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SATURDAY OCTOBER 30 1926

SANFORD TODAY



\$1.00
A YEAR
10 Cents TH
COPY

IN THIS ISSUE

SANFORD'S SCANDAL
WOODEN CHECKS

THIS TOWN NEED
A PAID HOSTESS

DID YOU WIN
A PRIZE THIS WEEK

SLAPS AND SALUTES
BY A NEW YORK TRAVELE

in **f** FLORIDA

HULICK BROS. ANNOUNCE:
FORREST LAKE HOTEL
WILL OPEN DECEMBER 1



MISS BEATRICE BLEDSOE
Of the BEAUTY CLUB CONTEST

THREE—MINUTE DIRECTORY OF SANFORD AND SEMINOLE COUNTY

PREPARED By THIS MAGAZINE for the VISITING READERS OF 'SANFORD TODAY'

SANFORD CHAMBER OF COMMERCE

One Fourteen Magnolia Avenue

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E. J. TROTTER, Executive Secretary

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J. G. Sharon
Judge—Seminole County

E. F. Housholder
County Prosecuting Attorney

V. E. Douglass
Clerk of Court—Seminole County

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E. H. Kilbee, Geneva
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Frank Evans, Lake Mary

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Superintendent Public Instruction

A. Vaughan
Tax Assessor—Seminole County

Jno. D. Jinkins
Tax Collector—Seminole County

Miss Mary Graves
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Secretary County Welfare Board

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L. R. Philips
City Clerk and Auditor
G. P. Paxton
City Inspector

S. O. Chase
Miss Ellen Hoy
City Tax Collector
M. C. Cleveland
Chief of Fire Department

E. F. Housholder
Fred T. Williams
City Engineer
Roy G. Williams
Chief of Police

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Corner Park Avenue and Commercial Street

SEMINOLE HOTEL
Corner Park Avenue and Second Street

MONTEZUMA HOTEL
Corner Magnolia Avenue and Third Street

FORREST LAKE HOTEL
East First Street Extension-Boulevard

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Corner Oak Avenue and Fifth Street

U. S. POST OFFICE
Corner Palmetto Avenue and First Street

U. S. ARMORY
Rand Avenue Corner Commercial Street

FERNALD-LAUGHTON MEMORIAL
HOSPITAL
Corner Oak Avenue and Fifth Street

WOMAN'S CLUB
Oak Avenue Between Third and Fourth Streets

ORANGE BELT BUS LINE
Brumley-Puleston Building, Park Avenue

CONGREGATIONAL CHURCH
Corner Park Avenue and Third Street

EPISCOPAL CHURCH
Corner Park Avenue and Fourth Street

METHODIST CHURCH
Corner Park Avenue and Fifth Street

BAPTIST CHURCH
Corner Park Avenue and Sixth Street

EVERYBODY
* * WHO IS
ANYBODY *
IN SANFORD
* * READS
SANFORD TODAY

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C. F. Harrison, Geneva
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Mrs. E. A. Douglass, Pres.
Mrs. S. B. Wight, Sec'y

PRESBYTERIAN CHURCH
Corner Oak Avenue and Third Street

CATHOLIC CHURCH
Oak Avenue Between Eighth and Ninth Streets

MASONIC HALL
North Park Avenue

I. O. O. F.
N. E. Cor. Magnolia Ave. and 2d. St., 3rd Floor

B. P. O. E.
Two Seventeen Oak Avenue

CITY HALL
North Park Avenue

SEMINOLE COUNTY COURT HOUSE
North Park Avenue

MUNICIPAL PIER
Foot of Park Avenue

MILANE THEATRE
Corner Magnolia Avenue and Second Street

A. C. L. PASSENGER STATION
West Ninth Street

CLYDE STEAMSHIP CO., DOCK
Foot of Palmetto Avenue

GOLF COURSE AND COUNTRY CLUB
Three Miles South-West of City

MUNICIPAL WATER WORKS
French Avenue and Thirteenth Street

MUNICIPAL GAS PLANT
West Sixth Street



SANFORD TODAY

FOR SANFORD — FOR SEMINOLE — FOR FLORIDA



THEY SAY THIS IS FLORIDA'S MOST INTERESTING WEEKLY

VOLUME ONE

SATURDAY, OCTOBER 30, 1926

NUMBER SIXTEEN

OTHER THINGS being equal, the business which succeeds today where others fail is the one whose handlers give unusual and superior service to their public. A chamber of commerce is a business. Its "line" is the fostering of the individual enterprises, both commercial and civic, which are the muscles and blood of the community in which it functions.

In a small, growing, ambitious community such as Sanford the chamber of commerce as an institution touches more intimately the everyday life and daily affairs of the city than can be possible in large centers. For example, one of the most important duties of a Sanford-type chamber of commerce is the attracting of the right sort of new people to come here and become citizens. One hundred good citizens added in a year to a town of the Sanford type is better business than an industry brought here which employs five hundred persons of an alien or morally subnormal cast. Increase in population is *not* good business for such a town unless it is the sort of population that will measure up to the American standard. If you retort "There is no American standard," the answer is: "Then Sanford is not an American town."

The producer, the manufacturer, the distributor, the merchant who consistently succeeds in this acutely competitive day is one who "follows up the trade." Who is not content with making a new customer and hanging on to an old, but through unusual and superior service essays to make of every customer, new and old, an unsalaried salesman for his house and goods. There was a time when to "follow up the trade" meant to keep on soliciting custom. Today it means much more; it means pursuing your own output with brainy, untiring *personal interest in the business success of the customer* at every point where your goods can come into contact with his success. That's the modern interpretation of "following up the trade."

The Sanford Chamber of Commerce may or may not yet realize that it has undertaken in its Information Desk one of its most important duties and approached one of its most potent opportunities. It

Talk o' The Town

is an ideal point of contact for performing "unusual and superior service toward the public"—more particularly that sensitively receptive public composed of newly arrived persons and families whose early impressions of us may determine whether their stay is to be permanent.

The Chamber has done well in going a step beyond the daily circle of information-giving common to bureaus of information, and many new-comers are voicing their appreciation of such free service as house-locating and the putting of individuals in touch with former acquaintances now residing here. Why not go a second step further

and really "follow up the trade"?—Sanford being the goods the Chamber is selling. Why not create the post of *Chamber of Commerce Hostess*?

The clergy, not always too prescient in their attitude toward the mass, long have practiced the wise custom of seeking out and following up with friendly calls the new-comers in their community, and by that simple act of exhibiting personal interest in "strange neighbors" they have recruited hundreds of thousands to their congregations throughout the land.

A chamber of commerce equipped with the right type of Hostess could achieve astonishing results for its town by her opportunity to influence the newly arrived family's or individual's view of the community as a place to stay on and live.

Also, one suspects that the news that "Sanford, Florida, employs a Chamber of Commerce Hostess to visit new-comers and make them feel at home" would find its way into the type of newspapers in a hundred cities.

Is Sanford a frowzy town? Yes, where weed-grown lots deface its streets.

Is Sanford a delapidated town? Yes, where waist-high weeds run riot on lots.

Is Sanford a slouchy town? Yes, where giant weeds obscure walk ways, obstruct passage, and insult the eye.

Is Sanford a filthy town? Yes, where oil-moistened dust covers ragged, weed-choked real estate.

Is Sanford a town without civic self-respect? Yes, where rank weeds choke the roadsides for all the world to view with distaste as it drives by.

An increasing number of towns and cities, notably in the middle West, of late have adopted the anti-weed ordinance. By that municipal law a property owner who fails to keep his ground free of the noxious growths commits a nuisance, and the municipality sets his property to rights and charges up the cost as a tax against it which the owner must pay before he can hold an unincumbered title.

It is a sound ordinance, an effective, salutary law. It ought to be adopted by the City Commission of Sanford as a measure of civic self-defense. (Continued on Page Six)

WOODEN!

More than TWO THOUSAND Worthless Checks were issued in Sanford and dishonored at Sanford bank windows from April 1, 1926, to October 28, 1926, and ninety-nine per cent. of them were refused by the banks because the drawers' funds on deposit were not sufficient to cover the amounts drawn for.

In nearly sixteen hundred instances the makers of the worthless checks were given an opportunity to make good their checks and failed to do so within "a reasonable time."

The checks ranged in amounts from \$1 to \$6,000. Only six of them were for amounts greater than \$250.

