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SANFORD

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TODAY

SATURDAY
DECEMBER

4 - 1926

\$20 GOLD PRIZE

Awarded

IN THIS ISSUE

to the Winner
in the First Period
of the

SANFORD TODAY—
HIGH SCHOOL
BEAUTY CLUB
CONTEST



Are You Doing Your
Christmas Shopping EARLY?

Miss
PEARLE
ROBSON

Beauty Club Contestant

TO ALL SANFORD CITIZENS:

After persistent requests from his many friends, Mr. S. O. Chase agreed to become a candidate to succeed himself for the position of City Commissioner which he has held for six years, or since 1920 when the Commission-Manager form of government was inaugurated in Sanford.

Mr. Chase brought to the office the prestige of a successful business man, and his broad experience as such has resulted in the efficient management of the business of the Municipality. His connection with the management of City affairs has caused the City Government of Sanford to be recognized as one of the soundest in the State, and because of his pronounced business ability, unimpeachable integrity, and great economic foresight, he holds an enviable reputation in statewide business and financial circles.

During his tenure of office Mr. Chase as a City executive has given freely of his time and resources and has caused the development of the Greater Sanford of to-day.

We, his fellow citizens, know him to be a man who has always shunned publicity for himself, but who has never shirked working for the advancement of our community. With your knowledge of his many requisites for the position, it is believed you will feel the necessity of returning him to office by the largest vote, in the way of endorsement, that has ever been cast in the history of Sanford for any candidate for public office.

FRIENDS OF S. O. CHASE



SANFORD TODAY

FOR SANFORD — FOR SEMINOLE — FOR FLORIDA



THEY SAY THIS IS FLORIDA'S MOST INTERESTING WEEKLY

VOLUME ONE

SATURDAY, DECEMBER 4, 1926

NUMBER TWENTY-ONE

ONLY ONE thing could defeat Commissioner S. O. Chase in next Tuesday's Municipal election: failure of intelligent voters to go to the polls.

"A light vote" has defeated an untold number of good candidates for public office and caused the victory of weak, bad, and undesirable opponents. That is the history of elections all over America. When the vote is light it is always because "the better class of citizens" have failed to go to the polling places. A vote uncast for a candidate is two votes cast for his opponent: the one the candidate has not got and the one his opponent does not have to overcome. In every election we should remember that.

It is of grave, possibly vital importance to this City that the type of man which S. O. Chase is and all of his life has been, be kept as one of Sanford's three City Commissioners. If an opponent of the same type were offering now for election, there could be a choice in the minds of some of the voters when they go to the polls next Tuesday; but Commissioner Chase's opponent is not of his type. What is meant by that is this: Mr. Williams, estimable citizen though he be, has neither the experience, the wisdom, the ability, nor the record of Chase the Commissioner or Chase the man. And experience, wisdom, ability, and high record in office are the four qualities this City needs to retain in a Commissioner right now, if ever.

When, ten weeks ago, Mr. Chase in the course of an interview authorized this Magazine to announce the disquieting news that he did not intend to accept re-election to the Board of Commissioners, feeling that he had earned the right to return to private pursuits, the people knew that he already had sacrificed his time and energy to continuance in office for the sole reason that he felt his responsibility to carry forward large programs of Municipal improvements which he and his associates had led the community to adopt and vote bonds for.

Those programs, those improvements, those achievements, belong as much to the record of Commissioner Chase as they do to the annals of Sanford: and they are not yet finished. So long as they remain unfinished

Talk o' The Town

and in progress, the City Administration is on trial before the whole body of citizens; but not as a defendant, rather as one who has undertaken and is performing the obligations and should not be replaced in the midst of the job which no other understands so well or is so competent to complete.

It is for these reasons plain that the majority which will be cast next Tuesday for retention of Commissioner Chase in office will be recorded as a vote of confidence in Sanford, in the City Administration, and in the character and official record of a citizen who has done more than any other one man to bring Sanford into the path of progress

know that the absent voter will not belong to their crowd, but to the class of "better citizens" who year after year in this country let trifles keep them away from their five-minute duty at the polls, and later are heard to complain loudest of the character of men who thereby slip into office.

In next Tuesday's election the opposition expect to be defeated, but hope in the face of a light vote to create by their own carefully captioned votes a public doubt of Sanford's confidence in Sanford and in Sanford's Municipal leadership. It is an unworthy ambition, and it can be crushed under the weight of community sentiment if the men and women who really care for Sanford's success will turn out and VOTE. Elections are won AT THE POLLS by voting, not by sending the candidate good wishes.

Mayor Lake

at three o'clock this afternoon, in the editorial office of SANFORD TODAY, will present to the High-school girl who has been declared Winner in the First Period of the Sanford High School Beauty Club Contest, the Prize she has won—a Twenty-Dollar Gold Piece. The Winner's name is announced in this issue of the Magazine.

The Contest's Second Period is now under way. The Prize, two Twenty-Dollar Gold Pieces will be announced and awarded Saturday, December 18—one week before Christmas. Full details are published in this issue.

and success. That Commissioner Chase will be re-elected in response to his involuntary consent to stand again as a candidate no sensible person doubts. The question is whether the City he has so ably labored for and so unselfishly, will register its appreciation in an overwhelming personally-attested majority, or whether it will sign its sentiments with the red rubber stamp of a light vote.

It would appear that those who hold dear the name and fortunes of Sanford can ill afford to neglect their duty of voting in this election: the opposition to the Administration entertain only one hope—that the vote next Tuesday will be a light vote. Earnestly they desire it to be, because well they

know that the absent voter will not belong to their crowd, but to the class of "better citizens" who year after year in this country let trifles keep them away from their five-minute duty at the polls, and later are heard to complain loudest of the character of men who thereby slip into office.

Many of those who receive their gift checks on Monday intend to redeposit a small percentage as a start for their next Christmas club-check. They whimsically say that will be "their own Christmas gift to themselves." A jolly idea, and a sound one. Nothing pays better than taking Time by the forelock and whispering in his ear,

The Seminole County Bank will distribute day after tomorrow thirty-five thousand five hundred dollars in Christmas Club checks to five hundred-and-odd of its depositors who through the year adopted the banks' suggestion to "lay by a little for Santa Claus," and the two other banks probably will distribute as much as that. The least of the checks that will be paid over the Seminole's counter Monday is for \$12.50, and there are several for one thousand dollars.

Among the hundreds who thus will be able to slip a piece of gold into Santa Claus' hand to help the merry old gentleman out with his long list of

gifts for his friends and their friends, are doubtless some who would have come to Christmas this year with flat purses if they had not put by small sums from time to time through the year. A moneyless Christmas doesn't always have to mean an unhappy Christmas, but it very often can mean just that. To want to give and not be able to is one of the least merry things in the world!

YOUR Dog AND MY DOG

Lovers of Dogs are invited to use this Column as their own. Letters should be addressed to EDITOR DOG COLUMN, SANFORD TODAY 411 First National Bank Building.

This Magazine simply has to have a Dog Column.

