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Sanford Today

Newspapers and Weeklies of Central Florida

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11-6-1926

## Sanford Today, Vol. 01, No. 17, November 6, 1926

Sanford Today

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# SANFORD

\$1

A year

10 cents

the COPY

# TODAY

*In This Issue —*

'SANFORD'S BRILLIANT  
FUTURE ASSURED AS  
CENTRAL METROPOLIS'

—  
FROM DISTANT DESKS  
BUSY MEN SEND WORD  
REGARDING SANFORD

—  
WHO WINS  
THIS WEEK'S GOLD PRIZE

*Talk o' the Town*



MISS KATHRYN WATERS  
BEAUTY CLUB CONTESTANT

# Build Now!

We can furnish all Materials  
that enter into the construction of a building from  
foundation to chimney top

## AGENTS FOR THE FOLLOWING:

Builder's Hardware

Dixie Brick

Nails

Sash and Doors

Keystone Lime

Flue Lining

Acme Plaster

Tiger Lime

Sheetrock

Corrugated Iron

Lehigh Cement

Genasco Roofing

**BOND-HILL**  
LUMBER COMPANY

THE YARD WITH A MILL BACKING

BOND GRADE  
-ZIP SERVICE-

PHONE  
135

YARD, HOLLY AVENUE  
AT 11-12-13 STREETS

# ADVERTISING SANFORD

## THROUGH SANFORD TODAY

**T**HE BOND-HILL LUMBER COMPANY is a Corporation very wide awake to the fact that what helps Sanford helps every business in Sanford. It is willing to spend money, and does spend it steadily and consistently, to advertise Sanford; realizing that by doing so it is helping its own business to grow and thereby is assisting Sanford to become Central Florida's metropolis of Commerce, at Navigation's head.

**SANFORD TODAY** is a tried-out and preferred medium for Bond-Hill advertising. Within the past month Bond-Hill has freely and voluntarily purchased, at the regular rate of One Dollar a Year, subscriptions to **SANFORD TODAY** in favor of important manufacturing and distributing companies in States as far North as Illinois with whom it deals, and this Magazine goes out from Sanford every Saturday to those Northern desks.

### HERE ARE PARAGRAPHS FROM SOME OF THE LETTERS RECEIVED IN REPLY

**DIXIE BRICK COMPANY**  
COLUMBUS, GEORGIA  
Oct. 13, 1926.

Bond-Hill Lumber Company:

We acknowledge receipt of your letter of the 11th with the copy of the publication "Sanford Today," and as we are interested in the development of the whole Southeast, and especially in towns in which we have a good account like yours, we are enclosing our check for subscription to "Sanford Today" for one year.

We wish you and the town of Sanford continued prosperity and general success in all your undertakings.

Yours truly,

DIXIE BRICK COMPANY,  
J. E. Minter, Sec'y. and Gen. Mgr.

(NOTE.—Bond-Hill Lumber Company returned the mentioned check for subscription, with the explanation "It is our desire to send you 'Sanford Today' free of charge, with our compliments.")

**AMERICAN STEEL & WIRE CO.**  
ATLANTA, GA.  
October 14, 1926.

Bond-Hill Lumber Company:

We have yours of the 9th enclosing copy of the recent edition of "Sanford Today" and thank you very much for remembering us in this way.

Will be glad to receive an occasional copy of this publication as it is very interesting and we are always glad to know what is going on, and particularly to note your company's policy on the question of advertising, which we are sure must produce results.

Yours very truly,

AMERICAN STEEL & WIRE COMPANY,  
J. W. Patterson, Mgr. of Sales.

**W. E. LAW COMPANY**  
BUILDING MATERIALS  
JACKSONVILLE, FLORIDA  
October 13, 1926.

Bond-Hill Lumber Company:

We thank you very much for your letter of the 9th. in re: weekly magazine published in Sanford under the title of "Sanford Today."

We are very much interested in this magazine and would be mighty glad to have our name placed on your mailing list. Such advertisement as this is good for any city, and we commend you and the other business firms of Sanford for your farsightedness in supporting an advertising medium of this nature.

Yours very truly,

W. E. LAW COMPANY, By W. E. Law.

**UNITED STATES GYPSUM CO.**  
CHICAGO  
October 18, 1926

The Bond-Hill Lumber Co.:

Your letter of October 8, with copy of this weekly magazine, is appreciated very much. You have a nice looking ad (full page) in this issue and we would surely appreciate having you mail the magazine to us regularly.

Yours very truly,

UNITED STATES GYPSUM COMPANY  
R. S. Slattery, Sales Mgr.

**BROOKS-SCANLON CORPORATION**  
LONG LEAF YELLOW PINE LUMBER  
EASTPORT, FLORIDA,  
Oct. 14th, 1926.

Bond-Hill Lumber Company:

Your letter of the 8th, with attached copy of "Sanford Today." This is certainly an interesting publication and I think Sanford is to be complimented on getting it out.

Yours very truly,

BROOKS-SCANLON CORPORATION  
H. L. D'Muth, Sales Mgr.

**FRED G. JONES & CO.**  
Manufacturers and Jobbers of  
SASH, DOORS AND MILL WORK  
LOUISVILLE, KY.  
October 15, 1926.

Bond-Hill Lumber Company:

We are glad to acknowledge your letter of the 9th, also the issue of "Sanford Today" of October 9th and want to congratulate your progressive city on your publication.

