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SANFORD TODAY

SATURDAY
NOVEMBER
13
'TWENTY-SIX

THEY - SAY
THIS - IS - FLORIDA'S
MOST - INTERESTING
WEEKLY



MISS MAUD PERRY
*High School
BEAUTY CLUB Contestant*

*New Yorkers Prepare
To Course 300 Greyhounds
in Seminole County*

The Story of George De Cottes —
A REMARKABLE INTERVIEW, and HIS FIRST

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

E. A. DOUGLASS, *President*

E. J. TROTTER, *Executive Secretary*

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C. M. Hand
Sheriff—Seminole County

J. G. Sharon
Judge—Seminole County

E. F. Housholder
County Prosecuting Attorney

V. E. Douglass
Clerk of Court—Seminole County

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B. F. Wheeler, *Oviedo*

E. H. Kilbee, *Genova*

Boston Steel, *Sanford*

Frank Evans, *Lake Mary*

T. W. Lawton
Superintendent Public Instruction

A. Vaughan
Tax Assessor—Seminole County

Jno. D. Jenkins
Tax Collector—Seminole County

Miss Mary Graves
County Nurse

Mrs. E. P. Morse
Secretary County Welfare Board

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Forrest Lake, *Mayor*

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E. F. Housholder

W. B. Williams
City Manager

L. R. Phillips
City Clerk and Auditor

Miss Ellen Hoy
City Tax Collector

Fred T. Williams
City Engineer

G. P. Paxton
City Inspector

M. C. Cleveland
Chief of Fire Department

Roy G. Williams
Chief of Police

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METHODIST CHURCH

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BAPTIST CHURCH

Corner Park Avenue and Sixth Street

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

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C. F. Harrison, *Genova*

L. J. Hartley, *Longwood*

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

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Two Seventeen Oak Avenue

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North Park Avenue

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North Park Avenue

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West Ninth Street

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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, NOVEMBER 13, 1926

NUMBER EIGHTEEN

THERE was submitted this week to local commercial houses by the Sanford Credit Association the suggestion that in writing their business letters they add a postscript—

"Sanford remains untouched by bank failures or hurricane."

The motive behind the suggestion is plainer, we think, than are the words selected to express it: The Association feels it is necessary to impress upon the world outside of Florida the two important facts that Sanford is a Florida City whose banks were not involved in the late financial typhoon which swept down upon this State out of the Georgia sky, and that Sanford is a Florida City that was not in the crooked path of the September hurricane which wiped out many lives and much property.

This Magazine thinks the postscript is not a wise suggestion. These are its reasons:

1. It is not true that "Sanford remains untouched" by the seventeen Florida bank failures (nearly all of them small) which were coincident with the thirty-nine Georgia bank failures. Those failures are one of the reasons why it is right now comparatively hard to borrow money from Sanford banks for certain uses. The solid, conservative Sanford banks have a great deal of money in their vaults, but they are not now lending a great deal of money. Their conservatism, which is one with their solidity, has reacted automatically to the suspension of the Georgia-chain banks in other Florida communities. This is one way of saying that like a sensible mariner sailing in the region where a squall has just struck, our banks are reefed. No emergency, should one befall, will take them unaware.

2. The time has passed when it was necessary to inform the world that Sanford was not stricken by the hurricane. That disaster fell upon southern Florida, September 18. Nearly two months have gone by. Within the week of the storm there was, it is true, fear on the part of distant persons unfamiliar with the geography of the State that Sanford might be among the devastated centers. That fear quickly disappeared when the

Talk o' The Town

newspapers of the country published the list of damaged towns and cities. Why send out the "news" that Sanford escaped a tempest which occurred elsewhere nearly sixty days ago?

3. Is it wise to announce innocence where there is no accusation? Is not that apt to provoke suspicion where none exists?

Perhaps we are too close to ourselves to perceive clearly. Poe in one of his most searching psychologic tales paints a man who too long has stood staring through his chamber window into the distance. Slowly, pitilessly, up from the horizon line crawls a huge Shape of horror; slowly the Thing advances across the miles upon the staring man at the window, and Fear is strangling that man's reason. A staggering backward step restores him to optical clarity, and he perceives the marching Shape to be a housefly that has been climbing the pane an inch in front of his strained eyeballs.

Has the world accused Sanford of being a City whose banks are not sound, or vigor-

ous, or prospering? No. Has the world hinted such a thing? No. Has the world said anything about our banks at all that is other than good? No. Then why write a postscript to the world about it? Is the world mistakenly condoling with Sanford as a hurricane victim? No. Has the Red Cross erroneously included Sanford in its relief list? No. Are we receiving warm-hearted offers in November of food and clothing and money to rescue us from what befell elsewhere in September? No. Then why write the world a postscript announcing we were spared?

4. Sanford: Listen, World! Sanford remains untouched by bank failures or hurricane.

World: Ah, forget it. *You're* all right; forget it.

5. It seems neither fair nor wise to emphasize our own good fortune by re-advertising others' ill fortune; peculiarly unwise when those others are members of our own State Family. It will not mend the matter to say that such was far from our intention; recipients of such a postscript will make their own interpretation. And this is a time when every Florida community is under special obligation to stand by *all* Florida communities, for the common good of Florida. The world is quick to forget what has happened, if not reminded by those it happened to. Let it.

Bob Holly confides to the Herald that Volusia County now has some of the finest roads in the State—"made up of cement, asphalt, screenings, and politics." We may not do it better in Seminole but we do it oh, so simply. There are stretches where we have ours paved not with four ingredients but with one: good intentions. Yes, it is hell.

An important interview with E. A. Douglass, builder, financier, and President of the Sanford Chamber of Commerce, appears on the Builders' Page of this issue of SANFORD TODAY. Read it and you, if you be outside that professional inter-circle, will know more about one of the most inexact of all the Sciences: The Building of a Home. When you have (Continued on Page 6)

300 GREYHOUNDS To Course Hares Near Longwood

Work was begun this week on the laying out of coursing grounds at a point 800 feet off the Dixie Highway where the road to Seminole Race Track enters, by the Sanford-Orlando Kennel Club.

The project is being developed by H. B. Anderson of New York, owner of the All-American Hockey Club, which Club has a ten-year playing lease on Madison Square Garden.

It is understood that about 300 greyhounds will be raced to the hares, and that the course will be in readiness for a meeting within ninety days.

Mr. Anderson and associates purchased the ground for the course for \$15,000, and \$70,000 is to be expended on improvements.

A WEEKLY
THOUGHT FROM

ROLLINS

EDITED BY
A. J. HANNA

COLLEGE

EDITOR'S NOTE.—This letter from Mr. Hanna is one of the most choice bits of popular music-criticism it has been our privilege to welcome across the desk in many years of editorial work.

Central Florida enjoyed the distinction of hearing one of the great singers of the day last Monday evening when Marie Sundelius, Swedish-American star of the Metropolitan Opera House, gave a concert at Winter Park Congregational Church. She was introduced by President Hamilton Holt, who before coming to Rollins served for many years as President of the American-Scandinavian Foundation.

"A voice from heaven" is the reference made to Marie Sundelius by the music critic of the New York Sun. Central Florida unquestionably found it so. The opening group of songs consisted of two compositions from the classic period, "Care Selve" and the Alleluia from Mozart's "Exultate." The well-known Haendel number was sung with fine repose and dignity and the high pianissimos announced at the outset that the singer was in perfect voice and completely *en rapport* with her audience. The Mozart aria gave her a splendid opportunity to display her control over the florida style of the old school. The brilliance and beauty of her tone were at once satisfying and exhilarating.

Madame Sundelius took her audience on an excursion into Italian opera long enough to sing a scene from her favorite opera, Puccini's "La Boheme," which was done with exquisite charm. The more tragic "Sortita d'Ofelia" from Faccio's "Hamlet" gave a magnificent opportunity to the range and power of the singer.

The concluding number was the Gounod "Ave Maria," written in canon form over the Bach C major Prelude. The obligato was played by Miss Gretchen Cox, head of the Violin Department of Rollins School of Music. The artists developed a beautiful ensemble and brought the program to a close with a soul-filling flood of noble melody and glorious tone.