I have so many dog friends and acquaintances in Sanford and the County that it has become embarrassing to meet them, the attempt to concoct now answers to the inevitable brown-eyed question "Why don't you ever say something about us?" is a burden I am not willing to carry any longer. You can't fool a dog very long; he knows too much about you the first time. Also, to find favor in the society of a dog, any kind of a dog, and to be quickly accepted as an equal by many dogs, all sorts of dogs, is to have achieved a tribute too fine to risk losing by neglect. Therefore this Magazine has henceforth a Dog Column.

I'll start it off myself with a true story (all real dog stories are true stories) about a dog of my own that lies in a hero's grave. And the Column will trust you, its readers who too love dogs and own dogs or have owned dogs or would like to own a dog—the Column will trust to you to jot down and send in from week to week other dog stories that will make this one of the best liked features of SANFORD TODAY. If you prefer, you may send to the Column, instead of a dog story, any dog lore you possess; conversation about breeding dogs, caring for dogs, training dogs. You know.

PAT

About three o'clock in the morning of one of those December nights in the Northern States when the dark world is wrapped in a mantle of the fluffiest snow, and under foot it is twelve inches deep, and from an invisible sky the small, silky flakes are tumbling down so thick and fast you have to keep your lips shut or your mouth will fill with snow as you step blindly and feel for footing; at three o'clock in the morning of such a night I walked from the warmth and bright lights of an editorial office out into the silent storm.

It was utterly dark for a moment until the lamps of indoors went out in my eyes and I could begin to sense the whiteness of the starless night all around. At the corner curb—my foot sensed it was the curb under the featherbed of snow—I thought the very small voice of something whimpered. I stopped and listened. The tiny cry came again. . . . When I rose from my knees my two gloved hands held a clump of something as white as the snow I brushed from it, but much heavier.

Half a dozen blocks away, at home, the deep pocket of my storm-coat yielded up—Pat. As perfect a specimen as you could wish of a month-old cross-strain bull terrier pup; a smudge of pink and black for nose, one eye pink and the other blue-black; all the rest of him unstained white except for an ebony patch over left ear and cheek, which was the blend from a touch of fox terrier blood cropping through. . . . I taught him to drink warm milk by crooking my finger in it and getting him to suck. When he was a young man grown I taught him to like his quarter-pint of imported beer.

He grew to be a wonderful dog and a desperate lover of his master. There came a time when work required that I leave him in others' care for a while, and he became the mascot and idol of a Fire Department headquarters com-

pany. At the first whirring clang of the alarm-gong he would land with a running rush and a thrilling leap high up on the first piece of red apparatus that dashed away. And on that, be it hose-wagon, steamer, hook-and-ladder, chemical, or the Chief's own runaway car, the dog Pat would stay until the fire fight was fought out and over with; and believe you! no human being unless it wore robber coat and helmet, or nickel-buttoned blue uniform, did well to approach a hand to any loose garment or gear he guarded. Not even a policeman would be tolerate to come too near; though both wore blue cloth and bright buttons, he knew the difference between a cop and a fireman.

So then a great fire came suddenly in the night, and a packing-plant was destroyed, and afterward from the black heaps of its fallen walls they dug and dragged the ruin of what had been a beautiful, glittering hook-and-ladder truck; that and a so-small, blackened, battered body that once had been their little friend Pat.

With mist in their eyes they told me how they had fought at risk of their lives to save the truck and him, where the white spash of him stood rigid, high up by the glittering hot turntable, snarling now at the red tongues that reached for him and the gear he guarded, and now at civilian forms that tugged with the firemen at the big wheels to move them. And there he died, singed and bruised but fighting on for those who trusted him, there he died on post when the wall came down. . . . The funeral parade that bore the dead firemen to their graves bore alike their small friend and hero, in a tiny casket the Chief's men with their own hands had made in the station-house, and white as the snow I picked him from was the silk they'd lined it with.

AMATEUR SPORT TALK By DuBost

Basketball is under way at Sanford High-school and the prospects for a great season are better than they have been in several years.

The first practice was held Thursday night and there were nearly fifty out for the workout. Only light workouts will be held for the next few days and practice will consist mainly in limbering-up exercises, proper handling of the ball, basket-shooting and passing. Due to the fact that the team will not play before the middle of January there will be practically no hard scrimmages before the team goes on the new court in the new High-school Building. The new school will be ready by the first of the new year and hard practices will begin.

The candidates were divided into two groups, and these two groups will practice at different times. Seniors and Juniors were placed in the first group and the Sophomores and Freshmen in the second. The two groups will be separate for a time, then be consolidated and the squad cut to the normal size.

Apart from the High-school team there will be a local team composed of former basketball stars now living in Sanford. This team is now being organized. It will play other teams in its class from neighboring cities. Workouts will also be held with the High-school team. Craig Thompson of the LuBeth Cafeteria is in charge of the organization of the "old stars" team; anyone wishing to join is asked to get in touch with Mr. Thompson at once, as practice will be started very soon.

The new court at the new school will be one of the best in the State and all equipment will be of the highest quality. A hard schedule has been arranged. Beyond doubt Sanford is destined to see some fine basketball this winter. Several years ago basketball was one of the leading sports of the town and the games were well attended; since then the teams have not been given the necessary support and therefore

(Continued on Page Seventeen)

Valdez Hotel Seminole Hotel

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Manager

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Valdez Building

Phone 24 Sanford, Florida

WITH Saint Nicholas

In an effort to aid Mr. and Mrs. Sanford in their Christmas shopping tour, a representative of SANFORD TODAY paid a visit this week to a number of the leading shops of the city, where a larger and more attractive display of holiday offerings is shown than ever before at this season of the year.

CHRISTMAS SAVINGS CLUB.—The Christmas Savings Clubs which have been inaugurated during the past decade in financial institutions throughout the country have done much towards eliminating the worry of financing the annual Christmas shopping-tour for those who have membership in the Clubs. Checks for the savings accumulated during the last year will be delivered Monday to the members of the Club of the Seminole County Bank. A. R. Key, vice-president and cashier of the bank, said that the Christmas Savings Club plan, by which the members are enabled to accumulate a nice sum at this period of the year by laying aside a small amount each week, is becoming more popular each year, both for the children and among adult members of the family who otherwise would not have ready cash for Christmas. The new Club for the coming year will be started during the coming week.

NEW RAFFELD'S SHOP OPEN.—The latter part of the week witnessed the opening of Raffeld's new Lady's Ready-to-Wear Shop, at 210 Sanford Avenue, where, amid the most up-to-date and attractive surroundings, is displayed a splendid stock of ready-to-wear apparel, to delight miladi at the Christmas season. It includes the latest models in dresses and hats, coats, silk hosiery, and other wear. An inspection of the many holiday offerings is invited.

FOR HIM AT CHRISTMAS.—Selection of an appropriate gift in men's wear for the Christmas season is made easy at B. L. Perkins' men's shop, First Street, as a result of the up-to-date methods used there in displaying the season's offerings. Featured in the holiday display are neckwear, handkerchief, hosiery and belt-sets for men, in special holiday boxes.