We will be very happy to receive this regularly because we are interested in Florida.

Your ad on page 12 is very attractive.

Yours very truly,

FRED G. JONES & CO., C. C. Jones.

**BELKNAP HARDWARE & MFG. CO.**  
LOUISVILLE, KY.  
October 21, 1926

Bond-Hill Lumber Company:

Sanford, Florida.

Gentlemen:

This is to acknowledge receipt of your letter with copy of the magazine "Sanford Today," for which accept our thanks.

We have looked through this magazine and consider it a work of art. This is no doubt a splendid way of advertising your town.

Thanking you for sending us the copy of the magazine, . . .

Yours, very truly,

BELKNAP HDW. & MFG. CO.  
T. E. Hereford, Sales Director

**CAROLINA PORTLAND CEMENT COMPANY**  
JACKSONVILLE, FLORIDA  
Oct. 18th, 1926.

Bond-Hill Lumber Company:

We acknowledge receipt of your letter of Oct. 9th and copy of the edition of "Sanford Today." This is a very interesting magazine and we would certainly appreciate your having it mailed to us regularly.

Yours very truly,

CAROLINA PORTLAND CEMENT COMPANY  
J. C. Harris, Manager.

**LEHIGH PORTLAND CEMENT CO.**  
BIRMINGHAM, ALA.  
Oct. 15, 1926

The Bond-Hill Lumber Co.:

We thank you for your letter of October 8th and for copy of the bigger business edition of "Sanford Today."

This copy has been looked over and read by us with much interest and we are pleased to accept your kind offer for placing our name among those who receive the magazine from time to time.

With appreciation of your courtesy in the matter, we are,

Yours very truly,

LEHIGH PORTLAND CEMENT CO.,  
W. Jess Brown, District Mgr.

**KEYSTONE LIME WORKS, INC.**  
KEYSTONE, ALA.  
October 15, 1926.

Bond-Hill Lumber Company:

Your letter of the 9th inst. together with the bigger business edition of "Sanford Today."

Kindly accept our thanks for sending this publication to us, and would appreciate your listing us that we may receive the magazine regularly.

With kind regards, we remain,

Yours very truly,

KEYSTONE LIME WORKS, INC.,  
M. W. Hammond, Sec'y-Treas.

**SHAPLEIGH HARDWARE COMPANY**  
INTERNATIONAL DISTRIBUTERS  
St. Louis, October 15, 1926.

Bond-Hill Lumber Company:

Thank you very much for your letter of the 9th enclosing a copy of "Sanford Today," which was found very interesting. I would be very glad to have my name on your mailing list so that I might receive this magazine regularly.

Very truly yours,

SHAPLEIGH HARDWARE COMPANY  
Geo. Wooley, Jr., Sales Mgr.

*The foregoing letters were read to a meeting of the Board of Governors of the Sanford Chamber of Commerce, and this broad effective advertising of Sanford by a Sanford Business House was strongly approved.*

## Valdez Hotel Seminole Hotel

*Operated by*

ROGERS-WARNER HOTEL SYSTEM

*"You are Welcome"*

**Wurt W. Warner**  
Manager

## ANNOUNCING THE SINGER SEWING MACHINE CO.

*Under New Management*

NOW LOCATED

Room 35 McLander 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

THE HOTEL WITH A WELCOME  
stop at the  
**HOTEL MONTEZUMA**  
when in  
SANFORD, FLORIDA  
J. A. MINELL  
110 Magnolia Avenue

## 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

### FLORISTS

**STEWART THE FLORIST**  
Flowers for all Occasions  
McLander Arcade Phone 731

### 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.

### 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

### SHOE REPAIRING

Free—Blue Streak Automobile!  
To Be Given Away November 10th  
**HOPKINS SHOE SHOP**  
Be There! 325 Sanford Avenue

### TEA ROOMS

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

## 'PROPERTIES OF MERIT'

MAYFAIR DREAMWOLD BEL-AIR

*Developed by*

## THE BODWELL REALTY CO.

214 East First Street

20 YEARS OF EXPERIENCE BEHIND US



309 E. 2d Street  
Phone 11

## Art In Window Shades

If you haven't bought window shades lately you have no idea of the artistic beauty and utility of the new designs. In our new stock you will observe shades of every description; materials light, heavy and medium in weight, in all the refreshing colors, transparent or opaque. And let us mention this, also: all our shades have those reliable springs.

## SEMINOLE AWNING SHOP

## 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



# SANFORD TODAY

FOR SANFORD — FOR SEMINOLE — FOR FLORIDA



THEY SAY THIS IS FLORIDA'S MOST INTERESTING WEEKLY

VOLUME ONE

SATURDAY, NOVEMBER 6, 1926

NUMBER SEVENTEEN

IT can never be an agreeable task to take in hand for discipline a mental inferior, whether the offender belong to a human circle or to the family of newspapers and periodicals as in the present case. But when the occasion does arise it must be dealt with promptly, effectively, and to conserve the general good.

This Magazine has from the first desired to show a friendly face and a good heart toward its reputable contemporaries. Its toil for journalistic excellence is the only attempt it has made to win other journals' applause; and from all over this State and from a dozen other States most gratifying messages of applause have streamed in. One member, and one member only, of the intelligent big family of Publications has acted the lout. Such an exhibition of behavior in the midst of an otherwise sound family is not infrequently a characteristic denoting bad consanguinity and a surgical birth. But subnormality does not entitle the moron to run amok.