Frederick Sturges Andrews, Director of Rollins School of Music, served as accompanist and was highly praised by Madame Sundelius for his excellent work.

No fair co-ed could be more full of life and possess more interest in the things about her than Madame Sundelius. She loves the Florida sunshine and plans eventually to make her home here in what she says is "the garden spot of the world."

Madame Sundelius was born in the Province of Warmland, Sweden, one of the most romantic and picturesque spots in the world, from which hail many of the foremost Swedish artists, poets, and writers as well as singers. She came to America at the age of nine and all the training of her unusual vocal gifts has taken place

in America. In her case the European-born singer has been trained in America and has gone back to achieve success there. In recognition of her singing at the Royal Opera in Stockholm Madama Sundelius received from the King of Sweden the *Litteris et Artibus* decoration—possessed by only twenty women in the world. When the Crown Prince and Crown Princess of Sweden visited America recently Madame Sundelius gave five different concerts for them.

She is a beautiful Norse type, her large gray eyes are full of expression, her face is open and ingenious, and her manner is so vivacious that one immediately feels the power and appeal of her rare personality.

BREATH OF FLORIDA

"Some years ago I came to Florida with my father, who was attracted by the fine quail shooting. The wonderful climate restored his health to a great degree. We were so delighted with the sunshine and with the beauty of the high rolling country with its lakes, its live-oaks, and pine forests, that we decided to make Leon County our winter home. I soon became interested in the agricultural possibilities of this section, which are great. I am convinced that Florida will become one of our great dairy State."—(Miss) Frances C. Griscom, Paris, France.

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

"There is now a beaten track from every corner of the Continent into Florida, and thousands of tobes who go to look at this tropical land of fruits and flowers and beautiful vegetation are never willing to go away. I think Florida has before it the best outlook for increasing population and material development to be found anywhere in the South."—Bishop W. N. Ainsworth, Methodist Episcopal Church, South; Macon, Ga.

"My impressions of Florida and her people are that Florida as a State stands alone in climate, health, possibilities, and opportunities. Her people are 95 per cent American and 100 per cent for Florida. Good and progressive government, including the highest standards of education and holier purposes of life, prevails. It is the rich man's playground, the fisherman's mecca, and the poor man's heritage."—S. B. Rogers when Secretary Florida Baptist Convention.

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R. W. DEAN, Asst. Cashier

WHO'S WHO IN SANFORD

AND JUST WHY

GEORGE DE COTTES, BREAKER OF IMAGES

The biggest money George Augustus DeCottes ever made was six hundred dollars.

The only time he has ever made an important decision upon reflection instead of impulse was the one which changed his residence from Jacksonville to Sanford.

He has never retreated from a position based on a decision made upon impulse, because he never has found that position to be wrong.

He never has denied a false accusation made against him by his enemies, because his friends

would know it was false and the others would not believe a denial.

He has never commented to the press upon the verdict of any of the hundreds of cases he has tried.

He has never in his life, until now, given an interview for publication.

He has never—

That's enough negatives for the present. Sounds like it's going to be an interesting first interview, doesn't it? It is. One of the most interesting this writer has set his name to in a quarter of a century of interviewing up and down and across the land and face-to-face with Presidents, officers of Cabinet, great men and women, ordinary men and women, tearful men, rageful women, murderers in their last hour, robbers caught and uncaught, bigwigs of the cities and the sea, novelists, popcorn venders, bishops and now and then a cardinal, Senators in trouble with the White House, astronomers, famous surgeons, pickpockets, opera singers, corner grocers, side-show freaks and hidden fugitives, magazine editors, drunken men, crazy men, a leper, John D. Rockefeller (the old one), Sara Bernhardt, and one who glared steadily from under craggy eyebrows and never once opened his mouth behind whose lips lay fabulous secrets of the house of Morgan.

All those, and George Augustus DeCottes. To whom it is now about time we return.

"Yes, sir. Yes SIR!" telegraphed the Western Union girl operator at Sanford, though perhaps without benefit of punctuational trimmings: "The leading lawyer of Jacksonville has just located here! He's up there today but we expect him back this evening." Or words of that successful effect. So the bootlegger—one of Florida's very first—at the Maitland end of the wire paid Western Union the charges and patted a thick roll in his pocket and boarded the train and came on to Sanford.

That evening he handed six hundred off the roll to young George DeCottes in a little steel-walled room that had been the vault of the Lyman Bank but was then the lawyer's office in a building where now stands the Valdez Hotel, "and it was the biggest money I ever have made and he was my first Sanford client," reminisced the head of DeCottes, Spencer & Dighton the other night from a swivel chair in his private quarters off the firm's great library and conference room.

Well, "The leading lawyer of Jacksonville" was right pleased to adopt that six hundred dollars. He needed it. It was the first small change expressible in anything nobler than a four-bit-piece he had had the personal handling of in rather more than a week. He was broke. At least he believes he was. There are those who could tell him better. No citizen is broke who possesses for himself and wife the undamaged confidence of the keeper of an American-plan hotel, rates (double) \$12 per week, and has his office rent of five dollars paid a month in advance and a week of that month yet to run.

Nor is any man broke who under such hazardous circumstances—or under any circumstances—has the cold-rolled nerve to look a Florida bootlegger in the steely eye and say "Six hundred, in advance." I don't know whether George DeCottes knows it, so I'll tell him: The six hundred that night in the old bank-vault law office was *not* the important thing he got out of the gentleman from Maitland; it was the opportunity he got of proving to himself that he could trust his impulse to guide him in a crisis. If when the bootlegger asked him "How much?" he had answered *sixty* dollars,—this interview would not be in the writing, be-

cause George DeCottes never would have become the important man he is.

That's not recommending impulsive action as the best kind of action for the other ninety-nine. It's not recommending anything at all; it is just saying that the young fellow who has a chance to find out what kind of young fellow he is, and takes that chance by the throat and shakes the truth about himself out of it, does himself a service of the sort which no six hundred dollars of itself could ever buy.

With his own glorious price met and in his pocket it was small wonder the young lawyer won his case in a gallop. The Sheriff (it was Jim Kirkwood) was the State's one important witness. He testified he had poured the liquid from four of the defendant's containers into a quart liquor bottle, sealed that with red wax, and delivered it to the chemist for analysis. The chemist testified the content in evidence was truly intoxicating liquor and violated the Florida local-option law. But: he also testified that what he had analyzed was the content of a *soda-pop* bottle delivered to him by the Sheriff and not sealed with any wax at all.

"Therefore, gentlemen of the jury, the stuff the Sheriff was telling you about is not the stuff the chemist is talking about, and you must acquit my client of this charge." Which the jury did in exactly three minutes. Judge James D. Beggs it was who tried the case.

George DeCottes was born in Jacksonville March 7, 1881, the son of George Augustus DeCottes and Mary A. Moody. The father was none other than the quietly famous owner of the four historic ocean-going tugs *Three Friends*, *Admiral Dewey*, *Dauntless*, and *Kate Spencer* whose gun-running exploits in abettment of Central America revolutions and filibusters so long were as emery grit in the mental bearings of the American Revenue Cutter Service between Jacksonville and the coasts of the lower latitudes. Also if Richard Harding Davis and the great story-teller Stephen Crane could turn back from their long journey into the land of eternal adventures they might spin us untold yarns of soliders of fortune and the red badge of courage what time the hempen-bearded *Dauntless* raced the waves with her cargoes of correspondents' dispatches between Weyler's Cuba and the American Army's Key West.

(Continued on Page Seven)

THE NEW SANFORD

By GEORGE A. DECOTTES
WRITTEN FOR THIS MAGAZINE

I became a resident of Sanford October 17th, 1907. Since that date I have watched with pardonable pride and much interest the wonderful growth and development of this community. I have seen Sanford develop, grow and expand from a backward, unprogressive, small town into an up-to-date, thriving, hustling, bustling, enterprising city of the small class.