CHRISTMAS SALE AT "OUTLET."—The big ten-day "pre-Christmas Sale" inaugurated yesterday at the Outlet, 215-217 East First Street, gives an opportunity to the local shopper to make the Christmas purchases at a saving. The shop is featuring an attractive line of dresses and hats for the ladies, and holiday sets which make nice gifts for the men, at a big reduction in price.

A RADIO FOR CHRISTMAS.—The delightful evenings made possible through the radio make this a popular gift in any household, and the Seminole Radio Co., 323 Sanford Avenue, is showing a full line of the Freed-Eismann neodyne sets, with one, two or three dials, as well as the Bosch tuned radio frequency sets, which are turned out by the well known manufacturers of the Bosch magneto and other articles in this line.

KANNER IN NEW QUARTERS.—Kanner's Department Store, in its fine new establishment at 216 Sanford Avenue, opposite the old store, will be able to display the firm's big Christmas stock to much better advantage. A big line of glassware and silverware for the housewife, and what is claimed to be Sanford's largest stock of toys for the youngsters, are featured in the Christmas line offered at this establishment.

AT MI-LADY'S SHOPPE.—The Christmas line shown at Mi-Lady's Shoppe, Magnolia Avenue near First Street, embraces such a wide range of articles suitable for the holidays that it should be no trouble to suit every taste. For those who like an article of adornment for the



In the Shops of SANFORD

is prepared to make the winter coat or other garment look like new.

THE HOLIDAY BREAKFAST.—In celebrating the Christmas holiday it will be the desire to start the day off right with an inviting Christmas breakfast, and Sie's Place, in the Valdez Hotel Building, North Park Avenue, will be prepared for this early catering. Announcement is made that a "special surprise" awaits each individual enjoying the holiday breakfast. The establishment has recently been redecorated by the firm which has the Valdez Hotel decorations in hand.

PAINTING UP FOR CHRISTMAS.—The practice of carrying out the necessary "painting up" operations and general beautification of the household is becoming the vogue year by year. Mr. Fox, of the Sanford Paint & Wall Paper Co., First Street, reports that many persons, who are not putting through contemplated new building operations at this time, have been painting up their properties, thereby adding to the value and general attractiveness. The fact that prices on the best lines of paint are lower than last year is having much to do with stimulating this work. The paint business serves as a good barometer of trade conditions in general, as well as in new building operations, and it is reported that this line of business for 1926 will run up to the volume shown in previous years.

BREATH OF FLORIDA

"Florida has the advantage of being so convenient, with good transportation facilities from our Northern States, that I do not see any reason why the State will not continue to grow as rapidly in the future as it has in the past. I spend more of my time in Florida than I do in my summer home, or in my permanent residence."—W. L. Douglass, shoe manufacturer, Brockton, Mass.

"I, as well as members of my family, have had the privilege of spending some of the winter months in Florida, and none of us have other than the most pleasing memories."—M. P. Moseley, Vice President American Exchange National Bank, New York City.

COUNTY CHAMBERGRAM.—Geneva has a hountious citrus crop. Take a drive over that way and see the beauties of a grove in bearing.

home, a large assortment of pictures, framed mottoes and articles in china and glass is offered, while more useful lines include an attractive display of millinery.

TO BEAUTIFY THE HOME.—There are many who take delight at the Christmas season in selecting a gift for home adornment, and to those whose tastes run in this direction there should be a special appeal in the big assortment of shades, awnings and porch curtains shown by the Seminole Awning Shop, 309 East Second Street. Quality is one of the features on which emphasis is laid by this establishment.

AT LANEY'S DRUG STORE.—Attractive perfume, manicure, ivory and stationery sets are featured among the big line of Christmas offerings shown at the Laney Drug Store, First Street, the stock embracing a wide assortment in this line. The store also is showing an inviting stock of candies for the holidays.

THE CHRISTMAS CLEANING.—An invitation is extended by the Laney Dry Cleaning Co., 110 East Second Street, to the local public to permit the firm to do the necessary dry cleaning of garments for the Christmas season. The firm, with its new equipment, recently installed

BOND-HILL BEAUTIFIES

In line with the tendency shown by individuals and civic bodies throughout Florida toward beautification of surroundings, it is interesting to note the improvements which have been carried on during the past month by the Bond-Hill Lumber Company at Thirteenth Street and Holly Avenue. The space surrounding the office building at the intersection of these two thoroughfares has been laid out in a grass plot, with palm trees and flowering plants bordering the property at the south and east of the building.

On the Holly Avenue front of the property has been laid out a small park plot, with flowers and shrubs, which later will add much to the attractiveness of the whole plan and neighborhood. The beautifying of the company's property was done by A. Londonberg, landscape gardener who had charge of this line of work for the city during the past year. Local people who contemplate beautification will find it worth while to inspect the work done at the Bond-Hill Company plant.

Edward Higgins, Inc.

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For Sanford — For Seminole — For Florida

SANFORD TODAY

THE 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, December 4, 1926. No. 21

A WEEKLY
THOUGHT FROMROLLINS
COLLEGEEDITED BY
A. J. HANNA

What can a college do for a community in addition to the training of its young people for the responsibilities of citizenship? This question may be answered differently by each college in the land.

In his first address as the head of Rollins College, President Holt stated that he hoped Rollins would adopt as its specialty the various forms of public service.

One of the great needs of Florida at this stage of its development is undoubtedly leadership. In the upbuilding of new communities and in the promotion of a strong cooperative spirit, Florida civic organizations are engaged in a work that can hardly be equaled by any other State.

As a means of helping these Florida community builders President Holt has placed before them the services of several new Professors who have been called to the Rollins faculty with a view to giving part of their time to this community undertaking.

It is proposed that this service can best be rendered through public addresses by these Professors before civic and religious organizations, so that new messages of service, practical suggestions for carrying out such service, and an interpretation of the highest idealism of American civilization, may be presented.

With the exception of Orlando and Winter Park, the City of Sanford has already had an opportunity to profit in the largest manner from the public service program of Rollins College.

During the past several months President Holt has brought a new educational message to nearly every Sanford organization, Dean George E. Carrothers has also brought helpful messages, and just recently Dr. Thomas P. Bailey, Professor of Ethology (practical psychology of character) has been before large gatherings.

Dr. Bailey is an original thinker, a stimulating teacher, and a deep student. He has been a lifelong and profound student of human character, and has been able to help hundreds of persons who have come to him with their problems. He particularly cooperates with physicians, ministers, and teachers in the character problems they have to face.

Dr. Bailey divides his lectures and conferences into the following five groups:

1. Sociological and Educational.
2. Pedagogical.
3. Literary.
4. Religious and Philosophical.
5. Ethical and Psychological.



A TOMORROW'S SERMON TODAY

THE QUEST FOR LIFE A MIGHTY ADVENTURE: THE TRAIL OF RELIGION A
STRONG MAN'S PATH: A CONGREGATIONAL MESSAGE

"Oh, that I knew where I might find him!"

"Philip saith unto him, 'Come and see.'"