Here is the list by months of the checks whose drawers did not promptly make them good:

April	202 checks
May	271 checks
June	263 checks
July	281 checks
August	244 checks
September	221 checks
To October 28	100 checks
TOTAL	1582 checks

(SEE PAGE SIX)

Good News — ABOUT — FLORIDA NEEDS FRIENDS

EDITOR'S NOTE.—The Florida State Chamber of Commerce this week issued and distributed to every newspaper and weekly publication in the State a four-page folder under the signature of its President, Herman A. Dann of St. Petersburg—No, that's wrong! Herman A. Dann of Florida. It is entitled "Good News About Florida Needs Friends—Bad News Travels on Its Own Steam." It is such a sound, snappy, timely State sermon that SANFORD TODAY is delighted to here reprint most of it, in order that it may have an intimate introduction in the thousands of Sanford, Seminole County, and Florida homes and offices, and Northern homes and offices, where this Magazine is a welcomed weekly arrival.

By HERMAN A. DANN

President of the Florida State Chamber of Commerce

Bad news about Florida—particularly if it comes in a big bunch—circles the globe in an instant. It travels into every corner and everywhere it meets helps it along.

Good news on the other hand frequently does no traveling at all. It is not born with the power of locomotion. Unless some one gives it a lift it is left stranded by the roadside.

If good news about Florida is to make its way in the world it must have a guide. Some thirty-nine banks recently closed their doors. Their total assets were approximately \$37,385,000. A million people more or less helped broadcast the story with all of its details—most of them wrong. Within a very short period nineteen banks with total assets of \$17,895,000 reopened. That was good news. But it is the kind of news which stays timidly at home unless someone gives it a ticket and compels it to travel.

The Florida State Chamber of Commerce was the one agency which devoted all of its energies to make certain that the facts concerning the reopening of the banks were as well known as the facts concerning their closing.

A storm sweeps some sections of the State. Newspaper headlines at home and abroad shriek the damage totals. Wreckage is cleared away, damaged buildings are repaired and more new structures than went down are erected—but the good news left to itself never overtakes the bad.

A big hotel burns down and everybody knows of it the very same day. Five new hotels are erected and it takes a campaign to acquaint the public with the facts.

Some investor is tripped in a shady deal. The scandal travels on the wings of the wind. Ten thousand investors buy land, get exactly what they paid for it, begin tilling the soil, prosper—and the news stays right at home unless someone takes it by the hand and starts it going.

Good news about Florida needs a friend, counsellor and guide. The whole world volunteers to help spread bad news. It is necessary sometimes to search for the friend of good news to help it on its way.

The State Chamber of Commerce is the year round guide, friend and protector of all good news about Florida.

First of all, it keeps the home folks advised. It exchanges good news between the various sections of the commonwealth. Then it broadcasts good news to the country. Facts are as-

sembled and used to smother Florida's dishonest critics. The State Chamber of Commerce day after day tells the good news about Florida's agricultural possibilities and achievements, about the roads it is building, improvements made in its resort cities, its business achievements. It acts as the spokesman for Florida, the successful State.

Florida newspapers are properly busy filling their own columns. They cannot specialize in filling the columns of papers outside of the State. Florida's banks, mercantile and manufacturing concerns are all properly busy with their own affairs. They cannot stop and give every piece of good news about Florida national currency. Even though they were willing to do so they lack the necessary machinery. Local Chambers of Commerce are busy with local matters. While they can help manufacture good news, not all of them are in a position to function as national distributors. And that is just what the State Chamber of Commerce is doing. It is acting as the national distributor of good news about Florida. By so doing it renders a service which has a distinct commercial value to every individual or firm doing business in the State or having an investment here.

FLORIDA IN RANK ONE

"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. May its moral and religious life keep ever in advance of its material prosperity."—Bishop Warren A. Candler, Methodist Church; Atlanta.

WRONG SALUTE

NOT DEDICATED TO PRECIOUS, PET, OR FIDO

Bruno, Shep, Skip, or Spot—

What have you that I have not?

You'd stand by me to the end,

I'm unfaithful to my friend.

I'm a Christian, what are you?

Neither Pagan, Greek, nor Jew.

You would fight and die for me,

Ask no favor, ask no fee;

Guard me all the long night through:

Would I do the half for you?

Though I treat you rough and wrong,

You will not remember long;

Once your confidence I gain

You are mine, and you'll remain.

Friendships warm and bright today

By tomorrow fade away;

Hands unclasp to clench for blows;

Human chums make human foes.

Times my mind is in a fog,

When I meet a man and dog—

Which of them shall I salute?

Genus Homo, or the brute?

WRITTEN By

H. BURT STRICKLER
for SANFORD TODAY

A WEEKLY THOUGHT FROM ROLLINS COLLEGE

EDITED BY
A. J. HANNA

Winter Park, Florida, Oct., 29, 1926

This is the time of year when the college world is primarily interested in football. Through the courtesy of the City of Sanford and her good citizens Rollins College has the honor of playing this year her two most important football games in the "City Substantial." The first of these comes tomorrow, October 30, at which time the opponent will be Stetson, and the second falls on Armistice Day, November 11, when Rollins and Mercer meet under the auspices of the American Legion.

In this connection I should like to give a quotation from a recent utterance of President Hamilton Holt of Rollins with regard to intercollegiate athletics. Said he:

"As editor of a magazine for twenty-five years, I long had known there were many evils of such a serious nature that they menaced both the academic and social life of the student, but it was not until I became a college president that I fully realized the enormity of the situation. I believe that these evils have been largely if not entirely eliminated in Rollins College, and it is my hope that the colleges and universities of Florida will band together to stand as an example to the rest of the country which will be as salutary as it is needed.

"A football game differs from life in this respect. In a game it is quite immaterial who wins provided it is well played. In life the great desideratum is to win, irrespective of how much one strives and suffers in the process. It is a sad commentary both on the game and on life that this process is often reversed."

THE ROLLINS HOMECOMING

This Stetson game is the outstanding feature of the annual Homecoming celebration of Rollins alumni and former students of which President Holt has issued the following invitation:

"Rollins welcomes again her alumni and former students as they return for Homecoming Week. Whether college days are the happiest or not may be a mooted question, but once having—
(Continued on Page Fourteen)

THE HOTEL WITH A WELCOME
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when in

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HE SLAPS US AND SALUTES US

NEW YORK EDITOR TELLS OF FLORIDA'S PRICES AND PRICELESS CHARMS

EDITOR'S NOTE.—Graham Gilbert Gray is the pen-name chosen by the author of this article for the purpose of the article. He is a talented New York writer and editor who lately spent part of a day here with the Editor of *SANFORD TODAY* in closing a month's tour of this State. His praise of things Floridian is stimulating; his unminced criticisms are worth while because constructive.

By GRAHAM GILBERT GRAY

There is a story in the New Testament about a good man who gave of his substance to the poor, who obeyed the literal letter of the law, who was revered by all those with whom he came in contact, and whose influence was in many ways quite remarkable—"BUT"—and then follows the single phrase that offset virtually all of his fine and noble qualities. The story continues, if my memory of early reading is right, that in the end the cause of the damning conjunction was removed.

Florida—the sections of this great State that I am so fortunate as to have seen—possesses more attributes of merit than the man in the story. But— And I hope that the solid commonsense of the people of Florida will come to their rescue one of these days and remove the cause of the "But."

It has been my good fortune to travel for several months in Florida, by steamer, by train, and by motor. I have visited all the cities of the West Coast, the marvelous Ridge Section, and pretty well down into the South. Nowhere have I seen more gorgeous sunsets, with great banks of rose-tinted cumulus piled like Pelion upon Ossa, and reflected in crimson splendor in the natural mirrors that make this State a scenic wonderland. I have been through your vast forests of pine, your waste lands of palmetto; I have sailed on your rivers and have been transported to Egypt in mind, when I have gazed entranced into dawns and sunset at the palm-fringed banks of your fascinating water ways.

I have seen the rolling breakers caress the snow-white sands of the Gulf, their blue so deep and beautiful in color that it seemed to be the imagining of a dreamed ideal rather than a living reality. Such color! such life! such gorgeous sunshine! such absolutely unreal moonlight—ah, one could rhapsodize over the natural and, too, the man-made beauties of this marvelous playground.

BUT!

I hope to come back to Florida and make my home here. It is a good place for one to rear his children. It is a good place for one to seek his health if he has lost it, or to retain it if he has been fortunate. There are good schools in Florida, many of them, and there are fine and wholesome moral surroundings in every part of the State I have visited. I haven't seen a town in which I would not feel that my children were safe from most of the evil environments of certain other places I have seen. I feel that wholesome friendships and companionships of the most delightful kind could be established with little trouble, because of the fine friendliness and hospitality that I have experienced on this first visit.

But—ah, there's that ugly word again! But, to go on, I would not feel safe to come to Florida to make my home unless I had more money than the average professional man of moderate circumstances has usually. I would feel a certain hesitancy about risking my savings in a country that has no considerable manufacturing background. I would feel far safer to make my home here if there were more steady payrolls from productive enterprises. I mean such enterprises and industries as create

wealth from natural resources, with the application of machinery and skilled labor.