Twice within the space of a few weeks the Morning Times without cause or provocation has rushed frenzied into the street and flung its unpleasant person upon this Magazine in attack. On the first occasion we deemed it sufficient to stun the creature by a blow with our cane. Again having been attacked, we shall now in the succeeding lines use a more appropriate implement of castigation, the cart-whip.

SANFORD TODAY published in its issue of last week a startling piece of exclusive news designed, correctly, to abate by exposure the "wooden check" evil which until then was a silent and growing scandal in this community. After two nights and two days of continuous fevered wrastlings within its clouded mind, the Creature ran mewling to a fresh attack. For weapon It had fashioned a club, a thing nineteen inches long which it called an editorial and which it had fondled in its bosom until the thing was unclean, and dripped.

This poison it dripped:

That to purposely misquote another's work in the printed page is not a dishonorable act but an honorable lie.

That to hush, hush a correctable community vice is to prove your-

## Talk o' The Town

self a friend to that community; to expose the vice is to brand yourself the community's worst foe.

That it is good citizenship to hide bad facts about yourself if that will help persuade another to become your partner; that it is bad citizenship to be frank and accurate and on the square.

That it would have been more profitable for Sanford to let the unintentional spray-poisoning of a crop go undetected, and take the chance of killing innocent purchasers in distant States, than to have given this district some hurtful publicity through the investigation which stopped

the spraying and safeguarded the human lives.

That it is a high civic duty to protect iniquity by silence, and a civic crime to expose it to publicity's destroying light.

That dollars gained in business are more than honor kept.

That is the poison the club of the Creature dripped.

For such diseased, such leprous doctrines, we have only one sentiment, revulsion.

For a journal which would purvey them we feel as much pity as contempt. Happily, nothing could be farther than are these ignorant, stupid immoralities from representing the thoughts and civic practices of such a community as this! And it is a damnable shame that such false, misrepresentative, flagrant utterances should find their way to any living eye. The vehicle they ride in travels only a little way, or much dishonor to this City would be done.

No less ignorant, scarcely less stupid though harmless, is the Creature's retreating whimper to the Chamber of Commerce to "officially censor" the future columns of this Magazine. Is it not typical of the mentally dwarfed that they measure the minds of sane men by the undeveloped periphery of their own!

Were not sympathy an offering offensive, we would convey ours to those lay residents of the City who were persuaded to exchange their checks, and involve themselves in future liability, for the false satisfaction of feeding one of the costliest white elephants in the world: a newspaper property whose intricate mechanism is to be entrusted to the densely inexperienced for operation by the very ignorant young. Such a combination-in-control ceases suddenly to be a laughter theme when the inevitable suit for libel is filed and stockholders face the heavy costs of defense if not a heavy judgment for damages.

Enough. In the words of our martial evening contemporary the Herald—

"People who write 'wooden checks' naturally object to that kind of publicity. It might be a good idea to print the names next time, especially if the Chamber of Commerce takes too active an interest in suppressing it."

## Sanford

### THE SPIRIT SUBSTANTIAL

But these (tremendous) resources are merely the foundation. The height and the sweep of our greatness will depend upon a living force, a certain relentless spirit, a loyalty, an enthusiasm and an awakened civic consciousness by which the men of Sanford through the Chamber of Commerce and other organizations are today rendering service to this Community of ours which so richly deserves the best efforts of which we are capable.

And so, my friends, this spirit and these natural advantages, the one capitalizing and exploiting the other, are steadily and surely elevating Sanford to her rightful place as the metropolis of Central Florida, short of which her sons cannot and will not be content.

FROM THE ADDRESS

Delivered This Week by Samuel R. Dighton

BEFORE THE FLORIDA REALTOR'S  
CONVENTION AT DAYTONA

In the Hammond Cup Inter-City Competition

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

L. 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, November 6, 1926 No. 17

## IN SOCIETY

By NAOMI SCOGAN  
(Telephone 179)

### DOUDNEY-HUTCHISON

The marriage of Miss Abby Helen Doudney and Mr. William Cauthen Hutchison will be solemnized this afternoon at four-thirty o'clock in Holy Cross Church, the Rev. Mortimer Glover officiating.

Preceding the ceremony the vested choir will enter, singing *Love Divine, All Love Excelling*. After this *Until* (Wilfred Sanderson) will be sung by Miss Helen A. Shepard of Niagara Falls, N. Y. Then the choir will sing *Oh, Perfect Love*. Lohengrin's *Wedding March* will be the processional and Mendelssohn's *Wedding March* the recessional.

The attendants will be Miss Mary H. Graves of Rome, Georgia, maid of honor; Mr. Randall Chase, best man; Mr. Robert Deans, Mr. B. F. Whitner Jr., Mr. Sanford F. Doudney, Mr. Joseph C. Hutchison, ushers; Elsie Hutchison and Helen Doudney, flower-girls.

The bride will be given in marriage by her elder brother Mr. Alfred Gurney Doudney of Miami.

The bride will wear a gown of ivory duchesse satin trimmed with pearls and Valenciennes lace which was worn on the wedding gowns of her mother and grandmother. The veil is of tulle with a coronet of orange blossoms. The bride will carry a shower bouquet of white roses and lillies of the valley.

Miss Graves will wear a gown of sapphire blue chiffon velvet, trimmed with duchess lace, and will carry Killarney roses. The petite flower girls will wear ruffled frocks of pink taffeta and carry baskets of pink rose-petals.