Fitting these sentences from the Old and New Testaments, from Job and John, one into the other for the scaffolding of a thought, the Rev. Dr. Root will build in his sermon tomorrow morning a view of man's outreaching instinct toward Life and the consolation which dwells a little way beyond life in the mystic shadows which are Religion, the home of God.

He will quote,

"Face on face in the city, and when will the faces end?"

Face on face in the city, but never the face of a friend:

Till my heart grows sick with longing and dazed with the din of the street,

As I rush with the thronging thousands in a loneliness complete."

And he will say:

"When we feel our need, when we know that there is something missing from life, when we realize that the intellectual in life is not all, when we realize that morality is not all; when we discover that the beautiful trees and herbs, brooks and streams, cattle and houses and fields of waving grain, the shops, mills, and colleges, that all these do not add to our sense of security; when we know that there is a part of life that is missing, and have learned that nothing is truly healthy and alive that is not alive in all its parts; when we are pressed by disappointment and go to the Word of Life and there read such words as fell from the lips of Jeremiah, 'Ye shall seek me, and find me, when ye shall search for me with all your hearts;' when we begin to comprehend that religion is not a thing for weak-kneed men and foolish women, but is a thing for robust men with living sinews who can enter into a mighty quest involving all the endurance of their manhood—We discover that this *Quest for Life* is a mighty adventure.

"The outlook is as thrilling as that which confronted Washington when he decided to lead the helpless armies of unorganized Colonists against the disciplined forces of a great Nation. Indeed, while in the midst of the din and confusion of troubled times, when the shocks of adversity were trying men's souls to the uttermost, then the Spirit of this Old Book brought hope in Life's great Quest, whispering, 'Whoso findeth me, findeth life.'

"Today when we are met with the perplexing problems of the industrial world, when we are all engaged in competition, when it sometimes seems as though we must go down before the odds that are ranged against us, there is many

a busy man who pauses for a moment with a longing that might well be voiced in the ancient words of that much afflicted man, 'Oh, that I knew where I might find him!'

"The great majority of the ruling men of every age have been religious men. There have to be sure, been exceptions—fearless men who have acknowledged no higher power, but these men have been in the minority. There have been Nietzchies with their wanderings and doubtings. Each age has its Ingersol, and men follow after him, linger in his shadow, listen to his words, are led away from their early teaching; but these usually find life is too flat when viewed from an Ingersolian point of view.

"Life without its mystery is uninteresting and man draws back under the towering peaks of religious mystery and finds bubbling up everlasting springs of wonder, and the more he drinks from those springs the clearer his spiritual vision, the more faith has he in the Eternal Right, the more he is inclined to bow in worship and pour out his prayer of Praise and petition to the Mighty Power that penetrates and glorifies all things.

"They say, Oh, that we knew where we might find him.' Then when the burdens become overpowering and life seems almost meaningless, the spiritual Messenger comes like Philip of old and says, 'Come and see,' and we turn and find that He is by our side in all the confusion of our daily task."

The hour of morning service in the Congregational Church, Park Avenue and Third Street, is eleven o'clock.

Announcing

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Phone 103

Sanford, Florida.

SOCIAL NOTES

By NAOMI SCOGGAN

Telephone 179

Hotel Forrest Lake Opens

An outstanding event of the season was the opening of the Hotel Forrest Lake on Wednesday evening.

Many parties enjoyed dinner and the dance afterward in the spacious ballroom. Music throughout the evening was by Professor John Gray's orchestra from Charleston. This orchestra will furnish music for the hotel during the entire season.

The dinner guests included Mayor and Mrs. Forrest Lake, Mr. and Mrs. A. R. Key, Mr. and Mrs. George A. De Cottes, Mr. and Mrs. R. J. Holly, Mr. and Mrs. E. J. Trotter, Mr. and Mrs. W. B. Williams, Mr. and Mrs. E. G. Moughton, Mr. and Mrs. J. D. Woodruff, Mrs. D. L. Thrasher, Dr. and Mrs. W. T. Langley, Mr. and Mrs. Wells, Mr. and Mrs. R. W. Pearman, Mr. and Mrs. W. A. Leffler, Mr. and Mrs. A. W. Frost Sr. of Orlando, and Mr. and Mrs. A. W. Frost Jr., Mr. and Mrs. Roland L. Dean and their guests Mr. and Mrs. Calvin F. Teague, Mr. and Mrs. John Meisch Jr., Miss Ava Wright and Mr. Robert Deane, Mr. and Mrs. W. M. Scott and party of eight, Mr. and Mrs. Frank MacNeill and party of six, Mr. and Mrs. Charles Britt and party of eight, Mr. and Mrs. Howard Overlin, Mr. and Mrs. Warren Smith Jr. and party of five, Mr. and Mrs. Philips of Winter Park and party of four, Mr. and Mrs. Frank L. Miller and party of six, Dr. H. W. Rucker and party of four, Mr. and Mrs. Charles Powell Jr. and party of four.

Several novelty dances with trick prizes awarded to the winning couple were featured during the evening. At a late hour a bouffet

supper was served consisting of sandwiches, cakes, and punch.

Many compliments were paid to the Messrs. Hulick and Hulick upon the splendid service and delightful entertainment accorded the guests throughout the evening. The guest list numbered about one hundred and twenty-five.

A general business meeting of the Woman's Club was held on Wednesday afternoon. Mrs. E. A. Douglass, president of the club, presided. Mrs. J. D. Gibbs was elected recording secretary. For this meeting Mrs. W. T. Wheelless, corresponding secretary, took the seat of the recording secretary.

Complimentary memberships were given to Mrs. Root and Mrs. Rudicel, wives of the Ministers of the Congregational and Christian Churches.

Many interesting topics were discussed and many plans made. Mrs. Anne Van Ness Brown announced a Japanese play to be given January 14th, an admittance of twenty-five cents to be charged. Another play is planned for February, which is to be given at Milane Theatre under direction of Mr. Bart Nason.

A Christmas program arranged by Mrs. C. H. Smith will be given by the Music Department. Mrs. R. E. Tolar announced that the next meeting of this department will be held December 21st. An important undertaking is the Cecil Arden concert January 10th.

Mrs. Henry Wight announced that the Garden Circle would meet on December 10th in the

home of Mrs. S. R. Dighton. Plans for the Flower Show are under way.

Two distinguished visitors were present at this meeting, Mrs. R. M. Shearer, Sectional Vice-President, and Mrs. W. F. Blackman, Past President of the Florida Federation of Woman's Clubs. Both gave interesting addresses during the course of the meeting. The guests were presented lovely bouquets of gladioli. Immediately after the business meeting a reception was held to meet these charming guests.

Miss Elizabeth Overstreet of Orlando has been the house-guest of Mrs. John G. Leonardi at her home on Holly Avenue.

The marriage of Miss Thelma Mary Spurling and Mr. Harold Potter Danforth was an interesting event of Tuesday. The wedding took place at two-thirty o'clock in the home of the bride's parents, with the Rev. W. P. Buhman, Minister of the First Methodist Church officiating.

