
And let him live with her and Art

(The brightest Light that ever streams
On life is from the Door of dreams;
And maids may safely love those Two
Until Prince Charming comes to woo!)

Know then, fair Maid! that being fair
Is Youth's complete, most certain snare
Set in the path where Fame and you
And Talent have that rendezvous!

that does not require clear thinking at all times. The person who is unable to keep his wits does not make a good athlete. Therefore it has been decided that athletics is essential to the boy or girl who is in the midst of physical growth.

Another thing that makes athletics essential to the school is the matter of school spirit. What is school spirit? It is nothing more than love of school and love of mates. Without school spirit a school is a failure. A student who goes through school without learning school spirit, not only does not make a good student but also misses a good deal of joy.

A person who does not have school spirit is not a good bet to make a good citizen; for the two run much in the same lines.

CHAMBER OF COMMERCE

(Continued from Page Ten)

pointed as chairman of the Merchants Committee, as the present chairman had attended no meetings and was inactive. President Douglass declared the post vacant and appointed Mr. Raffeld to be its live-wire.

President Foster of the First National Bank said there were fifty persons present and should be one hundred and fifty, and urged a larger attendance at Chamber of Commerce meetings. He declared that Sanford people are not behind the merchants as they should be; that too many people bought things in Orlando that they could buy in Sanford. Mr. Foster said also that in holding up the Canal from the St. Johns to the Indian River a Sanford element was blocking progress.

President Lake of the Seminole County Bank said it is a fact that people buy goods in other centers than Sanford because they can not get the kind or quality they wish here; that the merchants must keep pace with the growth of Sanford if they expect to hold all the trade at home. "Our merchants do cooperate from the standpoint of contributing money," Mayor Lake said, "but we need more than money—we need their attendance and work in the Chamber of Commerce." He also remarked that the merchants could make Sanford the greatest distributing center in Central Florida if they would.

Frank R. MacNeill asked the assistance of the Chamber in putting over the football game between Rollins College and Stetson University on October 30th.

Free!

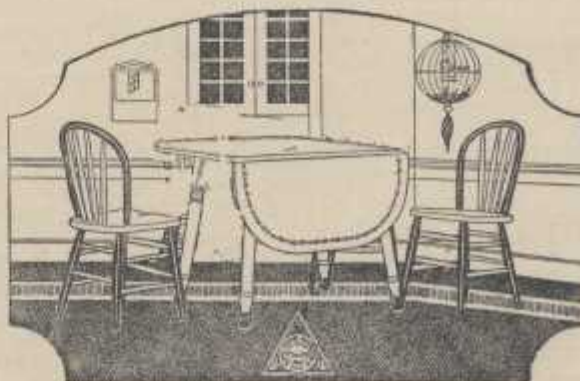
THIS BEAUTIFUL

Free!

5 PIECE BREAKFAST SET

WHO is the Customer to whom this Exquisite
Gift will be awarded? Come in and ask us!

Pee Gee
Paints



For All
Purposes

Now on Display at 120 S. Park Avenue

I. D. MARTIN

Pee Gee Paint Has a 60-Year Record. Have You Tried It?

WHO'S WHO

(Continued from Page Five)

Florida. Then along came four bandits and made him a peace officer, and that brand took.

There were four of the bad men, and on a summer night they boarded the northbound Atlantic Coast Line passenger train when it stopped for the draw at the Monroe Bridge, held up the train crew, cut the express car loose, shot and killed Messenger Jack Sanders in a pistol battle in the car, shot and slightly wounded Route Agent Fox, and escaped without a dollar of loot. They expected to get \$25,000 gold, the regular weekly bank shipment from Havana banks to New York for deposit, but the boat had been late and the train proceeded without the treasure.

At two in the morning the recoupled train rolled into Sanford and reported the holdup. Sheriff Anderson immediately organized a mounted posse, young Hand being among the number, and the four outlaws were trailed across the River into Volusia County and on into Putnam County, those Sheriffs successively providing posses to aid the search. Toward the close of a week's hunt through swampy country the bandits broke cover at Buffalo Bluff. One of them was shot and killed as he ran to the bridge, a second was killed close by by the Putnam officers, and the remaining two, Futch and Williams, were captured and by the Sanford posse brought back and lodged in the Orange County Jail. Thence they afterward escaped, and were not recaptured.