Immediately after the wedding a reception will be held at the home of Mr. Alexander Vaughan and his wife, the bride's mother, for the relations and immediate friends of the two families. The young couple will go on a motor

trip to Atlanta, Asheville, Philadelphia, and New York City. After December 10th they will be at home to their friends at 101 Hughey Street.

The bride is the lovely daughter of Mrs. Eliza Doudney Vaughan of 2002 Park Avenue and the late Alfred C. Doudney. She is a graduate of the Cathedral School, Orlando, and in 1922 graduated from the Protestant Episcopal Training School for Nurses, Philadelphia. For the past three years Miss Doudney was the Public Health Nurse of Seminole County.

Mr. Hutchison is the son of Mrs. J. C. Hutchison Sr. of Rose Court, Sanford, and the late Joseph Carson Hutchison of Ninety-Six, South Carolina. Mr. Hutchison is a graduate of Georgia School of Technology. He is now with Chase and Company, here.

Miss Doudney has been the recipient of many social attentions during the past weeks. Misses Mary and Frances Graves entertained at a bridge party Monday afternoon, Miss Doudney as the guest of honor. Mrs. Elton Moughton and Mrs. Joseph C. Hutchison were joint hostesses at a bridge party at the home of the latter Tuesday evening. The floral decorations were very attractive. Mrs. Alexander Vaughan entertained for her daughter at a well-appointed luncheon on Wednesday. Mrs. B. F. Whitner entertained the bridal party and other guests on Wednesday evening at bridge. Friday evening Mr. and Mrs. Sanford Doudney gave a dinner for the bridal party and the out-of-town guests, at their home in Oak Grove.

The Literature Department of the Sanford Woman's Club held a very delightful meeting Wednesday afternoon, the guests of honor being Dr. and Mrs. Hamilton Holt of Winter Park. During the afternoon Dr. Holt gave an exceedingly interesting lecture on the press of to-day as compared with that of a generation ago. This address was delivered by Dr. Holt in

Philadelphia and is considered one of his best. Receiving with the guests were Mrs. Anne Van Ness Brown, Mrs. E. A. Douglass, Mrs. S. O. Shinholser, and Mrs. W. M. Thigpen. Presiding at the coffee service were Mrs. B. F. Whitner and Mrs. Fred R. Wilson.

"All I can say is that if I can arrange it, my office will be in Florida from the middle of January to the middle of April."—Former Judge Kenesaw M. Landis, czar of organized baseball.

## Mi-Lady's Shoppe

110 Magnolia Avenue

EXCLUSIVE MILLINERY  
GIFTS

## BOYS! GIRLS!

Get after Dad for that New

## BICYCLE!

OUR XMAS STOCK  
just receivedWe also Carry a Complete Line  
OF SPORTING GOODS

THE SPORTSMAN STORE

SANFORD CYCLE COMPANY

117 Park Ave.

Phone 723



# 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.



### WISH A LOVELY VASE—FREE?

SANFORD TODAY has much pleasure in announcing to its readers that Smith Bros. Furniture Company, First Street and Palmetto Avenue, will present a charming Vase, as a souvenir gift of their reopening, to every person who takes to their store a copy of this issue of SANFORD TODAY, containing Smith Bros.' full-page advertisement. The Vase is absolutely free to those who take this copy of the Magazine with them. No purchase of anything is required. The souvenir offer holds good as long as the supply of Vases lasts.

# SANFORD BIDS FOR STATEWIDE CUP

A remarkable strong and eloquent address descriptive of Sanford, The City Substantial, her resources, achievements, opportunities, and future, was delivered Thursday night in Daytona before the Florida State Convention of Realtors by Samuel R. Dighton, Esq., of the law firm of DeCottes, Spencer and Dighton of this City. It was one of the several presentations in championship of Florida cities in annual competition for the Hammond Cup.

## THE ADDRESS

Here is Mr. Dighton's address.  
Mr. Chairman:

If you will imagine a purple and sparkling lake in the heart of this great State, more than eight miles in length from East to West and almost four miles in breadth from North to South, formed by the waters of the majestic St. Johns as it pauses for a little and then widens itself to the soft embrace of the Southern sun before resuming its northerly course to the sea, and if you will picture builded there on the southern shore of that lake a modern city of some fifteen thousand souls, surrounded on three sides with miles of rich black celery and trucking lands, dotted here and there with orange groves shining green in the sunlight—you will have conceived a very true prospect of our City and its environs.

And when we tell you that Sanford is also at the head of navigation on the St. Johns, on which unnumbered tons of produce and miscellaneous freight are carried annually, and that Sanford is rapidly becoming one of the great distributing centers of Florida, you will come to understand that we have earned our title "The City Substantial" by achievement and reputation, rather than that we have merely adopted it ourselves.

While we have always been substantial, we take especial pride in this good name now, during this great readjustment period, when these sound and material advantages as compared with mere man-made assets furnish such a safe and lasting foundation on which to build a great city.

When the speculator descended upon us during the year 1925, as he descended on the

middle West in 1920, and pulled and pushed our land values to a level which other cities and other communities may find it difficult to maintain, we successfully met the situation in Sanford by simply turning from speculation to a more intensive development of our commercial and agricultural resources.