Of course, daring pioneers have created islands where there was no land, and have reared upon them fairylands of Edenic beauty, as homes for the wealthy. But I am not yet in the class financially that can afford such a home. That is not the creative enterprise of which I speak. I speak of whirling belts and glowing forges, or long rows of machines—of mechanics and other skilled workmen winding down the road in the morning with their dinner pails, and going home at regular intervals with fat pay-envelopes in their pockets. I mean the sort of industry that creates real, tangible "sellable" wealth.

I have observed a greater number of small homes in Florida than perhaps in any other part of the country popular with the tourist. And your hotels are marvels of hospitality—at a price. Speaking of prices, Florida seems to have taken for her motto the phrase "Get it while the getting is good."

Some day Florida folk will realize that a contented tourist is the one who comes back. Some winter visitors will never come back. Why? Because they feel that they have been held up on a good many sides by grasping inn-keepers and other merchants. Florida standards of prices seem very high to me, and I am not altogether a stranger to good living.

The real estate boom was responsible, of course, for some of the trouble in this regard that has been experienced by Florida visitors. But, happily for Florida, the boom is over and the period of deflation, as the economists call it, is upon us. Perhaps Florida will wake up, one of these days, to the fact that the boom days are past, and settle down to a price standard that is in keeping with normal supply and demand.

I was amazed by the prices that are asked for rents. Accommodations better than those that often were tendered me could be had in New York, Boston, Chicago—even in Los Angeles, at lower rentals than were sought in some of these Florida places. Perhaps there is a difference between the "asking price" and the "buying price," but I am not a natural bargainer. I have asked a great many Florida people what rents they were paying, and have been astounded by their answers.

It seems to me that if Florida is really eager to have permanent settlers, home builders, tax payers, she will waken some day to the fact that the surest way to keep them out of the State is to shake them down to their last penny for rent and living expenses, before they have a chance to look about and get located.

Then there is the subject of building practice. I was shown a house—a small bungalow, a few days ago. It was mighty attractive from the outside, with all the earmarks of a real home. I asked the price. It would surprise you to know how many thousands of dollars that house was contracted for. And the materials and construction of that charming little place were so shoddy in fact that it seemed one first-class rainstorm would melt it to a mass of sticky plaster and building paper. The walls were so thin that the slightest wind would shake it, and a first class Georgia mule in ordinary condition could make it look like a sieve.

When some hundreds (or thousands) of Florida builders learn to put good, substantial materials into their structures at a fair price, and when the buyers learn to demand such treatment and service from their builders, Florida will begin to build for a permanence—not merely as a get-rich-quick, sell-and-move-on, future.

I like Florida immensely. The charm with which it has been endowed by Nature cannot be

equaled elsewhere in this great land of ours. Nowhere are there more beautiful beaches; nowhere are there more lovely lakes; more picturesque forests; more gorgeous sunsets; more life teeming in its woods and streams and lakes—but in order that the world at large may know of and enjoy these things as they should be enjoyed—that the discerning ones who seek the ideal home may find it here, a good many Florida people should wake up and get down to facts.

The boom is ended. Boom prices should end too, and Florida should redraft her plans to conform to the new standard. When she does that—when she is ready to build for the future, take a fair profit and make a quick turnover with all her merchandise, whether it be accommodations or houses, or other commodities, then she will attract people who will stay all the year round, and help to push Florida ahead in every way, with their minds, their muscles and their money—because they, too, will soon have become Floridians.

"No matter how your State may develop in the production of citrus fruits, of lumber, or sugar, or vegetables, or anything else, the item of climate will be your big asset, and it will increase in value from year to year and make your State the winter home of people living twenty States to the North. The future and the prosperity of Florida are assured."—George Ade, writer, Indiana.

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SANFORD TODAY

THE WEEKLY MAGAZINE OF SANFORD
AND OF SEMINOLE COUNTY

PHONE 801

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L. S. SAYFORD Editor

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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 30, 1926 No. 16

Talk o' The Town

(Continued from Page One)

Sanford is scabbed with weed-grown lots, tracts, and street-sides. Where the abominable condition prevails on ground controlled by the City, gangs of municipal prisoners or of paid hands should be set to work at once cutting down and clearing up. The anti-weed ordinance should be passed, also at once, and enforced against resident and non-resident owners alike who either have not pride enough or common sense enough or money enough to keep their property in decent appearance.

If the cause behind the offense is lack of pride or of sense, the offender should be forced to submit to assessment; if the cause is lack of money to pay for the cleaning, the assessment charge against his ground will work no injury, for his property will rise in value as the slattern weeds fall.

Some of the very worst offenders inside the City-limits are owners and agents of widely advertised subdivision tracts which they propose to sell this season to visitors. The extent and age of the frowze on some of this exhibition land is as invitational in its way as the six-months crust on the neck of a rag-picking hag.

The Question is on the passage of the Anti-Weed Ordinance. Those in favor will answer Aye, those opposed No. The Clerk will call the roll!

Mr. Lake?

Mr. Chase?

Mr. Householder?

The announced decision of a Sanford merchant to treat his customers to a "cent day" is an interesting straw in the local wind of commerce; it shows how one current of that wind has decided to try to blow. Though the holding of a "cent day" is quite an old selling policy in some other parts of the country, it is brand new here and may meet with a measure of success.

But the "cent days" and the "dollar days" (where the latter are originated by the merchants themselves and not pushed upon them by some advertising medium in its hunt for patronage dollars for its own till) impress one rather as the maneuvers of a hosome who is finally convinced that he must get over a wall in order to be on the other side of it, and unpeppily rides his steed sideways at it instead of full tilt to the hurdle.

By which we mean, of course, that the way to bring retail prices down to an attractive level in Sanford is to charge less for goods, day in and day out. That is the selling policy which will return more profits to Sanford merchants in a year than all the "dollar days" and "cent days" that could be raked together out of the calendar. As any Sanford woman will tell any doubting merchant that asks her,

SANFORD'S SCANDAL
THE WOODEN CHECK

(Consult Page Three)

A Sanford bank cashier is reported to have offered this advice to a newly established business man who complained to him that within the first few weeks of his trade here he had been given by customers no less than five checks which the bank had returned to him marked "N. S. F.—Not Sufficient Funds:

"If I were in your place I would not turn in to the bank for deposit any checks of which I was not absolutely sure. I'd present them to the bank, get the cash (if they're good), and deposit the money to my credit. Sanford is a small city, but every morning its banks have their daily list of N. S. F. checks to charge against instead of to the credit of depositors' accounts."

Frequently those morning lists are astonishingly long lists; and very frequently they contain the names of one or more "repeaters," residents of Sanford who appear to have become habitual issuers of "wooden" checks, instead of exceptional and accidental issuers.

As announced on the title page of this issue of SANFORD TODAY, more than two thousand wooden checks have been put through the three Sanford banks since the first day of last April, and nearly sixteen hundred of these bear the signatures of citizens who failed to make them good within a reasonable number of hours after notification by depositors—the victims who had cashed or otherwise accepted the no-good slips of paper. The other four or five hundred wooden checks include the persons who did make them good promptly; and there is a

sprinkling of worthless checks marked "No Account" or "Forgery." With the latter two classifications this article does not deal.

These wooden nuisances—and worse—were drawn for amounts ranging upward from one dollar, and the great majority of them called for such relatively trifling sums as \$5, \$20, \$2, \$35, and uneven amounts in between and up to \$50. Only six of the two-thousand-and-odd were written for more than \$250 each.

Many of the two thousand were made out in lead-pencil scribble, perhaps suggesting just such a heedless mind and helter-skelter disposition as would fit one type of habitual offender. Very many others bore no such visible traces of mental and moral slackness.

Comparatively little evidence is at hand to show any determination on the part of the legion of daily Sanford victims to punish the issuers of wooden checks and suppress the practice, though there seems to be a widespread belief that all you really have to do when victimized is hand the "bum paper" to the Sheriff, who will stroll out on the street, take the check-maker by the arm, and lead him—or her—off to jail.

The Sheriff will do no such thing. A regular legal proceeding has to be gone through with by the victim and a warrant issued for arrest before the Sheriff can act. That's the law.

How many have you been "stuck for" this month?

Have you a suggestion for abating this Sanford Scandal?

for Economical Transportation.

CHEVROLET

WHITE-HIGHLEYMAN, INC.

SANFORD AVE. AT TENTH ST.
SANFORD, FLORIDA

October 26, 1926.

SANFORD TODAY,

City,

Gentlemen:

You will remember that in your issue of October 16 we had you insert our advertisement inviting your readers to phone us for demonstration of a CHEVROLET and actually try out the car.

About four o'clock of the afternoon of the 16th we were asked over the phone to bring a CHEVROLET Coupe to a South End residence for demonstration, the caller mentioning our ad above referred to.