By Sheriff Anderson's urgent invitation young Hand exchanged his posse membership for a steady job as Deputy Sheriff; and with the exception of the period 1918-1920 he has ever since then been either a Deputy Sheriff of Orange County or Sheriff of Seminole County, serving in the former office until the death of Sheriff Anderson, continuing under Sheriffs Dick and Kirkwood until 1913, and in August of that year being appointed by Governor Trammel Sheriff of the newly created Seminole County. In November that year he was elected Sheriff at Seminole's first election, was reelected to 1918, was out the next two years, resumed the office in 1920, and was again elected in 1924 to serve until 1928. Thus he has been continuously a State-arresting officer through more than thirty years.

"In thirty-and-odd years you've had some bad men to handle, Sheriff. Yet you've never had to kill one, or even shoot one. Is there a method?"

"Well, I don't know whether you'd call it a method, but I long ago found a way. If the man you want is bad, even if he has a gun in his hand—yes, even if he's a bad nigger crazy with poison 'shine and has a shotgun pointed, if you can get his eye and divert his mind for an instant, and if you'll walk toward him without seeming to hurry, and keep talking

to him quietly, you can go up to him, and he will give you his gun.

"Don't take it away from him unless you have to; let him give it to you. At such times it is just as well to have no gun yourself, or if you have one don't have it in your hand; best to keep it out of sight.

"In talking to the man while walking toward him I say something meant to ease his mental strain. The man who is ready to kill you and able to kill you, is at a high mental tension though he may look and act cool. Things are at hair-trigger. I have always thought that the easier your voice in speaking to him the better your chance to disarm him. Maybe it isn't so important what you say as the way you say it. And *always* keep looking him in the eyes. . . No, I've never had a prisoner taken from me, and never have had one get away."

That's one side of the picture.

The Sheriff is at breakfast with his family. The telephone rings. He answers. It's a woman. And when a woman calls a man—any man—before office hours in the morning, he can write it down as the beginning of a day of trouble; maybe she won't cause it but it will come.

Half an hour later the Sheriff knocks and is admitted to the frowzy front room of a modest dwelling by a woman who talks. There are three known times when a woman will talk. When she is in trouble, when she has been in trouble, and when she knows she will get into trouble unless she keeps quiet. This morning was all three of those times and she had to talk fast. If the Sheriff upon such occasions could listen as fast as the woman can talk he would go on to his neglected desk by way of the Silly House.

Eventually but not then the Sheriff said his say, in broken pieces. It was to this effect: If she would calm herself and wait a little while, her husband would come back; probably was just taking the day off; very likely, almost certainly, hadn't even seen the Other woman let alone eloped with one; positively the Sheriff's office would not send nine telegrams for his arrest—would not, in fact, send even one; wait; calm herself and a little while wait. Then the Sheriff of Seminole County escaped.

It is afternoon in the Sheriff's office; the same afternoon. The telephone rings. He answers. It is a woman. When a woman calls a man—any man—at his office during office hours, he can write it down that—well, he can just write it down. It was the wife of the husband; it was her voice; not her morning's voice, but Her Voice.

What? Why certainly. Oh, he'd been away three-four hours. No, alone. Yes-of-course she was sorry to have bothered the Sheriff, it was just a mistake.

That's another side of the picture. A side that's never turned to the wall!

"Regret?" said your Sheriff; "I haven't any. Wait a minute, yes I have too! I wish they could have arranged to have me born later; they're just starting to turn on the lights!"

"Satisfaction? My life's keenest satisfaction, you ask? Why, there's only one answer to that! It's that I'm living in what I think is the best Country in the World, in a County that has the best people on Earth."

L. S. SAYFORD

For Sanford — For Seminole — For Florida

FLORIDA IS HALF FOREST

According to the "Capper Report" prepared by the United States Forest Service for the Sixty-sixth Congress, Florida has 19,000,000 acres of forest lands, equal to 50.7 per cent of the area of the State.

Everybody feels free to name the greatest resources of Florida and the consequence is a collection of greatest resources which if they were facts would make this State the First Wonder of the world. The resources are of two kinds, tangible and intangible; the tangible

ROTARY'S COLUMN

By R. J. HOLLY

George Babcock and Birdseye Maltbie gave an account of their wanderings this summer when they visited points in the North and regardless of where they visited always attended a Rotary meeting. This is a fine record for attendance and should be followed by all our members.