The home was transformed into a flower-garden with its decoration of palms, ferns and roses. Mrs. Burke Steele presided at the piano. Mrs. Claude Herndon sang impressively "For You Alone" and "At Dawning". For the processional Lohengrin's "Bridal Chorus" was used, and for the recessional Mendelssohn's "Wedding March".

Miss Florence Spurling, a sister of the bride, was maid-of-honor, while another sister, Miss Ola Spurling, was bride's-maid. A little niece of the bride, Mildred Katherine Wells of Sanford, Maine, was the flower-girl. The best man was Mr. James Yarbrough, of Orlando, and Captain James Mitchell Joyner of Orlando was groom's-man.

The bride was a lovely picture in her gown of Valencia blue crepe Elizabeth, with hat to match. Her slippers and hose were beige.

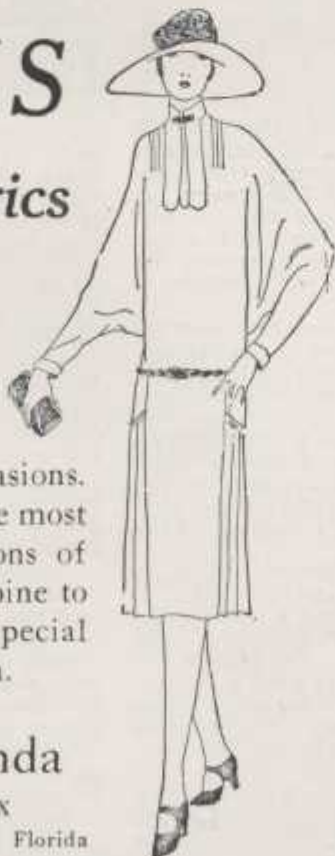
A reception was held after the ceremony. The young couple left in the afternoon for a tour of the Southern part of the State. They will be at home on Hill Street, in Orlando.

For Holiday Occasions

FROCKS

of Finer Fabrics

Nothing smarter may be found than this assemblage of new Frocks planned especially for Holiday occasions. The finest of fabrics, the most entrancing interpretations of the newest modes, combine to make this showing of special interest to every woman.



La Moda Tienda
Gowns—Chapeaux

15 N. Orange Ave. Orlando Florida

Let Us Do Your DRY CLEANING

for the Christmas Season



WINTER COATS and garments cleaned by us assure you of work done satisfactorily.

Laney Dry Cleaning
COMPANY

110 E. 2nd Street.

Phone 465



HIGH SCHOOL BEAUTY CLUB

Freshman's
Radiant
Smile Wins
the Prize—



20-Dollar
Gold Piece—
In Beauty
Competition

CONTEST'S FIRST
PERIOD CLOSSES

SECOND PERIOD
DECLARED OPEN

ANNOUNCEMENT

SANFORD TODAY presents the Verdict of the Judges and announces that the winner of the Prize in the First Period of the High School Beauty Club Contest, a \$20 Gold Piece, is Miss Maude Perry, Freshman, of 201 East Fifth Street, Sanford.

The Gold Piece will be presented to Miss Perry by Mayor Forrest Lake at three o'clock this afternoon in the office of this Magazine, 411 First National Bank Building. To this pleasant informal occasion are cordially invited all the Club Contestants and their friends. Three o'clock.

The award brings to its close the First Period of the Contest, with whose Rules the readers of the Magazine are familiar, and there opens now, today, the Contest's Second Period, to be conducted under the following additional

GRAND PRIZE RULES

(Read RULES 1 to 10 in Connection)

11. Photographs entered in this Second Period, for the Grand Prize of Forty Dollars in Gold, shall show the entrant in fancy dress or some other unusual costume, except that entrants shall have the choice of entering swimming-suit pictures if they prefer.

12. Each entrant shall submit to the Beauty Club Editor, SANFORD TODAY, 411 First National Bank Building, in person or by mail, an original composition, of not less than 200 words nor more than 400 words, on the subject, "THE HAPPIEST CHRISTMAS I CAN IMAGINE." In preparing this Contest essay the contestant may seek the advice of any person she desires. The composition to be written on only one side of the paper, with typewriter, pen, or pencil, and it must bear at the top of the sheet or sheets the words "CHRISTMAS CONTEST" and be signed with the full name and address of the contestant.

13. Any contestant may submit one or as many different photographs of herself as she desires but they must be submitted by the contestant at one time, all together. Snapshots will be O. K. if they are good clear ones.

14. No photographs can be considered later than next Saturday December 11.

15. No essay (composition) can be considered later than December 14, Tuesday of week after next.

16. The best photograph—that is to say, the most beautiful or most artistic or most clever
(Continued on Page Nine)

THE PRIZE WINNER

(Reprinted from SANFORD TODAY, Issue of November 13.)

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!

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-29 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 seafoam 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 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 hereabouts. 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.

JUDGES' REPORT

"To the Editor of SANFORD TODAY, the present and future Entrants in its High School Beauty Club Contest, and the Magazine's readers:

"We choose Miss Maude Perry as Winner in this the First Period of the Contest, and award her SANFORD TODAY's Prize, a Twenty-Dollar Gold Piece.

"In our opinion Miss Perry's portrait, published in the Magazine's issue of November 13, is the most vivid face in the extremely interesting Gallery of Girls as presented up to this stage in the competition. We find her excellent beauty in the radiance of her smile. We find her portrait full of suggestions of character; a character which promises to develop foremost the womanly qualities of gentleness, sympathy, understanding, and a deep friendliness toward others; so much the published picture tells us. Of the individual features, we mention especially the eyes, wistful and laughing. We find hers a finely American face, a distinction in type which she must share with her friendly rivals of the Gallery.

"In judging the nine portraits the Magazine has published we made the following notes; they will serve to indicate some of the points of vantage considered in reaching our choice of the Winner:

"Miss Pearl Robson (published December 4). Ease of pose; directness of glance; frank self-reliance; marked intelligence; a picture insistently attractive; features suggesting talent, impulsiveness, generosity.

"Miss Grace Williams (November 27). Rare perfection of pose; artistic purity of line; delicate beauty in contour and modeling; a very choice and very beautiful portrait.

"Miss Sydna Anderson (November 20). Sweetness; complete naturalness in expression and figure; notable for the tender quality of the smile.

"Miss Kathryn Waters (November 6). Artistic and delicate poise; the lightsome laughing eyes match the smile; a very winsome, dainty picture of one who would be hard to refuse.

"Miss Beatrice Bledsoe (October 30). Clear character-expression; delicate outline; notable in earnestness and for clarity of glance; depth of feeling.

"Miss Helen Wilson (October 23). A strikingly natural pose, apparently married in the mechanics of reproduction from photograph; cleverness; thought; self-unconsciousness; a pic-

ture indicating an imperfect portrayal of beauty by the camera.

"Miss Dorothy Marshall (October 16). A fine example of the pure blond type in photography; challenging, roguish; alluring and provocative pose; softness of contours attracts and exceptional beauty of hair.

"Miss Camilla Puleston (October 9). A delightful outdoor snapshot enlargement; charming in the expression of near-laughter lighting the expression; notable for its quality of friendliness in character portrayed; a very winning picture.