We promptly drove a car to the residence, demonstrated it, and sold it.

This is certainly quick action on an advertisement—there could hardly be any quicker! We believe the statement about SANFORD TODAY, that "They watch for it." Advertising in your Magazine does pay.

Yours truly,

WHITE-HIGHLEYMAN, INC.

S. D. HIGHLEYMAN,
President

SDH:MEM

WHO'S WHO IN SANFORD

—AND JUST WHY—

A RECORD—NOT A RHAPSODY

JOHN MEISCH

The story of John Meisch is a story of the making of an American.

The successful Seminole County farmer and Sanford builder—a Director of the First National Bank, Director of the Sanford Chamber of Commerce and member of its Good Roads Committee, President of the Meisch Realty Company, President of the Sanford Investment Company, Director of the Sanford Building and Loan Company, and Director of the Florida Vegetable Corporation—was born fifty years ago, July 17th, 1876, on a German farm in the Duchy of Luxemburg, and near the City of that name, the son of a German truck-grower and his wife: Nicholas A. Meisch and Katherine Faerius.

An uncle, Sebastian Meisch, farmed fourteen acres to truck near Secaucus, New Jersey—and was in the custom of spending his winters in Sanford. Having an uncle in America was urge enough to the boy John Meisch to try his fortune far from the fatherland, and when he was seventeen his parents gave consent. John and his fifteen-year-old sister Julia (Now Mrs. Charles Ludwig of Sanford) journeyed forth, alone, into the wide West of unseen Ocean and mysterious land. From Luxemburg they traveled to Antwerp, these two emigrant children, and thence to London and Southampton. Steamship Paris of the American Line brought them to the Battery, and at Castle Garden Uncle Sebastian was waiting with a carriage, having driven to meet them from the Jersey side.

Six years John Meisch worked for his uncle, learning how to make fourteen acres yield comparative wealth on the west doersill of New York.

"Any time you want to quit," rumbled Uncle Sebastian, "that's all right; quit. If this is the thing you've made up your mind to do, stick to it and never mind saving your money—I'll set you up when the time comes. But if you want to quit—quit now." John didn't. And at the end of six years he accepted the older man's freely offered loan of \$3800 to buy the work-stock on a neighboring ten-acre truck farm which he rented.

Six years he tilled that, and in that time paid back the loan and laid up money. But he grew weary of toiling eighteen hours a day, dividing both his waking and his sleeping time between the farm, the drives to and from the old Gansevoort Market in the City, and a marketplace hotel room which he and other truckers rented by the year. He was then clearing on his truck a little more than \$2000 a year, considered in the Jersey circle "successful money." He had listened many times to Uncle Sebastian's stories of the gentle winters and rich crops of the Sanford section in sunny Florida; and at last he decided to "go down there and look it over."

In his heart he must have known that to go would be to remain, for he and his wife (he had married the daughter of a neighboring truck farmer about the time his uncle set him up for himself) decided to sell. The price they got was \$4500—and a few weeks later they could have got \$8000!

In 1905 the young couple made their first and only eastward trip across the Atlantic, and visited the old farm in Luxemburg. John's father was dead, but his mother, since deceased, was there awaiting them.

In 1906 the John Meisches and six young Jersey trucker friends journeyed to Florida, stopping in Orlando, where John Meisch had a friend, Herman Hillman, who spent his winters in Orange County and his summers in the Cranberry State. Herman Hillman said:

"Orlando is an all-right place to live, my friends, but if you want to farm go to Sanford."

Mr. Meisch bought nine acres of what was and still is known as the old Colonization Farm, two miles west along First Street. He still owns it, and his eldest son Edmund is farming it. Where ten acres of truck in the door-yard of New York had brought in \$2000 a year, nine acres at Sanford, planted chiefly to lettuce and celery, brought in about \$5000 after the second year, and the hours of toil were not eighteen but from 7 in the morning to 5:30 at night.

In 1922 Mr. Meisch's neighbors decided they were not getting the representation they should have from the County Government, and they nominated and elected John Meisch to the office of County Commissioner. He still holds that office and has been thrice elected to it. His proposition to the neighbors was, "I'll run, but you've got to do all the election work." he hasn't made a failure in any crop in nineteen years, and he has yet to be politically defeated.

John Meisch is one who always was able to take care of his own money. In 1920 he bought out, for \$55,000 cash, the Drew Development Company, of Sanford. This made him owner of 900 city lots (about 1500 acres of land) and of the Bishop Block (now the Meisch Block) at First Street and Palmetto Avenue. This building he remodeled, spending upon the whole property approximately \$100,000, including \$235 a front foot for the ground. Some of the 900 lots he has sold off, on some he has built a dozen houses and sold them, and he still has 250 lots in hand. The money he has invested is money he made. He frankly states it.

"I have no serious regrets in the whole of my life," Mr. Meisch said in conclusion. "My chief satisfaction, I suppose, is in having always succeeded with the soil. The fields have given me everything I've asked of them. They will always come first with me."

REAL CHURCH NEWS

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

METHODISTS

At the first Church Conference of the new year, which was held after Prayer-meeting Wednesday evening, Mr. F. W. Talbott was elected to the office of Secretary. The reports from the various organizations of the church were good, and especially encouraging was the one from the youngest of these organizations, The Methodist Men's Club. Though the membership is not large, they seem to be in earnest and great things are expected from this group of men.

Mr. Frank B. Adams has been appointed Director of the Sanford branch of The Golden Cross Society, which was started two weeks ago by Dr. Cooper with a charter membership of eighty-three. This society is promoted by the Hospital Commission of Methodism and is known throughout the Southern States, although this is its first year in the Florida Conference. The aim and object of the body is to establish hospitals in every State, which will be maintained by the Methodist denomination.

Our nearest neighbor States, Georgia and Alabama, already have their hospitals in preparation and it is hoped that Florida will not stay long behind them. Many of the other States have their work going nicely and have hospitals established or are building them at this time.

TOMORROW AND TODAY

By JOHN MEISCH

County Commissioner; Chairman

WRITTEN FOR THIS MAGAZINE

Seminole County growers have a good chance to make money on lettuce this season. About three hundred acres were set out. The crop has been poor the last two seasons. Shipping will begin about Thanksgiving Day, and we should cut better than 600 crates to the acre. As there are 400 crates to the car, Sanford should send around four hundred and fifty cars to New York this season. Prices range from \$1.50 to \$2.00 a crate gross, and the crop costs the grower about \$150 per acre.

Seminole County has on hand \$1,000,000 good-roads bonds and will sell them when the market is favorable. One half of this amount is made available for road work this year, the other half next year; fiscal years, I mean.

We have just built a modern County Jail for \$55,000, and a modern County Home for \$40,000. The latter is two miles this side of Longwood and is to be ready for the County's twenty inmates by Thanksgiving Day. This is not a poorhouse County; most anybody who wants a job can get one.

We have made what may be a serious backward step in not acting on the Circuit Court's approval of the St. John's-Indian River Canal Project. The Canal to connect Sanford with the east coast of the State must be built. The longer we delay the more unwise we will show ourselves to be.

There have been three very fine offers made to the Florida Hospital Commission from Jacksonville, Hollywood and Orlando. For the sake of our own interests and because of our loyalty to the Central part of the State, we would like to see Orlando get the hospital. It would mean a great deal to Sanford to have such a well equipped institution within forty minutes' drive of us, and it is hoped that not only the Methodists but all the citizens of Sanford will use their influence towards securing this plant for Orlando instead of at Jacksonville or Hollywood.

The Junior League has been obliged to change its time of meeting back to Sunday afternoon at 6:30, and in the future they will meet in the new Junior Department room. Mrs. Clark has planned some fine work for the little folk of this League and they are enjoying their meetings more than at any other time this year. Their plans are for bigger and better things than ever before, and they have started a League Town with this in view. Those who are not yet citizens of this Town should come to Junior League and see what is required to claim citizenship therein.

A fine program has been prepared by the women of the Missionary Society for Sunday evening at the church hour. Those who attend this meetings will receive much inspiration from listening to what the women have done during the past year. Special music has been prepared and there is to be a good program.

FIRST PRESBYTERIAN

The Christian Endeavor of the First Presbyterian Church will hold a union meeting Sunday night at six-thirty, having as leader William W. DuBose. All the young people of Sanford and the surrounding towns are asked to come. We will be most glad to have you with us.