Like a battalion of infantry whose advance may have been temporarily halted by machine-gun fire from the enemy, Sanford today has dug in and established herself all along the line, is engaged in bringing up fresh supports constituting the finest of natural advantages, and with these on which to rest we are prepared to defend and justify our values and our present advance; and after we have completely marshalled our resources we shall again march forward into new fields of civic and commercial conquest.

Consider again our resources and recent achievements. During the past six months our building loan companies have trebled their business. Of unoccupied or unrented houses there are none. Distributing concerns are coming to Sanford literally one after the other. Our transportation companies are adding additional units to their fleets. Our celery farmers are prosperous. The City is beginning the construction of a great docking system on our lake front for which bonds have been issued and sold, and actual work will be soon begun on a great canal joining the St. Johns with the Atlantic Ocean at Titusville on the East coast, the completion of which will greatly increase our prestige as a resort city.

On the banks of Lake Monroe two public-service companies have just completed power plants which stand outlined before the radiance of our sunsets like great giants that they are, raising their mighty arms to beckon to all the industrial world to come to Sanford. They are there, we believe, primarily for the reason that fuel oil—the raw material which they convert into electric power—can be carried so cheaply on the bosom of our mighty river.

But these resources are merely the foundation. The height and the breadth and the

sweep of our greatness will depend upon a living force, a certain relentless spirit, a loyalty, an enthusiasm and an awakened civic consciousness by which the men of Sanford, through the Chamber of Commerce and other organizations, are today rendering service to this Community of ours which so richly deserves the best efforts of which we are capable.

And so, my friends, this spirit and these natural advantages, the one capitalizing and exploiting the other, are steadily and surely elevating Sanford to her rightful place as the metropolis of Central Florida, short of which her sons cannot and will not be content.

**FREE**  
**A BARREL**  
**OF**  
**GROCERIES**  
**at STONE'S**  
**MARKET**

Corner 4th Street  
Sanford Avenue

**EVERY SATURDAY**  
We will give away absolutely Free  
a Barrel of Groceries. Better in-  
vestigate this at once.

*THIS AD IS VALUABLE:  
BRING IT WITH YOU.*

**Hurricane Sale**  
MIAMI AND HOLLYWOOD GOODS

**TREMENDOUS SALE!**

*Furniture, Fixtures, Clothing  
Shoes and Groceries*

Bought at a Big Reduction  
and Selling the Same way.

**CASH SUPPLY CO.**  
205 West 1st Street

**Sanford Music Store  
and Gift Shoppe**

318 E. First St. McLander Arcade

**THE POWDER PUFF**  
**BEAUTY SHOP**

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

**CHILDREN'S**  
**BOOK WEEK**

By MAUD E. CLARK  
*Children's Librarian, Sanford Public Library*  
Children's Book Week originated in 1919  
and approaches its eighth national celebration  
next week, November 7th—13th.

Our Sanford Library is observing Children's Book Week by poster contests, open to grades from the First to Seventh, and is offering prizes of beautifully illustrated books to the winners. Visits have been made to every school room in the city calling special attention to these contests and explaining the rules. A large collection of books will be on exhibition in the library as well as the posters submitted. The closing day, November 13th, will mark the event of the week, when the Children's Book Week Party will be given in the Woman's Club House. The Library "Story Hour" children will present the play, *Story Terrace*, preceded by the dramatization of *The Three Bears* by the younger children, and a short program of music and recitations.

The Thomas Wight Memorial Prize will be awarded that was offered last year, consisting  
(Continued on Page Ten)

**Edward Higgins, Inc.**  
*Lincoln FORD Fordson*  
NEW MODELS NOW ON DISPLAY

**GUARANTEED**  
*Ford*  
**used cars**

**SANFORD FLORIDA**  
N. Palmetto Ave. - Phone 331

# \$5.00 Gold Piece Given Away!

## 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 3½ CORDS

**\$8.50**

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

## Cecil L. Rines

Corner West First and Jessamine Ave.  
Sanford, Florida

## WINNERS THIS WEEK

\$5 in GOLD—VERNON WESTFALL, 117 West First Street, Sanford; Service Shoe Shop. Please call at the office of this Magazine next Monday and receive your Prize.

### ACCEPTANCE PRIZES

Mrs. R. L. CHRISENBERRY, 2200 Sanford Avenue, Sanford.—For an accepted Joke, 50 Cents.

Mrs. WURT W. WARNER, VALDEZ HOTEL, Sanford.—For an accepted Bright Saying, 50 Cents.

Miss ANN MOSS, 1811 Sanford Avenue, Sanford.—For an accepted Joke, 50 Cents.

C. O. BANKSTON, 519 Oak Avenue, Sanford.—For an accepted Bright Saying, 50 Cents.

### HERE ARE THE RULES:

Each week there appears somewhere in some one of the Advertisements on these two pages a misspelled word. FIND THAT WORD. Write it on a sheet of paper, with the name and the line (first, seventh, third, or whatever the line may be) of the Advertisement in which the misspelled word is. THEN, on the same sheet or another sheet write NOT MORE THAN 50 WORDS telling the funniest story you ever

## 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 uniform flavor and body.

Telephone 634

## Specials Every Saturday

at

## McCuller's Grocery Co.

Phone 671 The Basket

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

## 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

The Loaf Substantial

SANFORD'S

## PAN-DANDY

BREAD

Taste the Difference

**Sanford Baking Co.**

# Each Week for 3 Months! \$5.00

## \$5 IN GOLD

*A Prize to You Each Week  
from SANFORD TODAY*

**WINNER STORIES APPEAR  
THIS WEEK ON PAGE 10**

heard, or the most interesting anecdote of Sanford or Seminole County you know, or the bright saying of a child in your own or another's 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 Advertising Contest Editor, SANFORD TODAY, 411 First National Bank Building. AND to the person whose reply is decided by the Editorial Office of this Magazine to be the best that week, we will send a Special Delivery letter 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 as next best, will be paid for, 50 Cents each. Try as many times as you like in any one week or in any successive weeks. Answers must be in this Office not later than Thursday to be considered.—A Tip: the Misspelled Word will never be a proper noun, such as the name of a Company or a river or the like.