"Miss Eloise Lanier (October 2). A blending of merriness, seriousness, and loveliness; notable for the questioning eyes and smile; true beauty of line in arms and throat; a portrait more than interesting.

"In conclusion: Our duty of selecting a Winner among the nine published pictures has been made more reassuring for us by the knowledge that our inability to award more than one prize is not final, because under the Rules all of these nine are eligible to participate in the Contest's Second Period which now begins; and we hope that none of the nine will fail to compete, along with the others who entered the First Period but whose pictures have not been published, and with the still other High-school young ladies who as yet have not entered at all.

"We wish to congratulate the High-school and Sanford upon the fine types of girlhood represented by the pictures we have had the privilege and the great pleasure of estimating.

"THE JUDGES OF THE CONTEST."

ANNOUNCEMENT

(Continued from Page Eight)

and unusual photograph—submitted by the girl who also submits the best essay, will win the Grand Prize: Two United States Double-Eagles—Forty Dollars in Gold, which will be presented to the Winner in the office of this Magazine the afternoon of Saturday, December 18; one week to the day before Christmas. In plenty of time to spend for a merry Christmas, if it be the Winner's wish to so use it.

Now, unless already you are familiar with them read

RULES 1 TO 10

1. Any young woman a resident of Sanford or Seminole County, and now a pupil in Sanford High-school, may enter, provided she is not connected by employment or other relationship with the Ownership or Management of this Magazine.

2. She shall enter by bringing or sending to the office of SANFORD TODAY, 411 First National Bank Building, a full-figure photograph of herself, or several photographs, in any dress she prefers.

3. Name and address of the entrant, with statement of how long she has resided in Seminole County and of what High-school class she is a member, shall be attached to the photograph.

4. Entrance thus made shall give the Magazine the right to publish the photograph.

5. A judging Committee appointed by the Magazine shall select the photograph to be published weekly. All reasonable care will be used to return, unmarred, all photographs entered.

6. An entrant may enter any number of differing photographs, but not more than one will be selected for publication.

7. Without cost to herself, entrance of a photograph shall automatically make the entrant a paid-up Subscriber to SANFORD TODAY for one year, and publication of her photograph shall also entitle her to have the Magazine sent free for one year to any TWO persons she may designate who live anywhere in the United States, Canada, or Europe.

8. Entries to the Sanford HIGH-SCHOOL BEAUTY CLUB will be received continually for eight weeks, or until and including Saturday, November 27.

TWENTY DOLLAR GOLD PIECE

9. In the issue of SANFORD TODAY of Saturday, December 4, the Judging Committee's choice of the most beautiful member of the Club will be announced, and on that day she will be award-

THE CLUB'S FIRST ENTRANT



MISS ELOISE LANIER

Selected by the Judges as First-Week Entrant in This Magazine's Sanford High-school Beauty Club Contest, Opened October 2.

ed, in this office, the Committee's Prize—a United States Double Eagle: \$20 in Gold.

THE GRAND GOLD PRIZE

10. In the same issue, December 4, the Magazine will announce the Club's Grand Prize—TWO Double-Eagles: \$40 in Gold—to be competed for by ALL who have entered the Club, regardless of whether their photographs have been published or not. The rules for the Grand Prize competition will accompany that announcement. The Grand Prize will be awarded and paid to the winner in this office on Saturday, December 18, just one week to the day before Christmas.

COUNTY CHAMBERGRAM.—Seminole County's hotels are ready for the winter season—the Forrest Lake, Seminole, Montezuma and Valdez at Sanford; the Orange and Black at Longwood; the Altamonte at Altamonte Springs; the Chuluota Inn at Chuluota.

MASONIC ELECTIONS

Taylor Commandery No. 28, Knights Templar, held its election of officers Friday night.

Sanford Lodge No. 62, F. & A. M., will elect officers at the next meeting, Tuesday, December 7.

Monroe Chapter No. 15, R. A. M., will elect officers on Tuesday, December 14.

SPECIAL TIRE SALE

A special sale on Goodyear tires and tubes, to last ten days, is announced at Rocky's Tire Shop, 311 East Second Street. Rock bottom prices will prevail during the sale, on tires, tubes and tire accessories. The proprietor of the shop has been in Sanford six years, and at the present location since June of this year. The shop makes a specialty of tires and tire repairing. The suggestion is made that a new tire will make a very acceptable Christmas gift.



\$5.00 Gold Piece Given Away!

City of Sanford

SANFORD, County Seat of Seminole County, is part of the tract known as the Valdez Grant when Florida was under Spanish dominion, was founded about 1871 by General Henry S. Sanford, Minister to Belgium under General Grant's administration, and was incorporated in 1877. The railroad south from Sanford was begun in 1880. President Grant turned the first shovel of dirt on this project. This line when completed became part of the Plant System and was extended to Tampa. The Jacksonville, Tampa and Key West Railroad was built into Sanford from the North in 1886 and this city became its Southern terminus.

At this time Sanford was one of the most modern cities of the State, with its municipally owned water works, gas plant, and ice-factory. Notwithstanding a disastrous fire in 1887, by the year 1893 Sanford was the largest interior city in Florida and the largest orange-shipping section in the world. The epochal freeze of 1894-5 swept away the savings, of the people and so crippled their resources that a general exodus occurred.

Of the eight banks doing business in Sanford, and what was then Orange County, only one was able to withstand the crisis. Up to 1910, Sanford was located in Orange county but with the organizing of the new county of Seminole the City became the County Seat and many new buildings and street improvements were added.

POPULATION

The population of Sanford is now placed at 13,500 actual residents, but this number is far below the winter population. The population is comprised almost exclusively of Americans. About 25 per cent. of the population consists of the better class of colored people. The colored labor is efficient and is employed chiefly in the trades and on the farms.

LOCATION

Sanford is located on the Southern shores of Lake Monroe at the head of navigation on the St. Johns River. Lake Monroe is a fine body of water extending about four miles north and south and seven miles east and west and is one of many noted fishing grounds in the district.

Sanford lies about midway of Jacksonville on the Atlantic and Tampa on the Gulf, on the trunk line of the Atlantic Coast Line Railroad.

TRANSPORTATION

The Clyde Line operates the River steamers *Oscola* and *City of Jacksonville* in daily service between Sanford and Jacksonville. At the latter place transfers are made to ocean-going vessels touching at Charleston, New York, and Boston. Passage may be secured also on ship stopping at Savannah, Baltimore, and Providence.

Sanford has excellent railroad service to main points over the Atlantic Coast Line. *De luxe* train service from the East and middle West is in operation through Sanford, and this city is also the junction point for branch lines serving Lakeland, Oviedo, Mount Dora, Eustis, Leesburg, and other points contiguous.

BUS LINES

Motor buses of the Orange Belt Line make Sanford a terminal station and run on schedule time, making frequent connection with bus lines reaching almost every important point in the State.

FRATERNAL

All the Masonic orders, Odd Fellows, Knights of Columbus, and many other fraternal societies have a part in creating a social and friendly atmosphere pleasing to visitors from all parts of the country.