\$5.00 Given Away Absolutely Free

SPECIAL

Hudson Coach.....1924 Model
Hudson Coach.....1925 Model
Hudson Coach.....1926 Model
Ford Coupe

Ford 1-ton truck—Stake Body

CHEAP

Used Car Exchange

Q. W. WANSLEY
Corner Second and Park

30 x 3 1/2 CORDS

\$8.50

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

Cecil L. Rines

Corner West First and Jessamine Ave.
Sanford, Florida

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

HERE ARE THE RULES:

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

PATRONIZE THE ADVERTISERS

LANEY'S Drug Store

For Service and Your
Money's Worth

Phone 103 Sanford, Florida

FREE

Portable Phonograph
A number given for every dollar spent in the purchase of

GAS AND OIL
TIRES AND TUBES
AUTO ACCESSORIES
PHONOGRAPHS AND RECORDS
RADIO, FLASH-LIGHT AND HOT-
SHOT BATTERIES, ETC.

Lucky Number gets the Phonograph
November 30, 1926.

F. P. RINES FILLING STATION
1113 Sanford Ave. Phone 461-J

Seminole Creamery

417 W. 4th Street

Our Buttermilk is a pleasant
drink—Try it and note the uni-
form flavor and body.

Telephone 634

Specials

Every Saturday

at

McCuller's Grocery Co.
Phone 671 The Basket

SEE KELVINATOR PLATT CO.
McLander Arcade



Electrical Refrigeration for the Home

Royal Cleaners & Dyers

For Better Cleaning and Dyeing

Garments made New with our
New Cleaning process. You are
cordially invited to inspect our
plant.

305 E. 2nd St. Phone 481-J

New

A solid car-load of magnificent
rations.

Dining room suites in a
Be sure and see

Our display of lamps is
the famous Satsuma lamp you

Now is the time to make
store them for you.

"Your Home"

Miller Furniture

We are located IN THE
of the highest

Plenty of parking space

Each Week for 3 Months! \$5.00

THIS WEEK'S WINNERS

1st in GOLD—Mrs. BONNIE WOOLWORTH, Sanford, Florida.— Please call at the office of this Magazine next Monday, November 1, and receive your Prize.

ACCEPTANCE PRIZES

Mrs. D. S. BABBITT, Box 858, Sanford.— For an accepted Bright Saying, 50 Cents.

Mrs. J. H. WRAGGE, 122 Central Avenue, Sanford.— For an accepted Joke, 50 Cents.

Mrs. GEORGE McGAHAGIN, 613 Magnolia Avenue, Sanford.— For an accepted Bright saying, 50 Cents.

Mrs. E. W. DOTTARAR, General Delivery, Sanford, Florida.— For an accepted Joke, 50 Cents.

SEE PAGE 10 FOR WINNER STORIES

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

WINNERS ON THIS PAGE

Arrivals

ing room suites in all deco-

assortment and colors.
y Spanish suite.

escription and must be seen;
in this collection.

day selections; we will gladly

me First"

iture Co.

OF SANFORD and out
strict.

m welcome await you.

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. McLander Arcade

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

G. W. DEETCH

"THE BICYCLE STORE"

Bicycles—Velocipedes—Accessories

EVERYTHING FOR THE CYCLIST

McLANDER ARCADE

Now Is The Time



BURGESS

Radio Batteries for Perfect RECEPTION

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 received a supply of

Doll Patterns

to be distributed FREE

Bring the children in and get yours

THE FLORIDA CASH STORE

311 1st Street

Sanford, Florida

The Loaf Substantial

SANFORD'S

PAN-DANDY

BREAD

Taste the Difference

Sanford Baking Co.

THIS WEEK'S PRIZE WINNING LETTERS

Got a rise out of the Smiths all right! and don't ever let anybody tell you they're not good sports! Read now.

"No. 6 Park Apartments,
Sanford, Florida
October 26th, 1926.

"Dear Editor SANFORD TODAY:

"Your generous Prize of the five-dollar Gold Piece was received with the deepest appreciation, and let me add that I consider it a very cordial reception for a newcomer—my husband and I having recently taken up our abode in your 'Substantial' City.

"I liked your witticism about the innumerable Smiths, and would like to add another tale to your already large stock of Smith jokes just to show you I am a good sport.

"Once upon a time, so the story goes, everyone was named Smith. But, as you know, man fell from grace; and as each person disobeyed some Rule or committed some crime his (yes, or her!) name was changed from Smith to Jones, Brown, or one of the other names that really are common. . . . Well, people fell from grace, and fell, and kept on falling, I'm sorry to say; until today we have, oh ever so many Jones and Browns, and those other really common names, but there are still a few Smiths left and one meets one now and then. For you see, not absolutely everybody kept falling, and falling.

"And I shall let one of the banks help me treasure your Prize as one of my first gifts from Sanford. We recommend SANFORD TODAY as a helpful Magazine, to anyone who wants to know his Sanford!

"Sincerely,
"(Mrs.) CHARLOTTE MEEDS SMITH."

How delightfully Smithsonian! Now we peruse a letter from last week's No. Two Gold Prize Winner, Professor T. W. Lawton, Secretary of Seminole County School Board and Superintendent of Public Instruction:

"Dear Mr. Editor—

"Accept my sincere thanks for the five dollars in Gold awarded me in your Prize Contest. There are so many commendable causes to which I should like to contribute that I am undecided as yet just what disposition I shall

make of the Prize money. Later I shall report to you my decision.

"Sincerely yours,
"October 26, 1926. "T. W. LAWTON."

"P. S.—Believing that the most laudable work in this County just now is being done by the Y. M. C. A., I shall take pleasure in transferring this gold piece to Secretary C. D. Wolfe to be awarded to the boy who first attains to the Master degree in the Pioneer Club of the Seminole County Y. M. C. A.
Oct. 27-'26."

"T. W. L.

THIS WEEK'S WINNING LETTERS (See Page Nine for Winners' Address)

FROM MRS. BONNIE WOOLWORTH
Five Dollar Gold Piece

In the Fourth Line of the Ad of the Florida Cash Store the word "received" should be "received."

Bobbie's mother was putting him to bed.
Cousin Mable (knocking on bedroom door):
Can I come in?

Bobbie's Mother: No, Mable, it isn't nice for little girls to see little boys in their nighties.
(Bobbie's mother leaves room.)

Bobbie: All right, Mable, you can come in now; I've taken it off.

FROM MRS. D. S. BARRITT

"Who taught you to use such awful words, Tommy?"

"Santa Claus, mama."

"What do you mean by that?"

"I heard him say 'em when he fell over a chair in my room on Christmas Eve."

FROM MRS. J. H. WRAGGE

Jones: I have an electric wife.

Smith: What d'yeh mean?

Jones: Every thing she has on is charged."

FROM MRS. GEORGE MCGAHAGEN

Ruth came home from her first Sunday-school carrying a small bag of chocolates.

"Why Ruth, where did you get the chocolates?" asked her mother.

Ruth looked up in surprise. "I bought them with the nickel you gave me. The minister met me at the door and got me in for nothing."

FROM MRS. E. W. DOTTARAR

"I've come," said the woman politician, to ask you to support me."

"I'm sorry, Miss, but you're too late. I've been married for years."

PLANNING ARMISTICE THRILLS

CENTRAL FLORIDA'S SHOWIEST SPEED-BOATS ARE TO BE HERE FOR GREAT REGATTA ON LAKE MONROE

Arrangements are being perfected for the American Legion water carnival and speed-boat classic on Armistice Day, November 11th, on Lake Monroe. Karl J. Schultz, Commodore, will be in charge. A permanent race-course is being laid out this week of one mile and a quarter. During the regatta three five-mile heats will be featured in the various classes of craft entered.

In the 151 Class three local boatmen will enter their Sanford-built boats. Al Lee with his "Shower Bath" of his own design, powered with an Erd 151 racing motor; "Big Bill" Hoffman with his "Skiddaddle," driven by a Star Continental motor; Karl J. Schultz will enter his "Midnight," powered with a Pierce-Budd motor. Mr. Schultz' craft was designed and built by himself.

This regatta is to be one of the biggest and best ever held on Sanford's course. Boats from other Central Florida cities will be entered. Hoe Bassett of Eustis will enter a speedy craft; Mr. Simpson of Mt. Dora plans to race his "Nigger Baby." His craft met with an accident enroute to Sanford, which he hopes to repair in time for the Armistice Day events. Mr. Willets will in all probability arrive with his fast "Miss Pluto," which sauntered the gallery

last year with its speed. Mr. Bakaus of Mt. Dora will enter his "See Me Go," an exceptionally fast boat. Leaping Lena," of Mt. Dora, will be here to cut the waves of Monroe with the best of them.

Mr. Stokes of Mt. Dora will enter his new speed creation powered with a Franty-Ford motor. This boat is a beauty and should perform among the best craft entered. The noted sportsman Dave Rogers will enter "Miss Plymouth," a boat of fine lines and speed untold. This craft gave the sightseers a thrill last year.

The American Legion will present on engraved loving cup to the winners in the events. A special feature for the present withheld from description is to be "the event of the day," (They may call it the "Bang and Go Back" race, a something full of thrills, excitement and strangeness, it's privately said.)