It was my observation at first that the people of Sanford were sadly lacking in civic pride and gave but little, if any, consideration to the necessity of unity of action in the advancement and development of the community in which they lived. To one at that time giving the matter consideration, it was evident on every side that "Every man was for himself and the devil take the hindmost."

The people of any community are necessarily an integral part of that community. What a community accomplishes is entirely dependent upon the concentrated, unselfish efforts of the people of that community. Men cannot operate successfully for any purpose if the sole bond between them is selfish interest. So, in the development of a municipality, civic interest and civic pride must be put ahead of selfish interest.

One cannot be self-centered and at the same time successful. No more can the citizenship of any community be self-centered, selfish, and indulge in petty jealousies and bickerings and hope to develop and to expand the community in which they reside into a City of any consequence or of any considerable proportions.

Close cooperation, unity of action, in all phases of city-building and development is primarily essential and absolutely indispensable in the making of a real live, progressive municipality. Without concentrated cooperation and unity in action of its whole people, no community can accomplish that degree of civic and economic growth, development and expansion to which it is justly entitled.

I am glad that of late years there has been prevalent in this community a predominant spirit of civic pride and a keen interest in the civic and economic development of Sanford and its environs, which has been of incalculable value in the unprecedented, astounding, growth and development of "The City Substantial."

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SANFORD TODAYTHE WEEKLY MAGAZINE OF SANFORD
AND OF SEMINOLE COUNTY

PHONE 801

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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 13, 1926 No. 18

Talk o' The Town

(Continued from Page One)

completed the reading it may occur to you that the interviewer overlooked asking Mr. Douglass one pertinent question—How much must the builder charge up to the home-wanter on account of interest the former borrows to provide the latter a roof? Well, the interviewer did ask that question, and Mr. Douglass answered "Borrowed money costs eight per cent." This Column has no quarrel with the size of that accommodation fee and nothing would happen if it had. As Mr. Douglass remarked, it always has been that, here. It is legal rate in Florida and perhaps no good would come of lowering it. Nevertheless eight per cent on five thousand dollars is four hundred and it doesn't make the high other costs of home-building any easier to shoulder.

There's the old saw, "There is so much of good in the worst of us, and so much of bad in the best of us, that it little behooves any of us to talk about the rest of us." One suspects George DeCottes meant something of the sort when he dictated the placative last paragraph of the "boxed" matter which accompanies his absorbingly frank interview for the Who's Who Page this week. *Placative*, did one say? Please do forgive us! Who ever knew that dominant figure to be placative!

If every man's "first time" were as vigorous as Mr. DeCottes' there would be fewer interviews published in this cluttered world; some millions of the bloodless ones would perish of their own pallidity. When Sanford's preeminent lawyer has thought "The public be damned" he has not hesitated to say The public be damned, but his interview in this Magazine is the first time he has said it in print. "As a man thinketh, so is he" and "Out of the heart the mouth speaketh" (as Mr. Bryan was so fond of reminding us), but when it comes to talking type most men conceive a touching and tender affection for that silence which is said to be golden, and they worship it not afar off.

Considering how often the public thoroughly needs to be damned, maybe it's just as well that self-interest doth make cowards of us nearly all, lest the Devil burn his meat in forever answering the door-bell.

No doubt hundreds of Sanford and Seminole wives and women will receive with interest the news-announcement in these lines that the store-keepers of Sanford Avenue are about the business of forming a merchants' association of their own. No one who has not shopped along that Avenue really knows about the variety of goods to be had there and at prices decidedly attractive in these days of the shrunken dollar. A retail merchants' association can be made a very valuable ally of the buying public. Friend-

ly relations, cordial understanding, between shopper and store-keeper save money for one and make money for the other when the one is fair and the other square. Such relations are fostered by a merchants' association which makes it its business—as it should—to spread the gospel "Take care of the customer and the shop will take care of itself."

If such an association would undertake in behalf of the shopper to guarantee fair prices and the best of service, and undertake in behalf of the store-keeper to do certain definite things to create daily confidence and friendliness on the part of the public toward the merchants who are its members—the Sanford Post Office soon would have less constant use for thirty red-rubber stamps to place the names of mail-order houses on outgoing Sanford money-orders.

There's nothing particularly new in the suggestion; it's just plain common sense.

For Sanford — For Seminole — For Florida

WISE WORDS FROM DANN

President Dann of the State Chamber of Commerce recently said in an address to members of the Brotherhood of Locomotive Engineers visiting Venice:

"Florida suffers not only by reason of what her enemies say but also sometimes because of the utterances of her friends.

"The time has come to restrain untruth irrespective of the direction in which it leads. We have real values here in Florida. Our future, however, must be based upon the actual use of the land. In the end the value of any property is governed by what it will produce in agricultural products, in the human satisfactions that cluster around the home, in recreation, or any business returns."

**COMMERCE CHAMBER
WEEKLY MEETING**

Joseph Jenkins, Acting Manager of the Florida State Chamber of Commerce, asked the support of the entire membership of the Sanford Chamber of Commerce in the renewing of subscriptions in the local Chamber of Commerce campaign next week, stating that the Chambers of Commerce did a great work last year for the State and their own communities.

Mr. Jenkins particularly called attention to the annual meeting of the Florida State Chamber of Commerce at Miami on December 6th and 7th, stressing the importance of the conferences on Education, Agriculture and City Planning. He asked that Sanford be represented by not only official delegates but by other representative citizens.

R. J. Holly asked that an active interest be taken in the State Chamber of Commerce meeting at Miami, saying that Sanford had never taken sufficient interest in meetings and conferences outside of Seminole County.

These were named and agreed to attend the Miami meeting: W. M. Scott, J. L. Bledsoe, R. J. Holly, E. A. Douglass, J. C. Hutchinson,

Ralph Chapman, J. L. Wells. Others appointed were G. D. Bishop and G. W. Knight.

Dudley Haddock, representing the Publicity Department of the State Chamber of Commerce, called attention to the Industrial Conference at Miami, stating that several nationally known authorities would be present to discuss Florida's opportunity industrially.

L. C. Debout secretary of the County Chamber of Commerce, brought to the attention of the meeting that there is a chance for Sanford to locate here the Florida Military Academy, now at Green Cove Springs.

REAL CHURCH NEWS

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

CONGREGATIONALISTS

Mrs. Fred Bolly has started a Gymnasium Class at the parish house of the Congregational Church which meets every Tuesday evening at 7:30 and is open to any who are interested in athletics. Mrs. Bolly was, previous to coming to Florida, a teacher in the public schools of Cleveland, Ohio. Already a good-sized class has been formed and new members are being added every week.

November 19 the Ladies Union will have a supper at the Parish House. This will be a home-cooked supper and those who have become acquainted with the Congregational Church suppers will not be kept away.

On December 10th and 11 the Parish House will resemble a bee hive. That is the time of the Bazaar. The rooms will all be utilized. Some will be taken up by the grocery, fancy-work, candy, and Christmas departments. A cafeteria supper will be served at that time. At a recent meeting of the Union it was voted that no article for the Bazaar should be sold until the doors of the bazaar are open to the public, thus insuring to every one the chance to get the best there is in stock.

(Continued on Page Eight)

BATTERIES

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THE WILLARD BATTERY MEN

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20 YEARS OF EXPERIENCE BEHIND US

DO YOUR PART IN THE CHAMBER OF COMMERCE AND YOU'LL BELIEVE IN THE CHAMBER OF COMMERCE

DE COTTES

(Continued from Page Five)

Young DeCottes drank his first lifelong draughts of sea-love from the winds that tossed his father's giant tugs. As a boy he was deck-hand there. He reveled in the work. Four sweet tumultuous years of it! River trips and coasting! And now it's the *Myrtle D.* Only a man who loves passionately the flowing road with its white-caps for dust would have done for the storm-wounded cruiser that rides again at our waterfront what "Lawyer DeCottes" has done for her.

There came a day when the boy George stowed away in the hold of one of his father's wrecking tugs out of Jacksonville—to be discovered and put ashore at Fernandina by Captain Broward; and shipped home. And there came another day, after that, when father said to son: "You shall not grow up a seafaring man. What do you want to be?"