Bill Leffler gave a fine talk on the celery situation, saying among other things that there were some 4,000 acres of tiled land in the Celery Delta and this year there was about 275 acres of new land put in shape for crops. There is now being set out about 1,250 acres of celery, 200 acres of lettuce, 200 acres of romaine, 200 acres of escarol and 200 acres of miscellaneous crops, all of these figures being subject to change before the final crops are all harvested in the spring. Manatee will have a crop, New York state has a good crop for storage, California has 35 per cent more celery than last year.

Joe Martin had the program for the day and introduced Mrs. Barnett of Chicago, who gave a very interesting program of music, playing her own accompaniments that were greatly enjoyed.

The program committee for November will be Bob Holly, George Brockhanhn, Frank Gonzalez, Bert Maltbie and Fred Williams, all in the order named. Frank McNeil will have a speaker on November 9th. Boy's Work and Business Methods committees will have reports for next meeting.

AT THE TASTY SHOP

Mrs. J. Y. Stewart and Mrs. Laura Wright, lately of Daytona, have added a word to the famous line of verse—

But civilized man can not live without cooks.

They've amended it to read "without good cooks." And believing that's literally so, they have opened "The Tasty Shop" on Park Avenue just south of Second Street. Their business creed is: "We are specialists in waffles, home-made sandwiches, pies, cakes; we serve delicious coffee." They are finding their public eager to be convinced.

"What other region in the world where civilized people dwell within easy reach of great centers of culture, industry, and wealth, offers greater charms of floral beauty and horticultural resources than Florida? And how can anyone who has the slightest regard for beautiful things fail to be thereby attracted to Florida?"—John M. Sutton, Washington.

ones are expressible with reasonable accuracy in dollars, the intangibles are a matter of taste of which it is best never to argue, writes the State Chamber of Commerce.

In any list of tangibles the lumber industry, and what it stands for, looms like a first-class lighthouse: Nature has given Florida soil and climate perfectly adapted to the production of timber.

Seminole Hotel Valdez Hotel

Operated by

ROGERS-WARNER-HOTEL-SYSTEM

"You are Welcome"

Wurt W. Warner
Manager

THE COLDEST DRINK IN TOWN

Served to you off the Ice at

NEWS STORE

First National Bank Lobby

CIGARS - CIGARETS - TOBACCO
MAGAZINES

E. R. Beck, Manager

A TOMORROW'S SERMON TODAY

MANY WHO ARE IN THE CHURCH TODAY DO NOT BELONG TO THE CHURCH, Dr. KING WILL SAY FROM FIRST BAPTIST PULPIT

My paternal Grandfather was a Builder. By the grace of his mind and the skill of his architecture and the craft of a hand that was clean as his heart, there stands and for half a century has stood in beauty a pile of grey stone and flying arch, of deeply glowing glass and vaulted silence; a church in the heart of an Eastern city.

He said to me, pointing to the gilded tip of its pinnacle: "Your father says I built that spire to search the stars and point the way to God. If that were so, it should point out, not up. For God, my boy, is not among the stars; he is here," and lightly he touched his breast. He is here," and lightly he touched his breast. has received Him has its door always open, that He may be forever going out to grasp the hands of men."

From the pulpit of First Baptist Church tomorrow morning the Pastor, Dr. Fairley D. King, will preach such a sermon as the Builder, were he this side the stars, would like to hear. It will be, I discern by the pages of manuscript before me, a sermon about two influences in the life of man: the Church which Christ established and the Church which exists two thousand years afterward—that is, the Christian Church today.

Dr. King prepares no sermon that does not stimulate a definite thought; that is distinctive of the man and is signature to his spiritual integrity. Reading this one aroused a desire for neutral reference, and Britannica gave this:

"Religion today is meeting a great challenge. In this age of ferment the very foundations of belief and of traditional morality are under fresh examination. All the churches are faced with the insistent problems of a world transformed by science, shaken by war, and scornful of authority."

Into that comment thrusts sharply the title line of Dr. King's discourse—"A Look into the Designing Room." The designing room is the Crucifixion-ended period in which Christ plotted the church. Dr. King will say:

"The house is not a church," only the home of a church. "A congregation is not always a church. There may be many congregations that assemble in houses built to be homes of churches that are not churches. The church is indeed different from any other institution on our Earth. There are many who enter the church irreverently, and treat her matchless program lightly because they have never considered her divine origin and purpose."