**ADVERTISERS ON THESE 2 PAGES**

## The PRESIDENT

Is the only custom car that upholds an executive's official dignity without seriously disturbing his financial condition.

## San Juan Garage

*Gas-Oil-Tires-Tubes-Accessories*  
Sanford, Florida

## ANNOUNCING

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

*A Specialist*

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

Our New Trucks INSURE PROMPT SERVICE

**Laney Dry Cleaning Co.**

110 E. 2nd St.

Phone 465

# New Arrivals

A solid car-load of magnificent living room suites in all decorations.

Dining room suites in a beautiful assortment and colors.

Be sure and see our lovely Spanish suite.

Our display of lamps is beyond description and must be seen; the famous Satsuma lamp you will find in this collection.

Now is the time to make your holiday selections; we will gladly store them for you.

*"Your Home Should Come First"*

# Miller Furniture Co.

INCORPORATED

We are located IN THE CENTER OF SANFORD and out of the high-rent district.

Plenty of parking space and a warm welcome await you.

## Now Is The Time



## BURGESS

Radio Batteries for Perfect RECEPTION

**HOF-MAC BATTERY COMPANY**

117 Park Ave. Phone 101-W

## 200 SHEETS

Fine Bond Social Stationery  
100 Envelopes - - \$1.00

*THE*

**SEMINOLE MULTIGRAPH CO.**

316 First National Bank Bldg.

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

\$20 GOLD PRIZE

WEEK'S WINNER

\$40 GOLD PRIZE

# HIGH SCHOOL BEAUTY CLUB

All Georgia is divided into two Parts, that lying North of the Florida Line and that lying South. Miss Kathryn Waters, Freshman, was born in the first Part and dwells in the Second, somewhat after the habit of other Sanford High-school Beauties whose portraits have appeared in this charming Contest.

As may be surmised from the so lifting lines of the sonneteer whose *devoirs* delightfully accompany his lilliputian sketch, Miss Kathryn's bright bobbed hair is sunny, her eyes are bits of the free sky, and she dreams to be some day a singer, perhaps for the beguilement of you and me. Let us so hope. But we must wait; her birthday is October's too and only once will she be sweet sixteen.

She swims. She has a Pointer dog, and when I inquired his name she giggled at me and said "Maude." She merrily admits she likes the boys, all boys, and views with favor and recalls with satisfaction the movie face, manner, and figure of Miss Laura Plant in *The Midnight Sun*. She is the very nice and very attractive young daughter of Mr. and Mrs. H.

TO MISS KATHRYN WATERS

WHO PLANS TO BE A SINGER

If I were a dandelion, Dear,  
I'd wish me a golden crown to wear  
That should be as pretty as yours, all year,  
Instead of the wilting one I bear!

If I were a slender vi-a-let  
I think I would pray to change my blue  
To the shade that I never shall forget  
Since I looked in the laughing eyes of you!

If I were a lark with a morning song  
I'd carry the score of it 'neath my wing  
To lend to you when you came along—  
Just for the joy of hearing you sing!

You're Youth—that's "a dance on the wings of dawn!"

You're Youth, that's "a dance on a rose-strewn lawn!"

C. Waters of 215 Magnolia Avenue.

P. S.—She says the Sanford boys are not nearly so bashful as the Georgia ones.

employees have clean fresh air at all times, there being 3000 window-glasses, 1500 of them painted green to give a soft glow for the comfort of the workers while they are engaged on white materials. The building is 60 feet wide by 140 long. The average number of employees will be fifty throughout the year.

## THIS WEEK'S PRIZE WINNING LETTERS

(For addresses of this week's Winners see Page 9)

FROM THIS WEEK'S GOLD WINNER  
"Editor SANFORD TODAY—The misspelled word in SANFORD TODAY's October 30 paper is 'difference' in the Pan-Dandy Bread ad, fifth line.

"Joe Salem cooks for a Texas society matron. She announced a big party. Joe 'took sick.' She called a doctor.

"Doctor: What ails you?  
"Joe: Nothing. The missus owes me fifty bucks. I won't get out of bed till she pays me.

"Doctor: Move over! She owes me one hundred.  
"Yours truly,  
"VERNON WESTFALL"

## THIS WEEK'S ACCEPTANCE WINNERS

FROM Mrs. R. L. CHRISENBERRY  
Train robber, holding up a Pullman car: Out with your dough! I'll kill all men without money, and kiss all the women!

Male Passenger: You shall not touch these ladies!

Old maid in upper berth (shrilly): Just you leave him alone! He is robbing this train!"

FROM Mrs. WURT W. WARNER  
Mother put Ralph, three, to bed alone. Father and Mother retired in another room.

Ralph: Mamma! I'm afraid.  
Mother: Now go to sleep. God is with you, son; you are not alone.

Ralph (presently): Mamma, please let God sleep with Papa and you come and sleep with me.