"Master of a deep-sea ship."

"No. It's a hard life, son; and I want you to make something of yourself."

And that way it was decided. The father urged the law; passively the boy accepted. No more adventuring out through the only open gate a sailor knows. No more secret exultings of a boy's high heart when the *Dauntless* should laugh her way southward to sea with hold full of long, unpainted cases that were rifles and heavy boxes that were brass and lead and powder, with the Revenue cutters chucking shots they dared not aim though well they knew the fine sin-between-Nations that so saucily steamed from sight.

I. S. SAYFORD.

EDITOR'S NOTE.—The rise from deck-hand to iconoclast of George DeCottes, Lawyer, will be told in the second half of this sketch, Oct. 20.

POEMS

THANATOPSIS

By WILLIAM CULLEN BRYANT

Yet not to thy eternal resting-place
Shalt thou retire alone; nor couldst thou wish
Couch more magnificent. Thou shalt lie down
With patriarchs of the infant world—with kings,
The powerful of the earth—the wise, the good,
Fair forms, and hoary seers of ages past,
All in one mighty sepulcher. The hills,
Rock-ribbed and ancient as the sun; the vales,
The venerable woods; rivers that move
In majesty; and the complaining brooks,
That make the meadows green; and, poured
round all,
Old ocean's gray and melancholy waste,—
Are but the solemn decorations all
Of the great tomb of man. The golden sun,
The planets, all the infinite host of heaven,
Are shining on the sad abodes of death,
Through the still lapse of ages. All that tread
The globe are but a handful to the tribes
That slumber in its bosom

So shalt thou rest; and what if thou shalt fall
Unnoticed by the living, and no friend
Take note of thy departure? All that breathe
Will share thy destiny. The gay will laugh
When thou art gone, the solemn brood of care
Plod on, and each one, as before, will chase
His favorite phantom; yet all shall leave
Their mirth and their employments, and shall come
And make their bed with thee

So live, that when thy summons comes to join
The innumerable caravan that moves
To the pale realms of shade, where each shall take
His chamber in the silent halls of death,
Thou go not, like the quarry-slave at night,
Scourged to his dungeon; but, sustained and
soothed
By an unfaltering trust, approach thy grave,
Like one who wraps the drapery of his couch
About him, and lies down to pleasant dreams.

WASHINGTON REPORTS FLORIDA'S MANUFACTURING PROGRESS

The U. S. Department of Commerce has just announced the annual statistics of manufacturers for the several States for last year, and these important figures, with comparison columns, for Florida are supplied to the press by the Publicity Department of the State Chamber of Commerce. Here they are:

	1921	1923	1925
Number of establishments	1,720	1,690	1,867
Wage earners (average number)	59,920	65,047	69,200
Wages	\$ 42,734,452	\$ 52,356,618	\$ 66,784,079
Cost of materials	\$ 67,062,543	\$ 83,187,341	\$117,560,360
Value of products	\$145,820,579	\$188,258,384	\$280,326,401

SEMINOLE COUNTY

THOUGH Seminole is the smallest County in Florida but one, it surpasses all others in agricultural products, in horticulture stands among the first, and excels in good roads, good schools, and transportation facilities.

The road-improvement program of the County calls for an investment of near \$2,000,000 covering a three-year period, reaching out to many fast-growing communities. Public utilities have extended electric lines into the more remote sections of the County and light and power are at the service of many outlying sections.

ALTAMONTE SPRINGS is one of the growing villages of the County deserving of mention. It is situated 12 miles from Sanford on the Dixie Highway. The Springs are noted for their abundance of pure water and eight beautiful lakes within the corporate limits together with its high position contribute to make this a favorite resort for tourists. The soil is productive and is adapted to both fruit and truck. A fine school-building has been provided which serves Forest City and Longwood as well as Altamonte Springs. There is a fine hotel for tourists, with modern equipment and free use of golf course and fishing boats.

CHULUOTA is another village of which the County is justly proud. This section offers much to the grower of citrus fruits as well as winter vegetables and general farming crops. It is also a delight to the fisherman. First-class accommodations are provided for visitors at Chuluota Inn.

FORREST CITY, lying between Altamonte and Apopka, is a popular citrus section. Its rolling contour and productive soil make it ideal for farm, poultry, and stock operations.

GENEVA in the northeastern part of the County with its hills and lakes invites the visitor and the investor to share in the things it has offer. It has good transportation facilities which have been taken advantage of by canning and packing plants and by several large citrus packing establishments.

GABRIELLA is one of the newer communities in the extreme southern portion of the County that is growing daily. It has 1000 acres in citrus development and has considerable areas adapted to truck and garden crops.

LONGWOOD is deserving of more than a passing notice. It is on the main line of the Atlantic Coast Line, the Dixie Highway, and the new State Highway. It has a very produc-

tive country back of it with flowing wells and well drained areas where all kinds of crops may be raised. It is an ideal district for the citrus-and-poultry combination. A commodious hotel provides ample accommodation for tourists but there is a scarcity of dwellings. Longwood offers unusually varied opportunities at this time. Its wideawake Chamber of Commerce functions throughout the year.

LACE CURTAINS

Laundered by us will have that quality appearance which every good house-wife desires.

We have employed an experienced operator for these delicate fabrics—

Charges Reasonable

Don't Delay—Phone us Today

Our Driver Will Call

Sanford Laundry

Incorporated

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Phone 475

Hurricane Sale

MIAMI AND HOLLYWOOD GOODS

TREMENDOUS SALE!

*Furniture, Fixtures, Clothing
Shoes and Groceries*

AMONG THESE ITEMS

50 lbs. White Cotton and Felt Mattress
\$4 \$6 \$8

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\$5 \$7 \$12.50

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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

A CITY CALLS TO ITS CITIZENS!

UPON YOUR ANSWER DEPEND DIRECTLY THE FORTUNES OF SANFORD

The Sanford Chamber of Commerce will put on its 1926 drive for membership and for money next week, Tuesday, Wednesday, and Thursday, the 16th, 17th, and 18th. The Chamber's search for increased membership is one of the two things vital to its success. The other is funds. Neither can upbuild Sanford without the other. A bigger membership without operating funds will be a crippled equipment. Funds without proper membership backing will be ineffective. The withholding of both would cancel Sanford's claim of being "The City Substantial."

Secretary Trotter has expressed in the Five Points set down on the opposite page the uses to which the funds to be got by membership subscriptions next week will be put.

Here is the personnel for the drive:

METHODISTS

(Continued from Page Six)

There will be a warm welcome and a warm church to greet you if you come to the corner of Park and Fifth Sunday at eleven in the morning and seven-thirty in the evening.

Instead of the whole week of prayer, as is the custom at this time of the year, the Woman's Missionary Society gave an all-day prayer service Tuesday. Mrs. Thornton had charge of the service.

The King's Daughters class will have their regular business and social meeting at the home of Mrs. Virgil Smith in Pinehurst on Monday evening the 15th at 7:30.

The members of the Pioneer Club had a fine outing with their leaders on Tuesday evening. This club has been handicapped in its meetings lately because of no lights in the primary room, but this will be remedied soon.

The Woman's Missionary Society will hold its regular monthly social meeting Monday afternoon at 3:00 o'clock at the church. The following ladies are hostesses for the occasion: Mrs. Z. B. Ratliff, Mrs. M. Grow, Mrs. J. D. Jenkins, Mrs. G. A. Radford, Mrs. B. E. Squires, Mrs. W. A. Raynor, Mrs. Birdie Williams, Mrs. C. H. Smith is the leader for the evening. This will be the last social meeting of the year and all the members are earnestly requested to be present.

SANFORD BUILDING

The record of building permits issued in the principal Cities and Towns of the State during the first six months of 1926 and the comparative figures for the same period in 1925, forwarded to SANFORD TODAY by the State Chamber of Commerce, gives Sanford the following:

Permits issued during the first six months of 1926—\$1,201,197.