"There would be considerable interest in a study of the history of our dinner clubs, and the purpose for which they were designed. Much interest there would be in a study of our fraternal orders, and the purpose for which they were organized. Some of them are large, and their influences go deep into our family and our social life. All these dinner clubs, social clubs, and fraternal organizations are the products of human hand and head. How different the church! The church is a creation of the head and the heart of the Lord Jesus. And for what purpose did He give His life? And why did He establish the church?"

"The basis of membership is not social prestige. There may be organized bodies that work under the caption of Christianity that would be pleased to accept the socially ranking folk of the community, but this is not the basis for membership in the church for which Jesus gave His life. The basis for membership is not financial rating. The program of redemption can use money, but the possession of money is not a condition for membership in the institution which is the product of the thought and the sacrifices of the Redeemer of the world. Those who are making marked progress in ethics are to be commended, but ethical attain-

ments however high do not entitle one to membership in the church of Jesus Christ.

"I will build my church," and those who would hold membership in this body must possess the spirit of its Builder. I am quite convinced that there are many who have been received into our organizations which we call churches who have never committed themselves to the Builder, and, mark it well, they are not in the membership of His church. 'Many will say to me in that day, Lord, Lord, did we not prophesy by the name, and by the name cast out demons, and by thy name do many mighty works? And then will I profess unto them, I never knew you; depart from me, ye that work iniquity.'

"Consider with comprehensive candor two or three questions:

"What is the basis of membership in the Shriners?"

"What is the basis of membership in a card club?"

"What is the basis of membership in the Kiwanis club?"

"The basis of membership in the church is wholly unlike any of those organizations. The basis of membership in Christ's institution is the sinner's committal of his life to the Savior. That membership is grounded in the atonement of Calvary. The guilty sinner stands before God conscious of his appalling condition, and turns to the Man of Calvary for help. He there commits his case completely to Christ. Here, my comrades, is the basis of membership in the church that Christ founded and that He today loves with a deathless devotion. My

fellow citizens, what do you now think about membership in the church? Have you prized it as highly as the membership merits?"

"I do now ask you a very searching question, and I urge you to consider this question with the utmost candor: Are you a member this morning of the church? Has your life been completely committed to Christ? Has your soul felt the consciousness of the sinner's lost condition, and have you then turned to Him who alone can save from sin?"

"If your life has been committed to Him, then you are a member of His church, and your membership is more valuable than the deposits of all the banks of Earth. . . . The purpose of the church is perfectly portrayed in that comprehensive commission given by Christ, and given by Him in the freshness of Calvary's experiences: 'Go ye therefore, and make dis-

(Continued on Page Fourteen)

Groceries



We
Save
You
Money.

Specials
Every
Saturday.

Try
Us.

STONE'S MARKET

Corner 4th Street and Sanford Avenue



Figure! What "Happy Feed- ing" means to your stock

It is just as easy to figure what you are going to get out of Happy Feeds as it is to add 2 and 2. There's no guess work about these famous feeds. You KNOW that they will give you the biggest possible returns.

As a general thing fifteen bags of Happy Feeds will go as far as twenty bags of ordinary feed. They are palatable and highly digestible—little or no waste. They are real economy feeds.

We sell Old Beck and Happy Feeds exclusively because we are convinced they are the best feeds made. The reputation of the manufacturer guarantees that. This reputation must be upheld.

Back of these feeds is real Happy Service which helps livestock and poultry raisers to solve every feeding problem. It's worth money to you. We give this service free for the asking.

Come to see us



Seminole Feed Co.

North Elm Ave.
PHONE 94 SANFORD, FLA.



BRIDES' CORNER

Conducted By MRS. JUNE

EDITOR'S NOTE.—Every recipe appearing in this column has been tried out by and given the approval of superior cooks. (All measures are level measures.)

CHICKEN JULIENNE

Cook a fowl in a small amount of water, with seasoning, until tender. One pound of pork chops may be added to increase amount. Cool and cut meat in strips about three inches long and one in width. Dip in flour, then in beaten egg and fine dry bread-crumbs. Fry one minute, or until a golden brown, in deep fat, and serve with thin cream sauce. Garnish with parsley.

HAMBURG LOAF WITH VEGETABLES

Hamburg steak 1 pound
Bread-crumbs ½ cup
Egg 1
Celery (chopped) 1 stalk
Onion (scraped) ½ teaspoonful
Seasoning of salt and pepper to taste.