All plans are being made with the idea of having some of the finest, fastest boats available in Florida.

"I visited Florida, and thought so much of it that I invested a considerable sum of money there and intend to return for a part of each year during the balance of my life."—T. T. Ansberry, attorney, Washington.

IN SOCIETY

By NAOMI SCOGAN
(Telephone 179)

The Social Department of the Woman's Club entertained at bridge Tuesday afternoon with Mrs. John Meisch and Mrs. Edmund Meisch as hostesses. The club-room was lovely in its decoration of lavender and gold flowers. The usual business meeting preceded the card game. After a very lively game of bridge Mrs. Ben Caswell was awarded the prize for highest score, a pretty blue flower-bowl.

After the game covers were spread and refreshments of frozen fruit salad, nut-bread sandwiches, saltines, coffee, and salted nuts were served by the hostesses assisted by Mrs. John Meisch Jr., Mrs. Ben Caswell, Mrs. K. B. McCracken, Mrs. John Bender, and Mrs. Fred Zerrener. Seventeen tables of players enjoyed this affair.

Mrs. Christopher Stephen Williams arrived Wednesday night to be the guest of her daughter Mrs. E. L. Markell at her home in Edgewater. Mrs. Williams' home is in Larchmont, New York.

The members of the United Daughters of the Confederacy entertained on Wednesday in honor of Mr. H. H. Streges, celebrating his eighty-fourth birthday. Mr. Streges is a veteran of the Civil War. Patriotic colors of red, white, and blue and autumn flowers brightened the rooms where the guests assembled.

The guests enjoyed some exciting war stories related by the veteran, as well as war poems which he recited. Birthday gifts from each member of the Chapter were presented to Mr. Streges by Mrs. F. E. Roumillat, President of the Sanford Chapter. The guests were limited to the members of the U. D. C.

Miss Helen Sheppard of Niagara Falls, New York, is the attractive house-guest of Miss Abby Doudney. Miss Sheppard will sing at the Doudney-Hutchinson wedding November sixth in the Episcopal Church.

Mrs. George W. Knight, Miss Elizabeth, and George Jr. returned this week from several months' travel through the West.

Mrs. George D. Bishop was hostess Wednesday afternoon to the members of the Fortnightly Bridge Club. The home on Magnolia Avenue was prettily decorated with goldenrod and other autumn flowers.

After an interesting game Mrs. Frank Miller was awarded the prize for high score, one of the new books. The cut prize, a jar of bath-crystals, went to Mrs. F. E. Roumillat. Miss Catherine Wilkey and Mrs. C. E. Henry substituted for absent club members. After the game the guests were served with a delicious salad course. The members present were Mesdames D. L. Thrasher, H. B. Lewis, Hal Wight, F. E. Roumillat, W. J. Thigpen, Frank Miller.

Mrs. E. F. Housholder entertained the members of the Sister's Bridge Club Wednesday morning in her home on Evans Street. The rooms were bright with zinnias and various autumn flowers, and score-pads, pencils and talies carried out the colorful scheme. The high score was held by Mrs. La Verne Hurt, the prize being a set of salt-cups and spoons.

The guests were motored to Lake Mary, where a tempting chicken dinner was served at the Crystal Lake Tea-Room. The guests were Mesdames Ralph Wight, La Verne Hurt, P. A. Mero, Roy Kirtley, M. S. Wiggins, W. A. Finn, Floyd Palmer, J. S. Benson.

"P. S.—I spend the winters in Florida with my two babies, four and six years old, for I feel that it is the one place for children during the winter months."—Marguerita Silva, operatic star.

\$20 GOLD PRIZE

WEEK'S WINNER

\$40 GOLD PRIZE

HIGH SCHOOL BEAUTY CLUB

To MISS VIRGINIA BLEDSOE
WHO MAY BE A STENOGRAPHER

Ver-ry quiet. So demure
You have trouble being sure,
As she turns her eyes away,
If she'd rather go or stay!

Life is full of quick surprises;
Men are clumsy at surmises.
Dainty Maid of stilly calm,
Did you softly whisper—

In your heart when prest by me
To ope' it wide and let me see?
Life is full of faint surmises—
Are you one of its Surprises?

She would like to own a monkey for a pet.
It is her favorite animal. She is not sure why.
She does not feel it necessary to know why.
She is right.

In fellow humans she most admires the virtue
of honesty. Most detests the miserable vice of
tale-bearing.

Latin is her favorite study. She thinks that
is because her Latin Teacher is the teacher she
likes best.

She is a Freshman in Sanford High-school.
Her name is Miss Virginia Olean Bledsoe.
When she smiles (shyly) she is as pretty of
color and of contour as the daintiest just-
ripening Georgia peach. That is as it should
be, for Dothan, Georgia, is where she was born
and lived ten years. The Judges had no
trouble, this week, in choosing Miss Virginia
to represent on the cover and pages of SANFORD

TODAY the Sanford High-school Beauty Club
Contest.

Miss Contestant plans to become a steno-
grapher when she has graduated from her
classes. She is the daughter of Mr. and Mrs.
T. M. Bledsoe of Douglass and Buena Vista
Streets. Her father is Manager here of the
Gulf Fertilizer Company.

And this writer almost forgot to put down
her answer to one of his most cunning questions:
Rudolph Valentino in *The Son of the Sheik*
remains her best-liked moving picture. One
does know that the most quiet-eyed maidens
have perhaps a special heart-corner for the
dashing and colorful.

COMMERCE CHAMBER WEEKLY MEETING

At Friday's Chamber of Commerce luncheon
S. O. Shinholser, chairman Finance Committee,
advised that plans would soon be made for
the coming year's finances and asked that a
meeting be called for Monday night, November
first, at 7:30, of both the Membership and
Finance Committees. He said that after this
meeting a report would be made to the mem-
bership and Board of Governors as to plans
formulated.

T. W. Lawton, Superintendent of Public In-
struction, announced that plans were under
way toward something definite for a hospital
for Sanford, and announced a meeting of the
Hospital Board for Tuesday, December 2nd, at
3 p. m.

Reporting on school conditions, Prof. Lawton
said the schools were at present congested but

that the pupils were being taken care of in the
best manner possible under the conditions. The
new High-school Building which will be open-
ed about January first, will relieve the conges-
tion, after which time he expects no more
trouble.

President Forster of the First National
Bank declared the voted bonds of \$100,000
were entirely inadequate for hospital needs in
Sanford, and advocated building a hospital
second to none in the State, even up to a cost
of a quarter or a half million dollars.

Mr. Dighton asked whether a new hospital
could be financed by loans through insurance
companies, and President Douglass appointed
Messrs. Dighton, Jackson, and Wilson a special
committee to investigate this.

A. P. Connelly advocated, if necessary, an
issue up to \$350,000. He asked the attendance
of all who were interested at the joint meeting
of the Hospital Board and the City Commission
Tuesday afternoon at 3 p. m.

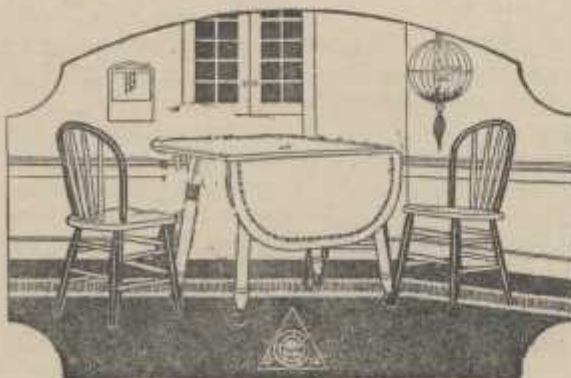
Col. Knight quoted his wife as stating that
in making a trip from Florida to California
and return, a distance of 9,000 miles, the only
hotel charging exorbitant rates was in Florida,
on the return trip, at Pensacola.

Secretary Trotter called attention of the mem-
bers to some splendid work being done by
Baldwin & Brown in issuing descriptive agri-
cultural folders of Sanford and Seminole
County, and by the Bond-Hill Lumber Company
in keeping Sanford's progress before the large
national firms with which they deal, by enter-
ing them as regular subscribers to SANFORD
TODAY.

Monday, November 1st, Publicity Committee,
5 p. m. Finance Committee, 7:30 P. M.

Free! THIS BEAUTIFUL 5 PIECE BREAKFAST SET Free!

WHO is the Customer to whom this Exquisite
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Pee Gee Paint Has a 60-Year Record. Have You Tried It?

NICK BRINGS BIKES!

There are two Santa Clauses—not just the
one!

There's the Nick who makes the rounds of
the roofs with sparkling eyes and a red-apple
smile on Christmas Eve; and there's the one
that makes the rounds of the stores, before
Christmas.