Permits issued during the first six months of 1925—\$763,690.

Longwood has a postoffice, telegraph office, sawmill and lumber yard with hardware, handle factory, four stores, restaurant, garage, filling station, public library, Women's Civic League, community band, Masonic Lodge, school, two churches, and a very comfortable hotel where the cost of living for a week, month or season will not detract from the enjoyment of one's vacation.

Longwood is nationally known as the poultry center of the State. The exhibitors from Longwood have not only won the coveted blue ribbons but the sweepstakes as well at some of the big shows throughout America.

"P. S.—I spend the winter 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.

CAMPAIGN ORGANIZATION

Frank P. Forster, General Chairman.
Executive Committee: Forrest Lake, E. A. Douglass, W. A. Leffler, S. O. Shinholser.

TEAMS

1. Captain J. L. Wells; J. E. Ritchie, W. R. Smith, D. L. Thrasher.
2. Captain Clyde Byrd; H. S. Bender, S. R. Dighton, G. E. McCall.
3. Captain Meade Fox; L. L. LeRoy, J. G. Ball, Charles L. Britt.
4. Captain W. M. McKinnon; H. C. DuBose, Z. N. Holler, L. I. Frazier.
5. Captain A. R. Platt; Karl Schultz, Roy Chittenden, R. R. Deas.
6. Captain E. D. Brownlee; R. A. Winston, J. G. Sharon, F. E. Roumillat.
7. Captain W. E. Walthall; Edward Higgins, J. L. Hurt, R. W. Pearman, Jr.
8. Captain S. M. Lloyd; Randall Chase, Joe Chittenden, B. L. Perkins.
9. Captain A. Raffeld; E. C. Smith, Vivian Speer, H. J. Lehman.
10. Captain J. C. Hutchison; W. S. Hand, R. B. Wight, R. J. Holly.

WANTED: 1000 TO JOIN

Here are a few paragraphs of information and comment, set down without sequence:

The present known membership of the Sanford Chamber of Commerce is somewhere between 800 and 1000. The goal of the drive is 1000 more members.

Average attendance at Chamber of Commerce meetings has ranged between 38 and 50 members.

October 22 the Secretary mailed special invitations to 119 members to attend a merchants' session of the Chamber. Nine merchants came.

After next week's drive has been completed and the results tabulated, the Chamber will publish the full list of membership, classified

BUINESS REVIEW

The first month of the last quarter of the year augurs well for the balance of 1926. The business situation is fundamentally strong and shows no signs of weakening. This condition is confounding the prophets of depression and putting them to rout. It is even surprising the optimists. Their predictions are coming true, but better than they dared hope. As a consequence business men are uneasy; they think it is time for something less favorable to happen.

The installment buying situation ought to cause frozen credits, but is does not seem inclined to do that. Automobile production and building ought to strangle buying in other lines, but there is no indication of that result. There are a hundred things which, judging from past cycles of prosperity, ought to happen but don't. In fact there are no present indications of an impending period of depression, and the year 1926 is set to finish on a high level of activity.

Production continues above normal yet large inventories are not being accumulated. Unusually good distribution is therefore taking place. One evidence of this is the volume of bank checks drawn and cashed throughout the country, which was for September 4 per cent greater than the same month last year. Electric power consumption for factory production is also 15 per cent above last year.

Mail order houses gained 8.8 per cent over September of last year, chain store sales gained 6.5 per cent, and the 5-and-10 cent stores gained 10.3 per cent.

Automobile production estimate for September indicates a high level but shows a seasoned decline from August. That month established a new seasonal record with a production of 424,394 passenger automobiles and trucks. The automobile industries are not anticipating the

by occupations. This will show who have been supporting and who now are prepared to support the organization as Sanford's commercial powerhouse.

More professional men than business men have been among the average of 38 to 50 members attending Chamber meetings in the recent past. Quite regularly each of the banks has been represented by an attending member. Ten or twelve different lines of business have been at these meetings, including four lines represented by four merchants. These are approximate figures obtained of the Secretary's office upon inquiry.

Funds subscribed through membership fees next week will be appropriated among the several committees in percentage amounts corresponding with the paying in of the sums to the Chamber. The committees' financial power to carry out their programs for a greater City will be regulated, therefore, by the promptness with which members pay.

heavy slump predicted in some quarters as likely to take place within the next three months. No let-up in the demand for popular makes seems to be in sight, with the companies included in General Motors the particular favorites.

THE STUDEBAKER SEDAN

All the world recognizes and appreciates beauty and luxury, especially in a motor car, but the discriminating motorist looks deeper than the more obvious attractions. This is the opinion of Mr. Fort, local Studebaker dealer who opened a formal display of the custom-designed sedans recently added to the Studebaker line.

"The American motorist is far more critical than he has ever been before," quoted Mr. Fort. "He wants beauty of design and the last word in refinements, but he demands that they be backed by superlative performance and stamina. In short, he demands a thoroughbred automobile."

"The Big Six Custom Brougham and The President are powered by the same motor which recently drove the Studebaker 'Sheriff' from New York to San Francisco through hazardous road and weather conditions in 86 hours and 20 minutes—six hours and twenty-five minutes faster than the fastest train schedule. The automotive world is still talking about that record of performance. The Standard Six Custom Sedan is powered by the Standard Six motor, rated by the Society of Automotive Engineers the most powerful engine used in any car of its size and weight."

"I had the good fortune of living in the State of Florida for seventeen years. The first ten I spent in the central part of the State, and during the last seven years of my stay my work took me to every part of it. I have no hesitation in saying that in my opinion it is by far the most attractive State in the Union and has a splendid future before it. Many people are under the impression that the Florida summer is unbearably warm. So far is this from the truth that I would be perfectly delighted to spend my summer vacation, from the month of July to the month of September, in any part of the State."—Michael J. Curley, Archbishop of Baltimore.

THE POWDER PUFF BEAUTY SHOP

Beauty Culture in all its Branches
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Marion Wilmer

THE CHAMBER OF COMMERCE IS THE FIRST ORGANIZATION A BUSINESS MAN SHOULD BELONG TO. JOIN!

Join!

Your decision—

to be a Member of the

SANFORD CHAMBER OF COMMERCE

will be a decision to serve your City
as an ACTIVE citizen from now on.

These are the Five Objects of the
DRIVE for Membership and Money
which will be made next Tuesday,
Wednesday and Thursday, the 16th,
17th and 18th —

1. Maintenance of Chamber of Commerce as an efficient, going organization.
2. Payment, as rapidly as possible, of obligations incurred previous to the present Chamber of Commerce year.
3. Advertising fund for use of Publicity Committee in such publicity work as is necessary to keep Sanford before the public.
4. Fund for use of New Industries Committee in Industrial Survey work and the locating here of new industries.
5. Fund for use of Tourists-and-Entertainment Committee in development of tourist recreation and entertainment features.

YOUR shoulder
is needed now
at the wheel!

MEMBERSHIP CAMPAIGN
COMMITTEE

A TOMORROW'S SERMON TODAY

THREE YOUNG MEN FROM THE PLAINS OF BABYLON WILL SPEAK FROM THE CONGREGATIONAL PULPIT SUNDAY MORNING

"Now if ye be ready that at what time ye hear the sound of the cornet, flute, harp, sackbut, psalter, and dulcimer, and all kinds of music, ye fall down and worship the image which I have made: well; but if ye worship not, ye shall be cast the same hour into the midst of a burning fiery furnace; and who is that God that shall deliver you out of my hands?"

"Shadrach, Meshach, and Abednego answered and said to the king, 'O Nebuchadnezzar, we are not careful to answer thee in this matter.'"

"These," the Rev. Dr. George B. Root will say to his people of the Congregational Church tomorrow morning, "are the words of an outraged king, addressed to three young men who were making their names and fortunes in the department of national Diplomacy. It is one of the best known of the tales from Holy Writ. And in this very fact there lies a subtle danger—the danger of the commonplace. Familiarity makes us callous. Constantly are we tempted to overlook the glory and the beauty that lie 'round about us, just as we miss the worth and suggestiveness of that which is close at hand."