Put steak in a basin and add other ingredients, mixing thoroughly. Form into an oval loaf, and place in well-greased baking-dish. Now slice three carrots lengthwise and peel six medium-sized onions and place around the loaf; cover the loaf to half its depth with boiling water, and let simmer on the back of stove for two-hours. Then remove cover and put in hot oven fifteen minutes to brown. Remove browned loaf and add tablespoonful of flour rubbed in butter to thicken gravy. Serve hot with vegetables around meat loaf.

HOUSEHOLD HELPS

Using a warm iron when cutting out clothing will do away with pins and weights on tissue-paper patterns. Lay the pattern on the material and press it lightly with a warm iron. The pattern will cling to the cloth.

Trunk covers for those living in hotels may be made of strong cretonne cut to fit the trunk. A safety device in case of fire is to turn these same covers into bags at a moment's notice. The contents of the trunk may be emptied into these bags in a twinkling and either thrown out of a window or carried downstairs. With this end in view make a two-inch hem at the bottom of the covers and run tape through the hems, having it ready to draw up if the covers are ever needed as bags in an emergency.

This is a voice from oyster-land on the subject of frying oysters: Pat in the usual way, laying heart to heart and rolling in cracker-crumbs. Set aside in a cool place for several hours, if possible. Now for the secret: Just before frying dip the patted oysters in their own liquor, roll again in cracker-dust and fry immediately. The oyster is increased in size, does not separate, and the use of an egg is rendered unnecessary. When a frying-basket is not used the oysters should be taken from the hot lard with a perforated skimmer.

An old-fashioned rule for testing jelly, to see if it has cooked sufficiently, is to try it with a spoon. If it runs off the spoon in one straight stream it has not cooked long enough; but if it runs off in two drops, side by side, it may safely be taken off the fire.

When making jelly a bag of cheesecloth of about the same capacity as the kettle you are using will be found a convenience. Put it in your preserving-kettle, and put the fruit in the bag, just as you would put it in the empty kettle. A good way to hang the bag to the kettle is to use the spring cothespins. Lift the bag occasionally while the fruit is cooking, to be sure it does not stick to the bottom. When the fruit is cooked lift the bag out and hang it where the juice will drip all night. The next day make the jelly as usual.

KNOW WHAT LIONS STANDS FOR?

SECRETARY OF SANFORD CLUB EXPLAINS
AND ADDS PROSE ACROSTICS

Recently the Secretary of Sanford Kiwanis told in these pages the story of what Kiwanis stands for and gave a brief resume of its history. This week the Secretary of Sanford Lions does likewise for that organization. Next week the Secretary of Sanford Rotary may speak for his circle.

SANFORD KIWANIS:

Our name and what it stands for—

Loyalty to Country, community, and home.
Individual integrity in thought, word, and deed.

One God, one Country, one Language.
New ideals, new hopes, and new ambitions
in business and profession.

Service that is founded on the Golden Rule.

Lions Clubs are non-political, non-sectarian organizations composed of representative business and professional men who feel an interest in the welfare and progress of their City and community.

Lionism promotes the principles of good government and good citizenship—

Takes an active interest in the civic, social, commercial, and moral welfare of the community—

Unites its members in the bonds of friendship, good fellowship, and mutual understanding—

Is designed to further education, enlarge social and civic opportunities, support the laws, direct public counsels, and in every way make the lives of men better and happier.

Membership is acquired by invitation only, and none but men of honor and of the highest standing will be asked to affiliate with the club. Only one active membership will be assigned to each classification.

International Association of Lions Clubs was formed in June of 1917 at a meeting in Chicago attended by twenty-five Lions Clubs. Since that time one thousand Clubs have been established. The Board of Directors plans to establish a Lions Club in every sizeable town in the United States and Canada.

Our slogan—

Liberty,
Intelligence,
Our
Nation's
Safety.

Our principles—

Full and hearty cooperation with all other clubs and the chamber of commerce and other civic and commercial organizations, in all movements in the community which seek to promote any betterment, whether civic, industrial, or educational.

Promotion of public health, hygiene, and sanitation.

To advance education in the language, customs, ideals, and government of our Country, especially among adults of foreign birth.

Strict adherence to the highest code of ethics in business and social relations.

Cultivation of a spirit of genuine brotherhood among men.