BATTERIES

Call

THE WILLARD BATTERY MEN

Immediate Service. We Re-charge and Repair all makes of Batteries

RAY BROS.

Wholesale Tire and Battery Supply
Phone 548 409 West 1st St., Sanford

A TAILOR-MADE SUIT

WOULD BE JUST THE
THING FOR HIS
CHRISTMAS

*Let Us Have Your Order Now
For Christmas Delivery*

WOLF

The Merchant Tailor
514 Sanford Ave.

Your Garments

are cleaned satisfactorily when they are
cleaned at

The Seminole Pressery

*Special attention given to orders sent in
during the Holiday Season*

108 W. 2nd St. Phone 632-J

Seminole Creamery

417 W. 4th Street

SPECIAL

Ice Cream in Special Molds
for all Occasions

Telephone 634

WINNERS THIS WEEK

\$5 in GOLD.—Miss PAULINE CRAWFORD, Oak Avenue, Sanford. Please call at the office of this Magazine Monday and receive your prize.

R. L. CHRISTENBERRY, 2200 Sanford Avenue, Sanford.—For an accepted Bright Saying, 50 Cents.

Mrs. L. E. CASTLE, 1300 Park Avenue, Sanford.—For an accepted Bright Saying, 50 Cents.

Mrs. BRYON STEPHENS, 112 West Sixth Street, Sanford.—For an accepted Joke, 50 Cents.

NEZZIE STONE, P. O. Box No. 52, Celery Avenue, Sanford.—For an accepted Joke, 50 Cents.

Miss EVELYN DARROW, 408 French Avenue, Sanford.—For an accepted Joke, 50 Cents.

ANNIE LAURA JOWERS, 1220 Park Avenue, Sanford.—For an accepted Joke, 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

IT WILL PAY YOU TO PATRONIZE

FOR HER

— OR —

FOR HIM

You will find our store
a shopping center for
Christmas Gifts. A wide
variety from which to
select : : : : :

THE FLORIDA CASH STORE

311 1st Street Sanford, Florida

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 18**

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

YACHTS

FOR HIRE BY THE HOUR
Special Rates by Day or Week
 LAKE MONROE TRANSPORTATION CO.
 Phone 607-R

THE POWDER PUFF BEAUTY SHOP

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

HAVE YOUR CLOTHES DRY CLEANED AND PRESSED

for the
 CHRISTMAS SEASON

HADDOCK'S Steam Pressery

105 Palmetto Ave. Phone 346-J

*A
 Gift
 That Will Please
 Her*

A NEW HAT FOR CHRISTMAS

The Quality Shop

108 Park Ave. Phone 579-J



Mi-Lady's Shoppe

110 Magnolia Avenue
 EXCLUSIVE MILLINERY
 GIFTS

ALWAYS FOR GIFTS--

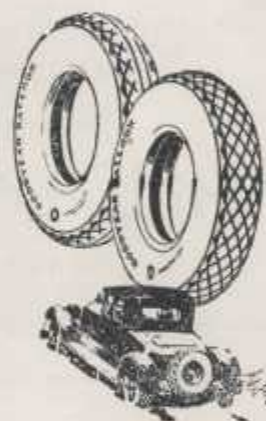
PARISIENNE GIFT SHOP
 McLander Arcade, First St.
 SANFORD, FLORIDA

Sanford Music Store and Gift Shoppe

318 E. First St. McLander Arcade

Big Tire Sale

Tremendous
 Reductions
 on
 All Goodyear
 Tires
 10 Days
 Starts Today



Rockey Tire Shop

311 E 2nd St.
 Between Palmetto and Sanford Avenue

Toyland is Open



Announcing the Opening

Do Your Christmas Shopping
 Where You Will Save
 Money

KANNER'S NEW Department Store

at
 219 Sanford Avenue
 Just Across the Street From
 Our Old Location



Remember Her With a New HAT



You will be giving her a gift that she will surely like, for a new Hat is the one thing that every woman always wants. Our display comprises the newest modes.

FOR CHRISTMAS

*Cards, Novelties, and most anything
in the way of an appropriate gift*

Mi-Lady's Shoppe

110 Magnolia Ave. Sanford

PRE-CHRISTMAS SALE

Starting Friday, December 3rd

LASTS TEN DAYS

→ ½ Price On All Christmas Stock
GIFT SUGGESTIONS

FOR HER—

Hat boxes
Overnight Bags
Teddies
Pajamas
Perfume Novelties
Fancy Handkerchiefs
Step-ins and Brassieres
to match in Crepe de
Chine.

FOR HIM—

Belt Buckle Sets
Fancy Shirt Links
Initial Handkerchiefs
Hosiery
Sweaters
Lumber-jacks
Hats
Neckwear
Men's Suits

THE OUTLET

1st Street.

Opposite Post Office

Pay for your Radio AS YOU ENJOY IT



Everything for Christmas Day



Nuts, Fruits, Candies, Meats,
Groceries

LET US SERVE YOU

Piggly Wiggly

Sanford, Florida

OUR finance plan will enable you to own the best in radio—the amazing new Freed-Eisemann. Pay while you play—only a few dollars monthly.

There's such a difference between just "having a radio" and owning one of these revolutionary new receivers!

Come in today and hear it—no obligation.

FREED-EISEMANN RADIO

Shielded from outside interference. Built on a chassis of pressed steel for permanence. Tremendous power. Surprising new low prices.

FREE DEMONSTRATION IN YOUR OWN HOME

SEMINOLE RADIO COMPANY

PHONE 630-J.

323 SANFORD AVE.

Christmas Feast

BY MRS. JUNE

ROAST GOOSE

Thoroughly cleanse and prepare goose, removing all excess fat. Rub well with salt inside and place cored tart apples in cavities. Put in very hot oven for first half-hour, pour off fat, add seasoning, and roast about twenty minutes to the pound.

If stuffing is desired make bread-and-onion stuffing and place in separate dish, pouring broth over; brown in oven. Serve with apple sauce. Remove apples in goose before serving. Make gravy as for other roast fowls.

CHRISTMAS PLUM PUDDING

Beef suet (finely chopped)	1 cupful
Bread crumbs (fine)	2 cupfuls
Seeded raisins	1 cupful
Seedless raisins	1 cupful
Currants	1 cupful
Figs (cut in small pieces)	1 cupful
Citron (thinly sliced)	1/2 cupful
Almonds (blanched)	1/2 cupful
Sugar	1 1/4 cupfuls
Eggs	4
Milk	1 1/2 cupfuls
Soda (dissolved in warm water)	1 teaspoonful
Flour	1 pint
nutmeg, cinnamon and cloves, each	1 teaspoonful

In large bowl beat eggs, add milk, bread crumbs, sugar and spices, then suet and well floured fruit and nuts; add soda last and sufficient flour to hold the fruit together. Mix very thoroughly and put in well buttered molds and steam for four hours.

This can be prepared at any time and be reheated for serving.

HARD SAUCE

Butter	1/2 cupful
Confectioner's sugar	2 cupfuls
Currant Jelly	1/2 glass

(any other desired flavoring may be added.)
Cream butter and add sugar gradually, then jelly; beat until light and put in refrigerator until ready to serve.