The Minister of the Sanford Congregationalists has, as once before noted down in these weekly fingerings of the morrow's sermons, a flow of thought and words to reward attention. Out of the typed pages of this brief sermon look the dark scornful eyes of the Jewish king; the fragrance of his perfumed beard, that black and pleated glossy beard that framed the haughty lips of Babylon's great reveler, drifts like a faint breath from across the Centuries; an arrow of sun glancing off that window-

pane may be a glint from some jewel in his banded crown. . . . "Who is this God that shall deliver you out of my hands?"

"In the very old story of the Hebrew boys, 'the Minister will say,' we may penetrate beyond the surface and lay hold of an idea of universal application. Do we not know something of fiery furnaces and tyrannous kings? Have we not experienced at times the joy of a faith that overcomes their terror?"

"Almost every healthy Christian life is confronted with a superheated furnace of temptation that is bent on melting down our moral scruples and dissipating life's highest values."

Even the Master was not exempted from this experience. Forty days in the wilderness without food. From a height he looked out over the crossroads of the world's commerce. How good it was to be alive! Temptation said to him, "Too bad that John the Baptist with his unusual ability as a speaker and leader should sacrifice his future because of his strict adherence to the old Blue Laws. He is a gifted man but he does not know how to get along with people. He is not a good mixer. He never yields in the little, unimportant things. But you—you have a genius in telling stories and drawing out challenging lessons. You make friends wherever you go, and a great career is before you."

"Irresistibly your future calls you to the City of the Fathers; but it does NOT prescribe the way of your going. You must remember the conventions of society! Then on the site of Solomon's palace you will build a magnificent home to which the great men of the earth will come to show you their respect. The world is

before you. You can conquer it more truly than did Alexander: but, do not take your religion too seriously. Stay! If you follow the lead of those thoughts that are in your mind this present moment, you will never live in a palace, but instead on the top of yonder Hill just outside the city gates they will mock and crucify you!"

The artificers of the New Testament were the most skillful of bridge-builders; they knew how to span the gulf dividing their religion from the Old. Jesus' "Get thee behind me, Satan," was a span lifted out of Daniel, none other than the defiance of the three young Hebrews to Babylon's king: "Our God whom we serve is able to deliver us from the burning fiery furnace, and He will deliver us out of thy hand, O King. But if not, be it known unto thee, O King, we will not serve thy Gods, nor worship the golden image which thou hast set up."

If there is not a thrill in that scene for the man and woman of 1926, then the clay of our times is poorer stuff than men were fashioned of in the furnace-lighted shadows of the Past.

The hour of morning service at the Congregational Church is eleven o'clock.

BRIDES' CORNER

Conducted By Mrs. JUNE

A RECIPE FOR TWELVE MUFFINS

Eggs	2	tablespoonful
Butter	1	tablespoonful
Sugar	1	cup
Flour	2	cup
Milk	1	teaspoonful
Baking-powder	2	teaspoonful
Salt	1/4	teaspoonful

Cream sugar and butter, add well beaten eggs, then milk, and last the flour and baking-powder and salt sifted together. Mix well and divide into warm buttered muffin-pans. Bake in moderate oven about twenty minutes.

BRAN MUFFINS

Sugar	3/4
Shortening (size of an egg)	
Egg	1
Bran	1 cup
Flour	1 1/4 cups
Milk (sweet or sour)	1 cup
Baking-powder (if sweet)	2 teaspoonfuls
Soda (if sour)	1 teaspoonful
Pinch of salt	

Cream shortening and sugar together. Mix and sift dry ingredients and add alternately with beaten egg and milk. Mix well and pour into buttered muffin-pans. Bake in quick oven about 20 minutes.

FRUIT JELLY

Gelatine	3	tablespoonfuls
Cold water	1/2	cup
Boiling water	2	cups
Sugar	1 1/2	cups
Orange-juice	2	cups
Lemon-juice	4	tablespoonfuls
Peaches	4	
Bananas	2	
Marshmallows	12	
Pistachio kernels		

Soak gelatine in cold water for five minutes; dissolve in boiling water, and strain. Add sugar and orange and lemon-juice. Put a thin layer in quart bowl and place on ice to get firm. Decorate with banana cut in fancy shape, peaches and marshmallow cut in fancy strips and nuts blanched and halved. Put more jelly over decoration, and let stand until firm. Dip pieces of fruit in jelly and arrange on sides. Beat one-fourth of jelly until very light and pour into bowl, then add remainder of chopped fruit to remaining jelly and pour on the sponge. Chill and urn on large glass serving dish, surrounding with whipped cream.



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.



\$20 GOLD PRIZE

WEEK'S WINNER

\$40 GOLD PRIZE

HIGH SCHOOL BEAUTY CLUB

TO MISS MAUD PERRY
AND HER PICTURE

There's a way to win from the starting.
From the post to the end of the mile,
To save the whip and the smarting
And ride with a handsomer style.

(There are things to be bought by giving
That aren't for sale at all;
Some days that were most worth living
Were locked past a door in a wall.)

There's a winsome way than striving,
Than getting your wish by guile,
It doesn't take any contriving—
It's the way of a won-derful smile!

S.

So this week is a total loss for Georgia. She failed to land one of her transplanted peaches (that have blushed so charmingly from these

pages of late) in the Beauty Club Contest. A Florida-born Miss is the Judges' selection—and is it any wonder! It is not. She smiled to them exactly as she smiles to you now from the front cover of this Magazine which delights to do her the honor.

February 6th, 19-before-20, may have been but probably wasn't the kind that caused the poet lady to remark that The day is dark and cold and dreary, It rains and the wind is never weary. It most likely was not any such sort of a day at all, not in Madison, Florida, anyway, for Miss Maude Perry tripped into the world that day to just show us how an American girl can smile with her hazel eyes and sea-foam teeth and fire-glow cheeks and the reddest of red-red lips.

Item. Freshman. *Item.* Prefers not to be praised, but if anything be mentioned may it be, please, that she values most a friendly disposition, life being too short and sweet to be

CLUB GALLERY

Published—

Miss ELOISE LANIER, Oct. 2.
Miss CAMILLA PULESTON, Oct. 9.
Miss DOROTHY MARSHALL Oct. 16.
Miss HELEN WILSON, Oct. 23.
Miss BEATRICE BLEDSOE, Oct. 30.
Miss KATHRYN WATERS, Nov. 6.
Miss MAUD PERRY, This Issue.

dressed in grudges? *Item.* Likes Sanford better than Madison because we have more subdivisions, prettier streets, so many friendly people. (Oh, ho, Sanford, do you hear that!) Also there is such fine swimming in the lakes hereabout. And we have baseball.

Item. Hopes for a career as a pianist. Prefers of all her High-school studies, algebra. Can't define the word flapper, and asked us to. We couldn't. She's not.

Miss Perry lives with her sister Mrs. C. A. Baker at 201 East Fifth Street.

IN SOCIETY

By NAOMI SCOGGAN
(Telephone 179)

Mr. and Mrs. Calvin Fuller Teague arrived home Wednesday from their honeymoon tour through Canada and New York State, and are at home at Rose Court Apartments.

Miss Gertrude Jones of Winter Park is the guest of Mrs. Frank R. MacNeil at the MacNeil home on Valencia Drive.

Mrs. C. C. Chaffee has returned from a three-months visit in Boston.

Mrs. John Leonardi entertained at bridge for Miss Lucile Newby Monday evening. The rooms were prettily decorated with flowers. High-score prize, a box of bath-powder, was won by Miss Lulu Childers. Mrs. Claude Herndon won the cut prize, a calendar of dinners. The hostess presented the guest of honor with a baking dish.

Dr. and Mrs. Theodore Langley will entertain with a reception and dance for Mr. and Mrs. Calvin Fuller Teague at the Woman's Club Monday Evening.

A charming event of Tuesday was a novelty shower given by Mrs. Frances E. Bolz, honoring two brides-elect of the month, Miss Little Ruth Spencer and Miss Lucile Nemby.