By R. L. ROBERTSON Secretary

A TOMORROW'S SERMON TODAY

(Continued from Page Thirteen)

ciples of all the nations, baptizing them into the name of the Father and of the Son and of the Holy Spirit.

"Through this work, my fellow citizens, the crushing loads are to be lifted from countless millions of hearts; mortal wounds, countless multitudes of mortal wounds, are to be healed; lives are to be directed from the devious deadly detours up to the imperial and immortal highways; men, women, and young people—all who are willing, or who can be induced to commit their lives to Christ and invest their strength in His peerless purpose—are to be furnished with exalted ideals, conquering courage, divine daring, and they are to be prepared for citizenship with God Himself.

"Members and friends of First Baptist Church, to make Christ and His transforming power known to the world—this is the business of this church, and this is the only business the church has."

This sermon tomorrow morning will go forth an uncompleted sermon; and only parts of it have been quoted here. It will be an uncompleted message because no man could surround the subject within the space of the service hour allotted. It will be a better and bigger sermon because it is uncompleted; for the highest purpose of a thought, be it spiritual or material, is to stimulate thought in others, and as a swept field gives up no grain to the gleaners so a finished thought is an unproductive furrow to its followers.

The hour of morning worship in First Baptist Church is eleven o'clock.

THE EDITOR.

ANNOUNCING

THE

SINGER SEWING MACHINE CO.

Under New Management

NOW LOCATED

Room 35 McLandar Arcade

Electric and Family Style Machines

SOLD—RENTED—REPAIRED

Bargains in Used Machines

FREE HOME DEMONSTRATION

Hemstitching and Picotting to Order

C. W. NICHOLSON

Local Manager

BOYS SUITS

8 to 10 years \$8.75 up
Two Pants

10 to 18 years \$12.50 up
Two Pants

MADE - TO - ORDER

S. W. BRADFORD

518 First National Bank Building

PHONE 619

SANFORD, FLORIDA

THIS WEEK'S PRIZE WINNING LETTER

(See Pages 8 and 9 for Winners' Addresses)—

But we are disappointed. Yet determined to be cheerful about it. Orlando the Beautiful is not coming to Sanford the Bountiful (Yes, yes, Substantial too; nobody's forgetting) to receive last week's round yellow Gold Piece. We are sorry. We wanted to be especially nice to Orlando, on general principles but particularly because in this instance as our merry friend Mitzi would say "She's a shet!" We have her letter—isn't it a pleasant one?

"Apartment Three, 214 North Rosalind Avenue, Orlando, October 18, 1926. Dear Editor—Upon my arrival home from work today I found the special-delivery letter containing the glad tidings that I was the winner of the Gold Prize in SANFORD TODAY's Misspelled Word Contest for the past week.

"Since you were so gracious as to award me this, I wonder if you will be just a little more gracious and mail me the Prize, as I am not fortunate enough to own a car to bring me?"

"Thanking you for this consideration and assuring you of my appreciation of the award,

"Very truly yours,

"(Mrs.) MYRTLE L. HAIMAN."

Noblesse oblige! We are a member of that noble sex which believes in helping the Ladies fill it hurts, and of course it does hurt not to have the pleasure of personally conveying the bright Fiver to a member of that nobler sex to whom all good Prizes should belong.

Boy, page another special-delivery stamp!

Well! Long time we'd been wondering what had become of the Smiths. Ah, the irrespressible, undownable, immeasurable Smiths! At last one has arrived, true to habit! Whether it be a battle or a wedding, an empire or a shoe, who ever heard of there not being a Smith in it? This time it's a Lady, and God knows where the Smiths would be today if it weren't for the ladies. We delight to cross the palm of Smith with Gold, the personal palm of Mrs. Charlotte Meeds Smith, who writes:

"Dear Editor—The Misspelled word in the October 16th issue of SANFORD TODAY is 'creations,' which should be 'creations,' found in line three of the advertisement of Mi-Lady's Shoppe, on Page Seven.

"When Rufus called Rastus to show his poker hand in a game where the stakes were high, Rastus objected. 'Pay me,' he demanded. 'I wins! I've got three aces, Nigger!'

"'Nossah! I wins,' responded Rufus calmly. 'What you got?' inquired Rastus.

"'I've got two nines and a razzar,' stated Rufus.

"'Yo sho' does win. Niggeh, how cum yo' so lucky?'"