That one delivered, this week, a big load of
bicycles, coasters, and velocipedes to the store
of the Sanford Cycle Company, 117 Park Ave-
nue, where they have about everything in the
way of sporting goods for the grown-ups as
well as special delights for the small folk.
They are saying to Sanford: "Make your
selections early, and have them reserved for
you."

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We have plenty of extra good Pine and
Oak mixed for fire place or stoves
AT THE RIGHT PRICE

ANY QUANTITY WE DELIVER
Full Cord Measure Guaranteed

SUNNY LAND REALTY CO.

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Valdez Hotel Bldg.

A TOMORROW'S SERMON TODAY

BE GUIDED BY THE NEW TESTAMENT, NOT THE OLD, PASTOR ROUDECIEL WILL COUNSEL HIS CONGREGATION

John 5:19.—"Search the Scriptures; for in them ye think ye have eternal life: and they are they which testify of me."

On this text the Rev. Dr. Roudeciel, Pastor of First Christian Church, tomorrow morning will preach a sermon in which he will caution his hearers to fashion the ways of their life upon the precepts of the New Testament, instead of seeking authority for incongruous acts from the lines and figures of that colossal historical pageant which is the Old Testament.

His manuscript assures that this will be a sermon attractive for its colorful treatment and for the direct vigor of its style. Here are brief excerpts:

"Jesus continually swept aside the teachings of Moses and the Prophets with his 'I say unto you.' It is to Jesus rather than to the Old Testament that we are to look for our guidance in moral matters."

"Since the Book of books is an accurate portrayal of man's character-development, we

would expect some parts of it to be more edifying than others, and such is the case. The long genealogies are not especially captivating, and the records of some of the sinful kings could hardly be called ennobling. But the Bible is plainspoken. It is honest. And this is another sign of its divine origin. Some foolish people have tried to justify their sins by quoting Old Testament Scriptures. But there is no justification for this kind of logic. Because a thing is in the Bible is no reason for thinking it is to be taken in 1926 as a justification for something."

"Jesus taught the universal Fatherhood of God and the Brotherhood of man, rather than the old doctrine of an eye for an eye. He taught that sin begins in the heart, and added that adultery and murder extended even to harboring the evil thought. While he did not specifically condemn human slavery he did enunciate the eternal principles that were slowly but surely to result in the unshackling of all slaves everywhere. Thus the Bible is to be viewed as progressively revealing to man his duties."

"I would appeal for more Bible reading. It should be a universal habit among all classes. The world would be immeasurably better off and happier. No one could make a better resolution than to read the Bible through, beginning today—three chapters a day, five on Sunday."

"Queen Victoria said of the Bible to a visitor from across the sea, 'That Book is the secret of England's greatness.' Andrew Jackson pointed to a copy of the Scriptures as he remarked to a European statesman, 'That Book, sir, is the rock on which the Republic rests.'"

HOTEL OPENS DECEMBER 1ST

SANFORD TODAY is in receipt of a communication from Hulick & Hulick, proprietors of the Forrest Lake Hotel, announcing to the people of Sanford and Seminole County that the hotel will be opened for the season on Wednesday, December 1.

The communication states:

"Hotel Forrest Lake opens December 1st. Rates American plan will be \$7 a day and up; European plan \$4 a day and up. Nothing better in the United States."

"Sincerely,
"HULICK & HULICK."

One or both of the Hulicks will be in Sanford early next month, it is understood. They now are closing for the season various matters connected with their summer hotel interests in New Jersey.

THE POWDER PUFF BEAUTY SHOP

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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.

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Do you know where to buy a full line of
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TEA ROOMS

**PALM GARDEN TEA ROOM
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Cor. 2d and Magnolia Upstairs Basket

For Sanford — For Seminole — For Florida

FREE ICE-CREAM TONIGHT!

The first ice-cream party for the children of Punta Gorda under terms of the will of former Governor Albert W. Gilchrist will be held Hallowe'en night, which is tonight. Mr. Gilchrist, who passed away in New York last May after a long illness, left a fund to be administered by the Punta Gorda Masonic Lodge, with instructions that once a year the children of his home city be given an ice-cream party.

"It will make them happy," he said in the will.

The Masons have arranged with a local pharmacy to serve the youngsters, and the word has gone out that there will be no skimping in serving the dainty from containers to plates, reports the Florida State Chamber of Commerce.

ANSWER: ONLY ONE FLORIDA

"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.

POEMS AND NEAR POEMS

WORK

By HENRY VAN DYKE

Let me but do my work from day to day,
In field or forest, at the desk or loom,
In roaring market-place or tranquil room;
Let me but find it in my heart to say,
When vagrant wishes beckon me astray,
"This is my work; my blessing, not my doom;
Of all who live, I am the one by whom
This work can best be done in the right way."
Then shall I see it not too great, nor small,
To suit my spirit and to prove my powers;
Then shall I cheerful greet the laboring hours,
And cheerful turn, when the long shadows fall
At eventide, to play and love and rest,
Because I know for me my work is best.

FOUR-LEAF CLOVER

By ELLA HIGGINSON

I know a place where the sun is like gold,
And the cherry blossoms burst with snow,
And down underneath is the loveliest nook
Where the four-leaf clovers grow.

One is for hope, and one is for faith,
And one is for love, you know,
And God put another in for luck,—
If you search, you will find where they grow.

But you must have hope, and you must have
faith,
You must love and be strong—and so,
If you work, if you wait, you will find the place
Where the four-leaf clovers grow.

LET ME LIVE OUT MY YEARS

By JOHN G. NEIHARDT

Let me live out my years in heat of blood!
Let me lie drunken with the dreamer's wine!
Let me not see this soul-house built of mud
Go toppling to the dust—a vacant shrine.

Let me go quickly, like a candle light
Snuffed out just at the heyday of its glow.
Give me high noon—and let it then be night!
Thus would I go.

And grant that when I face the grisly Thing,
My song may trumpet down the gray Perhaps.
Let me be as a tune-swept fiddlestring
That feels the Master Melody—and snaps!

BRIDES' CORNER

Conducted

By MRS. JUNE

HARD SAUCE

Butter 1-3 cup
Confectioners sugar 1 cup
Vanilla ½ teaspoonful
Cream butter and add sugar gradually, beating constantly; when smooth add vanilla.

CHEESE CRACKERS

Spread small saltines with cream or cottage cheese. In center of each cracker place a ring cut from a large stoned olive. In center of olive place a tiny ball of cheese sprinkled with paprika. Serve with salad.

APPLE ROLY POLY

Butter 2 tablespoonfuls
Sugar ¼ cup
Pastry flour 2 ½ cups
Baking-powder 4 teaspoonfuls
Egg (well beaten) 1
Sweet milk ¾ cup
Salt ½ teaspoonful
Apples 4

Butter (medium taste)
Sift flour, baking-powder, sugar, and salt together; add butter, cutting it in with knife, then egg and milk, making a medium soft dough. Toss on floured board and roll to ½ inch thickness; spread surface lightly with melted butter and then cover with the coarsely chopped apples. Dust with nutmeg or cinnamon, roll up, handling lightly, brush over top with melted butter, place in well-greased pan, and bake in medium oven about 45 minutes. Serve with hard sauce.

PORK CHOPS de LUXE

Onions (small white) 2 cups
Parsley (chopped) 1 tablespoonful
Egg-yolks 2
Lemon, juice of 1
Salt and pepper to taste
Pork chops (thick) 4 or 6
Butter 2 tablespoonfuls

Fry onions in butter until soft but not brown. Beat egg-yolk until light and add lemon juice, parsley, and seasoning. Place the onions in a buttered shallow baking-dish and pour mixture over them, then lay pork chops to cover. Spread seasoned and buttered bread-crumbs over the top, and bake until well browned. Time about 30 minutes.

NUT BREAD

Bread flour 2½ cups
Baking-powder 4 teaspoonfuls
Sugar ½ cup
Milk 1 cup
Eggs 2
Salt 1 teaspoonful

Nut-meats (broken and mixed with 4 tablespoons flour) 1 cup
Sift flour with baking-powder and salt; add milk, and eggs slightly beaten; mix well and add floured nut-meats. Pour into well-greased loaf-pan and bake in moderate oven for one hour.

HOUSEHOLD HELPS

Where there is a nursery it is a good plan to have the door made in two parts—a Dutch door—so that the lower part may be shut and fastened and the upper one left open. Any one outside may see and hear all that is going on, and the children, if little, will be safe inside. If you do not wish to have the regular door cut in two a half-door may be made and put up on the same door-frame.

Place clothes in two piles when ironing, to avoid assorting them later. Those which need mending may be put in one lot, and those which are whole in another. While ironing it is easy to notice a torn place or where a button is missing.