The Bolz home on Park Avenue was artistically decorated with pink Radiance roses, ferns, and yellow chrysanthemums. Several musical numbers were given during the afternoon; Miss Pauline Cook played a violin selection, accompanied by her mother Mrs. C. H. Cook. Mrs. Claude Herndon sang "I Love You Truly," accompanied by Mrs. Fred Daiger, and Miss Luella Mahoney gave the "Hungarian Rhapsody."

Mendelssohn's Wedding March heralded the entrance of a charming miniature bridal party: little Margaret Spencer, daughter of Mr. and Mrs. Morris Spencer, dressed as a bride; Master Owen McCuller, son of Mr. and Mrs. L. P. McCuller, as bridegroom; then followed diminutive Mary Wyatt Ratliff, daughter of Mr. and Mrs. Zeb Ratliff, as maid of honor, and Adelaide Key, daughter of Mr. and Mrs. A. R. Key, as flower girl. The members of this youthful bridal party distributed to the two guests of honor many beautiful gifts.

Late in the afternoon Misses Lucile Bolz and Marion Waldron served ice-cream frozen in

the form of hearts and bride's slippers, and individual cakes.

The guests were Misses Lillie Ruth Spencer, Lucile Newby, Le Claire Jones, Kittie Du Bose, Dorothy Stokes, Ruth Hand, Emma Owens, Leola Evans, M. Childers, Mary Powell, Luella Mahoney, Martha Fox, Charlotte Smith, Sara Warren Easterby, Jennie Pinkston, and Naomi Scoggan, and Mesdames J. T. Newby, G. W. Spencer, Arthur Moore, Eugene Tittle, J. H. Coleclough, F. D. King, L. P. McCuller, Virginia H. Piner, D. S. Babbitt, J. B. Lawson, Fred Daiger, W. A. Leffler, E. A. Douglass, J. C. Gibbs, W. M. Scott, Clyde Byrd, R. A. Winston, C. H. Cook, A. M. Phillips, A. K. Rossiter, John Meisch Jr., Vance Douglass, Fred Wilson, C. S. Pierpont, C. W. Stokes, O. P. Herndon, Lee Peck, W. W. C. Smith, Zeb Ratliff, Claude Herndon, Morris Spencer, A. F. McCallister, Troy Ray, Forrest Gatchell, Roby Long, L. M. Hansell, Burk Steele, Rolf Stevens, Clifford Baker, and Gray Michael.

For Sanford — For Seminole — For Florida TO MANUFACTURERS

James A. Emery, General Counsel to the National Association of Manufacturers, will be one of the principal speakers at the conference of Florida's business leaders to be held in Miami December 7 under the auspices of the Florida State Chamber of Commerce, that organization informs SANFORD TODAY.

The National Association of Manufacturers is among the largest trade organizations in the world. Mr. Emery has for a number of years actively directed its legislative policies. He is an authority upon all phases of industrial and agricultural development.

"We have selected Mr. Emery as one of our principal speakers," says President Herman A. Dann of the State Chamber, "because he will have a real message for the Florida business public. Mr. Emery's vision will not be clouded by local conditions. He knows Florida and what he says will be worth listening to."

Chambers of Commerce in practically every part of the State are planning to send delegates to the Agricultural Conference to be held at Miami.

For Sanford — For Seminole — For Florida AN ARMY OF TOURISTS

The record of tourists passing over the St. Johns River Bridge, Jacksonville, during the month of September shows the following: From 44 States, District of Columbia, Canada, and Hawaii—automobiles, 5,882; passengers, 16,138.

ALWAYS FOR GIFTS—

PARISIENNE GIFT SHOP

McLander Arcade, First St.
SANFORD, FLORIDA

Sanford Music Store and Gift Shoppe

318 E. First St. McLander Arcade

Mi-Lady's Shoppe

110 Magnolia Avenue

EXCLUSIVE MILLINERY
GIFTS

Valdez Hotel Seminole Hotel

Operated by

ROGERS-WARNER HOTEL SYSTEM

"You are Welcome"

Wurt W. Warner

Manager

JOIN THE CHAMBER OF COMMERCE AND HELP INTRODUCE SANFORD TO THE BIGGER WORLD AS 'SUBSTANTIAL'

\$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 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

WINNERS THIS WEEK

\$5 in GOLD.—Mrs. G. F. MICHAEL, Note Teller, First National Bank, Sanford. Please Call at the office of this Magazine next Monday and receive your prize.

ACCEPTANCE PRIZES

Mrs. J. R. HEARD, 411 Palmetto Avenue, Sanford.—For an accepted Joke, 50 Cents.

Miss NETTIE L. COLLIER, 314 Magnolia Avenue, Sanford.—For an accepted Joke, 50 Cents.

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

Mrs. B. P. COSDON, 405 Myrtle 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

IT WILL PAY YOU TO PATRONIZE

Seminole Creamery

417 W. 4th Street

SPECIAL

Ice Cream in Special Molds
for all Occasions

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



Let
us
Clean
Your
Garments
and
Make
Them
Like
New

LANEY DRY CLEANING CO.
 110 E. 2nd Phone 465

"IN THE CENTER OF SANFORD"

Out of the HIGH RENT DISTRICT with plenty of parking space and our Motto—

A Square Deal

Everything is marked in plain figures and ONE PRICE, where shopping is a pleasure.

We extend to you a cordial invitation to visit our establishment where you will find one of the most complete and up-to-date stocks in the state.

Investigate our dignified credit plan and we will be pleased to have you open an account with us.

We take this opportunity to express our thanks to the good people of Sanford who have favored us with their generous patronage which has exceeded our fondest expectations and it is our intention to always give prompt SERVICE.

"YOUR HOME SHOULD COME FIRST"

Specials this Week:

Three piece living room suite in French Cretonne	\$ 50.00
Three piece living room suite in Tapestry	60.00
Three piece Ivory bedroom suite	100.00
Full size wool blankets	10.00

Miller Furniture Co.

INCORPORATED

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 and 100 Envelopes \$1.00 with your name and address in dark blue ink.

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

THIS WEEK'S PRIZE LETTERS

CERTAINLY YOU DON'T HAVE TO WEAR FRECKLES TO TAKE TOP PRIZE, BUT NEITHER DO THEY DO YOU ANY HARM

We don't know why it is so, but we know that a freckled-face boy who enters the office very quietly and quite earnestly and bears himself as a young gentleman, touches us with a certain inward appeal that a freckleless boy whom we may care a great deal more for doesn't have; just doesn't have. If dermatologists were psychologists they might explain it, but their knowledge of human affairs is only skin-deep.

Twice the particular freckled-face boy we are thinking and talking about entered the office of this Magazine this week, the first time in person and the second by mail. This is what he said when he came by mail:

"Dear Editor—I am fifteen years old. This five dollars is the first money I have ever won and I think it is best for me to put it in the Bank for fear I will lose it. Yours truly, VERNON F. WESTFALL, Service Shoe Shop, 123 West First Street, Sanford Florida, Nov. 8, 1926."

You will do your own reflecting about that letter, but as we read it an earnest and rather pale and rather thin freckled face came between the carefully penned words and a pair of strong glasses, and the wistfulness of "the first money I have ever won" touched to life a very real wish for him that many, many more as cleanly-earned pieces of money will go to join that prize before the years brush the freckles from his face.

So then here is another letter, one which didn't get published last week because an interruption mechanical denied it the space. It is from another Five Dollar Gold Piece winner, Mrs. Bonnie B. Woolworth of near Osteen, and this is it:

"Dear Editor SANFORD TODAY—Please accept my sincere thanks for awarding me the Five Dollar Gold Piece in last week's Contest. I shall give each of my babies a \$2.50 gold piece for their banks."

Now at last we know how it is some women can make money go twice as far as most men, and why there are babies in the world. That's a lot to find out in one day.

WHICH "FIRST NATIONAL BANK"?