We don't presume our estimable and immaculate Superintendent and Secretary of Public Instruction the Rt. Hon. T. W. Lawton ever held such an insignificant pair as nines in his excellent life, and we are persuaded he never carries a razor except when he shaves. Nevertheless he also wins. Take the Golden Five, sir, it's the second one this week and all yours! For last week was one of our extra-generous weeks; we decided to upset the spelling of two words, in two advertisements, instead of the stipulated one word in one; just to give this popular Contest a special slice of ginger. But hold onto your chairs! we may not do it again this side of Christmas.

The second Misspelled Word was "magnificent," in the second line of the Miller Furniture Company's ad, and Professor Lawton's

expert eye speared it at a glance and also "creations." Here's his submitted joke:

"Mose was serving a life term for murder. Sam called on him and was peeping through the iron bars.

"'Sho'ly, Mose, yo' aint in foh life, is yo?' he solicited.

"'Who, me? No suh! not fo' life, just from now on.'"

Here are the week's four winners of the Acceptance Prizes:

FROM MRS. CLARA I. CARROLL

Two Irishmen visited a cemetery, and on one of the headstones they read:

"Here Lies the Body of a Lawyer and an Honest Man."

They looked at each other, and one asked: "Where is the other man buried?"

FROM MRS. GUNTER O'REAR

The mother of little Jean noticed her holding firmly between her fingers a fire-fly while blowing on it with all her might.

"What are you doing to the fire-fly, Jean?" she called to her.

"I'm trying to cool it!" replied the little maid.

FROM MRS. GEORGE McGAHAGIN

Small Boy: Say, Dad, what is a bigamist?

Dad: One who makes the same mistake twice, my son.

FROM MRS. L. S. SHEPPARD

Lucy: Mother, look at that funny man across the street!

Mother (interested in shop-window): What is he doing?

Lucy: Sitting on the pavement talking to a banana peel, mother dear.

THE POWDER PUFF BEAUTY SHOP

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

YOU WILL LIKE THESE POINTS ABOUT OUR SHIRT AND COLLAR SERVICE

A Neater Fit about the Neck and Shoulder.

A Smarter Looking Collar.

Collars that allow the tie to slip easily.

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

Sanford Laundry

Incorporated
819 W. 3rd Street Phone 475

The Seminole Drug Store

403 Sanford Avenue

IS NOW OPEN

A Modern, up-to-date Drug Store in every sense of the word. Prescriptions filled by licensed graduate of Pharmacy.

"Retail" Agency
United Cigar Agency
Eastman Kodak Agency

J. G. ZEIGLER, Manager

How Do You Do

A Weekly Column From the

CHAMBER OF COMMERCE
INFORMATION BUREAU

By MABEL KING BEACH

How do you do.

Last week your Column had bananas today, this week it's detectives. Last week it was a missing town, this week it's missing persons. Your Column-conductor is convinced that she is the kippiest informationist this side the Japan Current; formerly she was only sure of it. Yes, the Chautauqua salute if that's the best you can do.

The gentleman Shriner's name, he told, was J. B. Nesbitt and he approached my desk from Jacksonville, Alabama. "The man I am looking for," he said, "came from some place in Alabama and I don't know his name. He married the daughter of a close friend of mine and she was from some place in Mississippi. My close Alabama friend used to live in Meridian, Mississippi, and I've reasoned it out that may be the Mississippi place where his daughter that got married lived, too. Can you tell me where to find my close friend's daughter and husband?"

"Certainly. With greatest pleasure. You will find the young woman at 1006 Union Avenue, this City. Her name is Mrs. William A. Fitts. She is from Meridian, Mississippi, and she married William A. Fitts of Tuscaloosa, Alabama. His father, the late William A. Fitts Sr., was connected with the Sanford Machine Works. Pray don't mention it; it's perfectly all right and you're welcome."

What was my surprise upon looking up from the papers on my desk, to find that my inquisitor had vanished. He was not there. He was gone! My puzzled glance crossed a calendar, and I discovered that something else was gone too. Three days. It is true that "genius is the infinite capacity for taking pains." But you have to be kippy. And I am.

State Plumbing Inspector John A. Bronzonis called at the Chamber from Tampa this week.

Mr. Beard and family of Lake Worth are locating in Sanford.

Mr. Kennington from Moultrie, Georgia, called.