AMATEUR SPORT TALK

By DuBose

Lovers of football have the opportunity of seeing a splendid game here this afternoon, when the annual battle between Rollins College and Stetson University will be played on the local athletic field. This game will be a hard-fought battle from start to finish. These two schools have long been rivals in all branches of athletics, and each team will be at its best this afternoon. Today's game will be the Home Coming game for the Rollins Alumni and will draw a large crowd from all over the State. In their annual game last year Stetson defeated Rollins, and it is generally believed that Stetson has a little better than equal chance to duplicate the feat again this year. However, the game will be a fight from opening whistle to the close and it is exceeding hard to prophesy, as little is known of the strength of Rollins this year.

The game today is the first of two college games that will be played in Sanford this year. The other game will be played Armistice Day between Mercer and Rollins. Mercer defeated the University of Florida this year and has one of the leading teams in the South. Plans are being made to handle a record-making crowd which is expected to turn out for the game. The Armistice Day game will be played under the auspices of Campbell-Lossing Post of the American Legion. Tickets for the game are on sale in several of the neighboring towns but will not be placed on sale in Sanford until a few days before the game.

According to a report made by the High-school authorities this week, the new High-school Building probably will be ready for use by January 1st. This means that the new indoor basket-ball court will be in shape for this season's games. This announcement will be received with enthusiasm by the many followers of the game in Sanford.

Sanford High-school has a world of good material for basket-ball and the prospects for one of the best seasons ever had are good. For the last three years little attention has been paid to Sanford High's basket-ball team, chiefly because the out-door court did not permit the team to demonstrate its real ability. This year will present a much different story and a tough schedule is being arranged for the team. Practice will start immediately after the close of the football season. Allan Entz, formerly of the University of Florida, will coach the team.

Sanford High's football team has an open date this week and will not play at home again until November 13th, when it meets the strong Osceola High of Kissimmee. Coach Wheelchel has been holding stiff workouts every day this week and he expected to have the team in better shape than it has been this year when they journey to Winter Garden for the game there November 6th.

The showing the team made against St. Cloud last week was very unsatisfactory to the Coach. He is working hard to eliminate the weak points that were so pronounced in that game. The team still has four games to play and all of them should be easy victories for Sanford High. If the team plays as good football as it is able to and should play, then Sanford High need not have any fear of losing any more games this year. With Fordham back in the line the team will be as heavy as the average high-school team; and there is plenty of speed in the backfield.

Lakes Howell and Bear Gully, famous for big fish, and six other large lakes furnish thirty-six miles of lake-front property in Seminole.

ROLLINS COLLEGE

(Continued from Page Four)

ing been lived they can never be lived over again except in memory. But these precious memories are revived and quickened when mature men and women return to the old campus to rekindle friendships and renew youth.

"I have never heard of a college graduate who obeyed the impulse to return to his class and college reunion who was not a hundred-fold repaid for the effort and expense. So I say to all Rollins boys and girls—whether you left college one or forty-one years ago—do not let your college days become but a memory."

In keeping with this spirit the "old grads" will arrive on the Rollins campus Friday afternoon. At seven o'clock this evening a general college "sing" will be held on the old gridiron and at eight o'clock the Stetson Glee Clubs will give a concert in the Winter Park Congregational Church. This affair will be followed by an informal reception for the Stetson singers in Cloverleaf.

On Saturday all Rollins eyes will be directed toward Sanford. At 12:30 an informal luncheon will precede the formation of the great motorcade to the Sanford Athletic Field. This luncheon will be held at the Whistling Kettle Tea Room—Winter Park's unofficial country club, which is as essentially a part of Rollins life as the Library.

Promptly at 1:30 the motorcade will be formed and "On to Sanford!" will be the cry. The game will be played at three o'clock, and the Rollins boys will be cheered by a group of "Alumnae Sponsors" who, bedecked in blue and gold, will cheer the boys on. Sanford will be represented in this sponsorship group by two Rollins girls—Mrs. Percy Mero (Sara Wight) and Mrs. J. Sherman Moore (Helen Hanna).

The Rollins Homecoming will be concluded with a dinner at the Angebilt Hotel, Orlando, at eight o'clock Saturday evening.

Seminole Hotel Valdez Hotel

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BUILDING ACTIVITIES

THE CITY
SUBSTANTIAL

In and Around SANFORD

THE CITY
PROGRESSIVE

For Sanford — For Seminole — For Florida DEFIED THE HURRICANE

A "model home" of frame construction of the type common in Pensacola which withstood the terrific force of last month's hurricane is to be built in Miami next month by a group of Miami retailers, contractors, architects, and builders to demonstrate the possibilities of lumber as building material, the Florida State Chamber of Commerce has been informed.

The material is to be supplied by the Southern Pine Association, which became interested after L. R. Putnam, its merchandising counsel in Chicago, had visited Pensacola and found

that the 120-mile-an-hour gale had left frame buildings in that city unscathed.

Leo Kraemer of Chicago, the Association's chief engineer and technical expert, will go to Miami to assist the local group in constructing the proposed model home. Construction will begin about November 2.

SOME BUILDING FRAUDS

There are three ways to spell it. "Stucco;" "Stuck-O!" "Stuck? Oh." Sanford and Florida are laying up quite a collection of rough-faced homes with tinted skins. Some of them are undeniably attractive to the eye, and some of them persuade to shuddering laughter. Some of them—a minority among the multitude—are substantially built and will retain a good deal of their youthful beauty through first maturity and middle age. Some of them—the large majority among the uncounted many—will be patched and shriveled hags of houses before they are five years old.

These latter are chiefly represented in the Sanford territory by the misnamed "bungalow" type of three, four, five, or occasionally six rooms enclosed by "walls" composed of flimsy studding to which wired paper has been tacked and to that the outer skin of frail and vivid stucco spread on. There are lots and lots of such "bungalows" freckling the face of Sanford real estate. A sturdy-legged heavily-booted man could walk up to one and another of them, we declare, and kick a hole through that would let the bright Florida sunshine in to play hide-and-go-seek on the young housewife's O-Cedared floors.

Such houses are not honest houses. Where they have been sold they have not been sold for honest prices. They are dwelling frauds, and all too soon the uncompromising iconoclasts Time and Weather will walk up and do what the imaginary booted man would not dare do for fear of the police—kick holes in their masquerading walls; and those bunk bungalows will proceed to break up.

Meanwhile, happily and however, tens of thousands of real houses are growing on millions of Florida trees, and good lumber has not gone out of "style." It never will.

"No doubt these are some of the reasons prompting the Atlantic Coast Line's statement: 'No hurricane or other temporary setback can impair the faith of the A. C. L. in Florida.' It already has announced that the extensive program of construction and improvement it now has under way in Florida will not be curtailed or slowed down. On the other hand, every effort will be made to complete the various projects as soon as possible in order that they may be available to provide the additional transportation facilities that Florida's continued development is sure to need."

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60 New Patterns Just Received

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For Sanford — For Seminole — For Florida FAITH IN FLORIDA? WHY NOT?

The Wall Street Journal in a recent issue again offers concrete evidence to demonstrate that Florida is in a class by itself, says the Florida State Chamber of Commerce. The Journal, the Chamber adds, has been one of the most consistent friends of Florida in the newspaper world for some years and since the passing of the real-estate boom of last year has published many columns of matter to prove that the State still is one of the best bets in the country.

"Lest we forget," says the Journal in its most recent editorial reference, "Florida gives its tenants a State administration without need of a franchise tax, a severance tax, a corporation tax, a stock-transfer tax, tax on intangibles, or an income tax or inheritance tax. It has three ways of raising revenue for State purposes—a gasoline tax, occupational tax, and *ad valorem* tax on real estate and personal property.

"But with property in Florida estimated to be worth between \$5,000,000,000 and \$6,000,000,000, it is assessed for State taxation purposes at only \$750,000,000. And Florida does not owe a dollar, having no outstanding indebtedness, bonded or otherwise. Only early in July the Governor reduced the State taxation 30 per cent.

JAMES H. COWAN

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20 Years in Sanford

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The Kitchen

Included in this group is the handsome step saving kitchen cabinet, porcelain top table, 50lb. top icer refrigerator, quickmeal gas range or oil stove and plain chair.

The Bed Room

Consists of Full Length Walnut Vanity, Chiffonier, Bowend Bed, Rocker and Bench with dainty upholstered seats in the newest colors and patterns.

The Dining Room

Consists of handsome Antique Walnut Buffet, six ft. extension table five chairs and host chair—upholstered in high grade tapestry.

The Living Room

You may have your choice of three-piece Corsican cane suite including Rocker, Chair and Settee or two-piece loose spring cushion overstuffed suite. Davenport table and end table also included.

Your Choice of any Three Rooms Including the Kitchen at This Extremely Low Price