FROM Miss ANN MOSS  
"Rastus, I am sorry to hear that you've buried your wife."  
"Yassuh, Boss, ah jus' had to—she was daid."

FROM—C. O. BANKSTON  
Critic: This picture is out of proportion.  
Artist: What do you know about Art? You have never even had a brush in your hand!  
Critic: No; and I am not a hen either, but I know when an egg is good."

## A TOMORROW'S SERMON TODAY

DR. BUHRMAN WILL DISCUSS "YOU AND YOUR POSSESSIONS": WHAT GOD AND HIS CHURCH WANT OF A MAN

The 14th verse of the 12th Chapter of the Second Epistle of Paul to the Corinthians will be the text of the Rev. Dr. W. P. Buhrman's sermon in the Methodist Church tomorrow morning:—"For I seek not yours, but you."

This sermon will survey in outline the Great Claim which the Christians' God and His Church lay to the professing follower: they require and expect a proper portion of his material possessions, but they claim the whole of himself—his submission, his enthusiasm, his integrity, his unswerving belief, his complete mental and spiritual loyalty to the partnership with Christ which he has entered.

The Minister will say:  
"As to men's possessions, of course the church, we feel, could increase her usefulness many times over if her members uniformly paid their dues as God has prospered them, to say nothing about those amounts due from non-members to the cause of religion for daily benefits by them received" through the benign operation of religion.

"We are not doing great things in finance for the church in America. In a recent year the people of the United States divided the average dollar thus: Living costs 24½ cents, luxuries 22 cents, waste 14 cents, miscellaneous 13½ cents, investments 11 cents, crime 8½ cents, Government 4½ cents, school 1½ cents, and churches ¾ of a cent. So, judging by the results, the church is surely not being run that she may become rich in men's money.

"That many men with their names on church rolls have not permitted themselves to be won heart and soul, explains fully why some men merely visit their church occasionally; why some do not support the cause with their money; why some feel that the church should entertain them; and why some determine by incidental or trivial matters what they expect to do as members.

## CHILDREN'S BOOK WEEK

(Continued from Page Seven)

of two \$10 gold pieces, one for a boy and one for a girl. These prizes given by Mr. and Mrs. Henry Wight. A historical subject was chosen, "The part Philadelphia Has Played in the Building of America," and the contest was

open to the Seventh and Eighth grades of the schools. A committee of judges composed of Mrs. E. S. Markell, Mrs. E. A. Douglass, and the Rev. Mortimer Glover will decide to whom the prizes will be given.

Not only parents but aunts and uncles, grandparents, and all friends of children, are invited to help make Children's Book Week in Sanford a real contribution toward the development of our boys and girls. Come and enter Book-land next week!

## VISIT SANFORD LAUNDRY

A modern steam-and-electric laundry is as different from Monday Morning at your sainted Aunt's as a Ramo's Fizz from a swig of Volstead 'shine. They don't do it her way any more.

White-uniformed men and white-uniformed women keep the peace as well as the pieces, in the huge, machinery-dotted, uncluttered work-room of the Sanford Steam Laundry on West Third Street. Great bags of cotton net hold family washes before, during, and after the cleansing process. No promiscuous mixing up of one family's things with another's—afterward to be more or less successfully separated and sorted to their destinations in the homes.

Pieces get six washings and nine changes of water; after being thoroughly washed each load or wash receives two hot-water rinsings and three cold-water. Dirt and grease are first loosened by addition of soda to the water. Barrels of powdered soap from the factories of the makers of Ivory go into the washing-machines.

Five separate machines iron a shirt, one each for sleeves, cuffs, neck-band, bosom, back and skirts; and after that there is some finishing with the hand-iron.

This Laundry serves 1500 customers weekly and handles in that period 25,000 pieces. Three auto-wagons collect and deliver. Its weekly payroll is above \$900. The establishment was opened to business last April. The company owns ground and building and has an investment of \$150,000.

The laundry building is modern in every detail, having been built by the Daylight Construction Co. of Cleveland, O., specialists. Em-

## COLD WEATHER IS HERE!



We offer  
A 24-HOUR SERVICE

On Blankets, Quilts and Comforts.

Let us put them into shape for these cool nights.



Sanford Laundry

Incorporated

819 W. 3rd Street

Phone 475

# BUILDING ACTIVITIES

THE CITY  
SUBSTANTIAL

In and Around SANFORD

THE CITY  
PROGRESSIVE

## OH KIDS! WANT AN AUTO?

"You bet we do, mister!"

All right! Got a key? Good! Take it—or get your Daddy to take it (and you)—to Hopkins' Shoe Shop, 325 Sanford Avenue, next Wednesday, November 10th, where they're going to give away free a "Blue Streak Automobile"! The person holding the key which fits the auto wins the car. The greatest kids' car that ever rolled. All you grown-ups—if you have received one of the Hopkins keys don't lose it!—bring it around next Wednesday and see if it fits the Blue Streak's lock! November 10th.

## SECURITY LUMBER COMPANY

Cor. Maple Ave. and Sixth St.  
PHONE 797

Established 1889

## Baker & Holmes Company

LARGE SUPPLIES OF:

Agatite Plaster  
Satin Spar Finish Plaster  
Sun Flower Molding Plaster  
Ohio White Finish Lime  
Truscon Metal Lath, Sash  
Corner Beads, etc.