S. J. Rushing of Crescent City has come to live with us. He is connected with the Atlantic Coast Line.

H. F. Giovani of Savannah is a new resident of Sanford. Cashier with the National Biscuit Company.

Mr. and Mrs. William M. Bunce and daughter Kathleen stopped in at the Chamber. Mr. Bunce was metallurgist in the Chevrolet laboratory in Flint, Michigan. The Bunces now are living in Mt. Dora but the first of next week will move to Sanford to make their home. Mrs. Bunce said she never ceased wanting to move to Florida after reading an article about Sanford in the magazine "Sunland" a year ago.

L. C. Brown called from Reidsville. He is looking for a truck-farming location.

W. C. Smith, Business Manager of the Indianapolis Baseball Club, called in the course of looking over the City as the possible training point for his players this winter. The club will come to Florida.

- 1 have these listed:
- 7 unfurnished houses;
- 2 furnished houses;
- 17 housekeeping rooms;
- 3 unfurnished housekeeping rooms;
- 3 garage apartments;
- 5 furnished apartments.

THE HOTEL WITH A WELCOME stop at the

HOTEL MONTEZUMA

when in

SANFORD, FLORIDA

J. A. MINELL

110 Magnolia Avenue

I. H. KANNER

ARCHITECT

335 1st Natl. Bank Bldg. Phone 722

Monday,
Oct. 25th

Smith Bros.

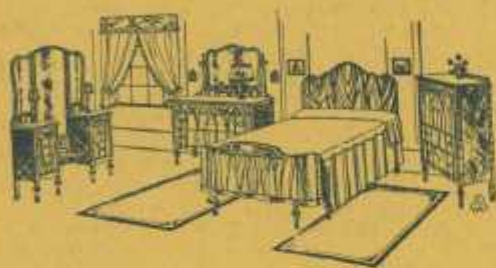
Monday,
Oct. 25th

Sanford, Florida

THIRTY DAY
REOPENING

SALE

Walnut Bedroom Suite



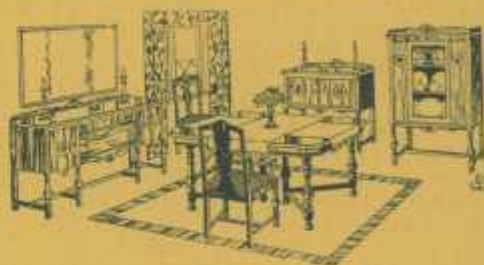
The Bed room Suite consists of Beautiful Bow end Bed, Large Vanity with full length Mirrors and roomy Chiffonier.

87.00



BAR HARBOR
Handsome
Reed Chair **5.95**

Walnut Dining Room Suite



This Sturdy Suite consists sixty inch Buffet, six ft. extension table, five Chairs and Host chair—Finished Antique.

96.00

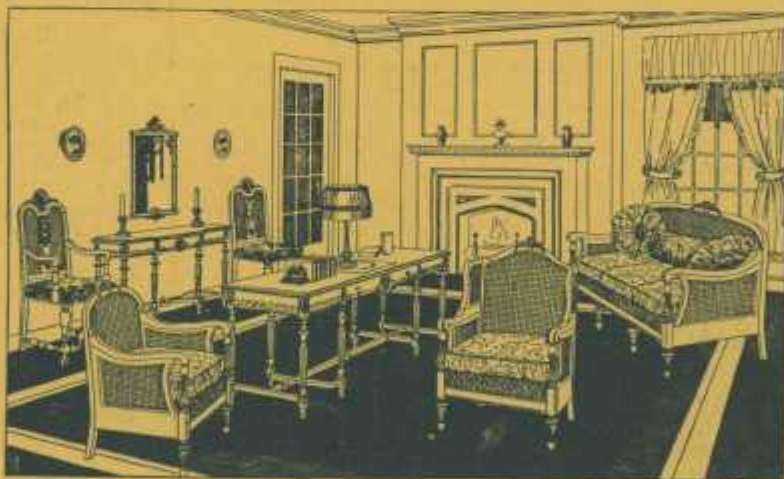


Coxwell **19.75**
Chair



Pull up **18.75**
Chair

A MOST REMARKABLE VALUE



Corsican Finish Cane Back Living Room suites. All Loose Spring Cushions Upholstered in Blue or Taupe Velvet for

79.00



End **2.95**
Table



End **5.75**
Table



Tea **12.95**
Carts



Console **6.25**
Table



Cabinet **4.85**
Smoker



Spinet **21.50**
Desk



Sewing **5.95**
Cabinet