A few years ago, when this Editor was younger but not any more susceptible to interesting events, there appeared (as you well may recall) a very clever cartoon which instantly found its way through copying-channels to millions of male eyes throughout this lively land. It portrayed a most lovely young woman stooping in a street's door-nook and tucking a five-dollar note into the only end of her silk stocking she could tuck it into. This picture bore the title "The First National Bank."

This week's winning Five Dollar Gold Piece was awarded to the First National Bank.

PRIZES AWARDED THIS WEEK

(For Winners' Addresses See Page Twelve)
FIRST PRIZE—\$5 IN GOLD

"The misspelled word is 'service' in the third line of Laney's Drug Store advertisement.

"Bobbie, five, heard men on his father's ranch saying 'damn' frequently. When Bobbie copied them his mother gave him a serious lecture. Then he heard her talking freely about 'Don Pedro Dam,' which supplied the ranch with water. Bobbie demanded explanations. Mother did her best.

"Mama," spoke a small voice at her knee a few days later, 'please take your foot off that Don Pedro Dam paper.'

ACCEPTANCE-PRIZE LETTERS

From MRS. J. R. HEAD

"Your new medicine has helped me wonderfully!" wrote the grateful woman.

"A month ago I could not spank the baby and now I am able to thrash my husband. Heaven bless you!"

From MISS NETTIE L. COLLIER

Mother—"Where has Owen gone?"

Father—"Well, if the ice is as strong as he thinks it is, he has gone skating, if not, he has gone swimming."

From MRS. J. H. WRAGGE

Two negroes had just reduced the population of a farmer's hen-roost and were making a get-a-way—

"Laws, Mose, why you s'pose them flies follow us so close?"

"Keep gallopin', nigger, them ain't flies, them's buckshot!"

From MRS. B. F. COSDEN

Mother—"The hens are not laying much lately."

Little Marie (aged three)—"No, mother, every time I go out they are all standing up."

BREATH OF FLORIDA

"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.

"The loneliness and beauty and peace of her coral keys are beyond compare. The white winding shoreline, the fringe of coconut palms, the bright green mangroves, the dark blue Gulf stream, and the opal shoals, the bird-life and fish-life, the mystical trade-wind clouds and wonderful sunsets, the white sun at noon, and the white moon at midnight—these are a few of the things I love in Florida."—Zane Grey, novelist, Altadena, California.

"I think the fact that I have been a regular visitor to the State of Florida for a number of years is sufficient testimony to my opinion of its attraction."—"M. M. Belding, President Belding Bros. & Co., New York City.

"Miss Mary Johnson in her novel 'To Have and to Hold' has made famous the colonial life in Virginia. I hope that some day the early life of Florida will form the subject of a novel in the hands of as able an author as Miss Johnson. Such a novel would be a tremendous stimulation to the imagination of the

people who go to Florida or who live there, and this stimulation of the imagination would add greatly to their joy of living in Florida."—John B. Stetson Jr., Elkins Park, Pa.

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

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

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.

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

BUILDING ACTIVITIES

THE CITY
SUBSTANTIAL

In and Around SANFORD

THE CITY
PROGRESSIVE

A BUILDER'S ANSWER

(From E. A. Douglass)

Repeatedly in the last five months SANFORD TODAY has presented on this and other pages the existent and growing demand for moderate-priced and medium-rental homes in this community and has urged the building of houses to meet that demand. Before the Chamber of Commerce and the quasi-civic Clubs the subject has been emphasized by speakers again and again. The whole City has known about Sanford's acute lack of homes of this description. In the face of these facts house-building has not become a major enterprise, but on the contrary

building activity along this line has been steadily falling off.

Instead of devoting space to further urging this Magazine now offers the results of an interview with E. A. Douglass, President of the Chamber of Commerce and one of the foremost of Sanford builders. The interview was obtained this week. Mr. Douglass said:

"The reason why more houses and apartments have not been built here since last spring is that there is no money in building them, though material costs have been and are lower than usual. The main reason behind the reason is the increased price demanded by labor.

"A year ago I paid carpenters 75 cents an hour; now they price their time at \$1.10. That is an increase of nearly 40 per cent. The plasterers, bricklayers, plumbers and other workmen are asking as much advance as the carpenters and some of them are asking more. Yet there is anything but a scarcity of skilled labor in the local market. There is also on foot a movement for a five-day working week with a dollar a day extra pay to reimburse them for the part of the week they propose to lay off.

"I can't pay such advances and make any money. If I can't make money on an investment, I won't invest. So I have quit building houses.

"There are other contributing reasons why the absolute demand for more homes has not been met by the builders. Money is tight, hard to get. There is plenty of it in the bank vaults here, but it is being held against possible emergency. The bankers don't want to lend beyond 50 per cent. of their reserves. They must not be blamed for that. We all know what unconservative banking can lead to and has led to in other communities. Nevertheless their attitude toward building-investment capital does not make the situation any easier for the builder. We've got to remember that last year we went on a money spree, and this is about noon of the morning after. By mid-afternoon we'll be feeling better. By tomorrow, all right.

"I could take a million dollars today and go out and buy all the first-mortgage paper that amount would absorb, at from ninety to seventy-five on the hundred. The reason for that is that people have tied themselves up with so much long-term payment paper that they now find themselves in the position where they have to have some actual cash to go along. And as they can't take these home-payment notes to the bank and discount them, they are offering them elsewhere for the best they can get.

"Here is an everyday instance to show one of the reasons why house-building is down instead of up, and also why first-mortgage paper is going begging: A man and his wife come into my office and say they want a home built. To the first question, How much cash can you pay? they answer Five hundred dollars. The second question, What kind of a house do you want? is to determine how small their monthly payments can be made. The woman is the one who answers that second question; and the kind of house she wants is the kind that costs \$10,000. It would take me a whole day to make her understand why, she and her husband being able to pay not more than \$30 a month. I can't agree to give them a \$10,000 home. Now figure for yourself how many years it would take that couple to pay for, say, a \$7,000 home (granted the wife will accept such) with the deferred-payment interest added to the principal, and only \$500 cash paid down. Almost a lifetime!

"If the builder undertakes the contract, he must figure in the 4 per cent. it costs him to borrow the building capital. The job completed, he takes a first mortgage on the house to secure the monthly payments and interest.

That is the kind of long-term paper I could go out and buy a million dollars' worth of today at the heavy discount I have mentioned.

"To build to rent at \$50 a month is worse yet, because, for one thing, long before the rental can possibly refund the investment the house will have deteriorated to the financial vanishing-point and there will be only the appreciation of the land beneath it to offset that disappearing security.

"Yet these several conditions do not advance us one step toward meeting the undeniable demand here for homes, more homes, medium-priced homes, for sale and for rent."

Hard-surfaced roads lead to Sanford, Ojeda, Maitland and Winter Park. A school bus takes pupils to accredited grade and high schools or to Rollins College at Winter Park, which city has recently extended its limits into the Gabriella District, giving residents of this district the benefits of a public library, reading room, churches of five denominations, and other advantages enjoyed by the citizens of Winter Park.

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 611

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	Screening
Lime	Cement

West Third Street
Telephone 565

SECURITY LUMBER COMPANY

Cor. Maple Ave. and Sixth St.
PHONE 797

Established 1889

Baker & Holmes Company

LARGE SUPPLIES OF:

Agate Plaster
Satin Spar Finish Plaster
Sun Flower Molding Plaster
Ohio White Finish Lime
Trusco 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

119 North Laurel Phone 763

BOND-HILL

**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

SMITH BROS. Sanford, Florida

Reopening

SALE

Reopening

Extra Special!

8 PIECE
Bedroom
Outfit

ONLY

\$68⁰⁰



F!
R!
E!
E!

This Georgette
Bed Lamp given
Absolutely Free

WITH
THIS
EIGHT
PIECE
BEDROOM
OUTFIT



Finished In Ivory

Included in this fine eight piece bed room outfit is the large Dresser with swinging plate glass mirror, roomy Chiffonier, full size metal Bed with two-inch continuous posts, all cotton Mattress, heavy four-inch riser wishbone Spring, comfortable Chair finished to match the Dresser Chiffonier and Bed and two fluffy ventilated Hygeia Pillows.