FOR PROMPT SERVICE CALL

Phone 845

French Ave. at Eighth Street

## H. B. McCall, Jr.

BUILDER'S SUPPLIES

ROCK - SAND - CEMENT

Our Specialties

110 North Laurel

Phone 763

## BOND-HILL

THE YARD WITH A MILL BACKING

CONSTRUCTION  
MATERIALS

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

BOND GRADE

ZIP SERVICE

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

## REGARDING BUILDING FRAUDS

BAKER & HOLMES REQUEST EXPLANATION.  
GLADLY! HERE IT IS.

SANFORD TODAY appreciates the opportunity to publish a very courteous letter from Baker & Holmes Company of Sanford, Jacksonville, Miami, Orlando, and Clermont, statewide distributors of building materials. The letter and this publication of it are intended to correct any mistaken idea which may have arisen in the mind of any reader of an article that appeared on this page in last week's issue. The article spoke well of properly constructed stucco houses and condemned in no uncertain words a type of stucco house of cheap, flimsy materials and construction which has become too common in the rush of Florida's extraordinary building program and quite too conspicuous in Sanford in contrast with the excellent stucco construction of other local buildings.

In discussing the article after its publication, the Sanford Manager for Baker & Holmes Company, Mr. J. A. Pittman, joined this Magazine in deprecating the putting together of the inferior-class stucco homes; his concern was that some readers might have mistakenly thought of the particular wired paper which his Company distributes. Of course in the article no such sound product was referred to or implied. Here is Mr. Pittman's interesting rejoinder:

Sanford, Florida.

Nov. 1st, 1926.

"SANFORD TODAY,  
"Sanford, Fla.  
"Gentlemen—

"In last week's issue of SANFORD TODAY you have an article on page 15 headed, 'Some Building Frauds,' in which you say: 'enclosed by walls composed of flimsy studding in which wired paper has been tacked.'

"No names are called, but we believe the average builder would think first of NATIONAL STEEL FABRIC when reading this. We are State distributors for this material and want to correct any mistaken ideas anyone might get from this article.

"NATIONAL STEEL FABRIC, style P-214, is composed of the very best, toughest, most waterproof paper obtainable as a backing for a wire mesh of No. 14 gauge galvanized steel wire. This wire is on two-inch centers, horizontally and vertically, is electrically spot-welded, and is also crimped so that it is self-furring. This insures automatic back-plastering so that the result is in reality a steel reinforced concrete slab. As each joint is made with a two-inch lap the result is an extremely strong wall. Of course the stucco has got to be of concrete made according to standard specifications. The crimp, however, insures a good thickness of stucco or the metal will not be covered.

"This type of construction has been approved by the Building Inspectors of New York City, Washington, Philadelphia, Detroit and practically every city. Government tests also show it to be one of the best stucco bases known. It was used in Sanford on the Forrest Lake Hotel and we believe the whole city is proud of this structure, as it well should be. We also have it on the front of our warehouse and would like for anyone interested to come out and inspect it. We will not, however, be liable for any injuries their feet might incur if they try to kick holes in it.

"We will appreciate it if you will state in your publication that NATIONAL STEEL FABRIC was not included in your arraignment.

"Yours very truly,

"BAKER & HOLMES COMPANY

"By J. A. Pittman,

"Manager."

## SINGER IN NEW QUARTERS

Under new local management, the Singer Sewing Machine Company's Sanford branch is now located in McLandar Arcade. There electric-driven and family-style machines are being exhibited for sale and for rental, and a repair department is maintained. Free demonstration in the homes is a special feature under the direction of C. W. Nicholson, local manager in charge. Hemstitching and piecing work is done to order.

"While I originally became interested in the State through houseboating and other purely pleasure trips, I soon discovered there was more real Florida, and thereafter confined my visits to the productive, industrious, and constructive middle section of the State, and finally when I realized the potential greatness of the so-called Citrus Ridge, I burned my bridges and identified myself with it permanently. I believe there is no section of the United States where industrial effort will give a greater return than in Florida."—Chas. H. Ingersoll.

**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.

J. H. JACKSON

Office 112 East 2nd St.

Phone 811

## PAINT PAINT

Our Price is Right  
FOR QUALITY MATERIAL.

**SANFORD  
PAINT & WALL PAPER CO.**

112 West First Street Phone 303

## JAMES H. COWAN

SHEET METAL CONTRACTOR

20 Years in Sanford

Oak Ave. and 3rd St.

Phone 111

## Celery City Lumber & Supply Company

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

West Third Street  
Telephone 565

# SMITH BROS. Sanford, Florida

Reopening

## SALE

Reopening



15.<sup>00</sup>

Down



*This ultra smart three  
piece all mohair over-  
stuffed suite*

186.<sup>00</sup>

*This  
Luxurious* **OVERSTUFFED**  
*Suite With Reversible Cushions*

**I**S ONE of the outstanding values offered during our reopening sale. Of all the thousands of wonderful bargains offered in this greatest of money saving sales we have ever held, no single other offering is quite so surprising as this; we purchased these magnificent suites from a prominent manufacturer who had made them especially for one of the high-priced stores in New York. The Factory could not deliver them at the time requested by the big New York Store, and they were refused—To move them from the factory these suites were sold to Smith Bros. below their actual cost. We can not do justice to them in trying to describe them in printer's ink, *you must see them.*

*Don't delay, they can't last long at this  
very low price and such convenient  
terms too.*

PAY AS YOU EARN