HOT SAUCE

Melt three tablespoonfuls of butter in double boiler and add two tablespoonfuls of flour, stirring until smooth, then 1 cup of water, three-fourths cup of sugar, and vanilla to flavor. Beat well and serve hot. Lemon juice or other flavoring may be substituted.

REAL CHURCH NEWS

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

CHRISTIAN CHURCH

(High-school Auditorium)

Mrs. Edward Rudicel, wife of the Pastor, delivered an address before the one-day convention of Christian Churches held in Lakeland, December 1. Her subject pertained to foreign missions.

The Missionary Society will hold its monthly meeting next Tuesday with Mrs. Mayo at No. 404 Highland Avenue. A playlet will be presented "Friday's Child Is Loving and Giving."

Tomorrow is Woman's Day in the church. The speaker at the morning service will be Mrs. L. O. Turner of Daytona Beach. Mrs. Turner is General Secretary of the Florida Christian Missionary Society. She will bring a very worthwhile message.

METHODISTS

November seemed to be a month of weddings in the Methodist Church of Sanford, that of Miss Thelma Spurling on the 30th being the fourth during the month. This is all right, when our young folks stay with us, but we do

not like to have them marry and move away from Sanford.

We have had in our midst this week Mr. H. S. Kim, of the Korean Methodist Conference. Mr. Kim is studying in this country and in order to complete his course in college and to support his family it was necessary for him to have some work in connection with studies, so he was selling curios from his native Land of the Morning Calm.

The Pioneer Boys are becoming more popular every week with our Intermediate boys and Mr. Wolfe reports that they are doing some good work. It is hoped that before long there will be a tribe of Friendly Indians organized for the Junior-age boys of our church.

The District Conference of the DeLand District, Florida Conference will be held during the next week, beginning on Monday evening, at Hawthorne. Dr. Buhman and some of the officials of the church will attend this meeting. Mr. Hagan and Mr. Shinholser are the delegates appointed by the church. The meeting will be conducted by the Presiding Elder, the Rev. H. J. Haeflinger of DeLand.

On Sunday at three o'clock Mr. F. B. Adams will begin a class in teacher training work for the Sunday-school, and all who are interested in more efficient work on this line will be welcomed. The meetings will be held in church.

Next Friday evening the Woman's Missionary Society will entertain the officials of the church at a banquet in the Junior Sunday-school room. It is hard for the membership of a church to



really know, feel, and show their appreciation of the officers of the organization, and it is quite fitting that once in a while there be some manifestation of some kind toward those who are striving to upbuild and uphold the great Christianizing organization. The officials, on their part, appreciate some recognition of their efforts, occasionally.

COUNTY CHAMBERGRAM.—A Reforestation program will be sponsored by the County Chamber of Commerce. A slogan: "Every acre not cultivated should be raising merchantable timber"

"Beyond question there is a firm foundation for the rapid developments that one sees taking place all along the East Coast of Florida which I have visited. I presume the same statement is equally true of other parts of the State. Florida is not merely attractive as a winter resort, but I anticipate also a sound business development of very large proportions."—J. W. Jenks, Ph.D., LL.D., Alexander Hamilton Institute, New York City.

'Twas the night before Christmas,
when all through the house—

WHAT WAS THAT
AWFUL RACKET!

Old Saint Nick tripping—and sliding—and falling with his Sack of Toys
off the ROOF?

MY GOODNESS! YOU FORGOT ALL ABOUT
GETTING IT FIXED FOR THE OLD GENT!

(Then why not attend to it at once—this coming week, and save your
HOME from a New Year's resolution that might never be kept?)

Call 75

Sanford Roofing Company

We'll know Just What To Do

MASONIC BUILDING

F. B. ADAMS, President

'PROPERTIES OF MERIT'

MAYFAIR

DREAMWOLD

BEL-AIR

Developed by

THE BODWELL REALTY CO.

214 East First Street

20 YEARS OF EXPERIENCE BEHIND US



BUILDERS' SECTION

THE MIAMI MEETING

In all sections of Florida civic leaders and business men have made their preparations to attend the Cooperation and Annual Planning Meeting of the Florida State Chamber of Commerce, to be held at Miami, December 6 and 7. Sanford and Seminole county, which heretofore as a rule have sent small delegations to State meetings, expect to be represented at this one on a scale which has prompted discussion of plans for a motorcade. The Sanford Chamber of Commerce recently pledged twelve of its members to attend the conference.

Reports to the headquarters of the State Chamber at Jacksonville indicate that the representation from communities throughout the State will be larger than seen at any other State gathering. Orange County is to have a large representation, a dozen or more being expected from Orlando alone, while each of the important communities of the County outside of that City will likely have at least one delegate. Lake county expects to send at least one delegate from each of its communities, and at Leesburg every civic organization has appointed an official representative, while a number of citizens expect to attend as observers.

Columbia county is interested primarily in the Agricultural Conference, to be held December 6, because of the large areas of undeveloped agricultural lands in that territory. Lake City will send a delegation of business men interested in agriculture.

Alachua and Marion Counties will be represented by delegations from Gainesville and Ocala, while Senator J. H. Scales of Perry, will head a delegation from Taylor county. The Board of Commissioners of Marion regards the Agricultural Conference of such importance that several of its members and the County Agent will make the trip to the East Coast.

The western section of Volusia County will be represented by a delegation from DeLand and vicinity while Putnam County, with activities centering at Palatka, is planning to send a number of its civic leaders and business men.

Jacksonville plans to have a large delegation. George B. Hills, of that city, is chairman of the agricultural conference and a number of Jacksonville citizens who have large landed interests will participate in the meeting. Jacksonville also is to send a delegation of men and women interested in betterment of the educational facilities of the State.

Harvey Bayliss, Mayor of Pensacola will head the delegation from Escambia county. Judge Thomas F. West, of Milton, judge of the First Judicial Circuit, will participate in the conference as a representative of Santa Rosa County, or of the Northwest Florida Association of Chambers of Commerce. Walton and Bay Counties will have delegations along with Jackson and Gadsden, while a number of State Officials from Tallahassee will attend.

Jefferson County will be represented by a delegation which will include Charles F. Leach, the former-Chamber of Commerce secretary who for a year has been drawing prize dairy herds and their owners from the north and Canada and locating them in Jefferson. Counties east of Jefferson also are preparing to send representatives.

South Florida will be represented at the meeting by scores of business men, developers, agricultural experts, dirt farmers and citizens interested in the betterment of the educational facilities of the State.

Tampa will send a delegation headed by Col. Peter O. Knight and Albert Thornton, president of the Tampa Board of Trade, with interest centered particularly in the Agricultural Conference to be held December 6, and the discussion of Florida's industrial possibilities at the Chamber's annual meeting the following day by James

(Continued on Page Fifteen)



THE IDEAL Christmas Gift

*For Your Wife, Sweetheart, Mother,
Daughter or Sister*

No need to "stir around" about what to give her for
Christmas

A MIRROR DOOR

Will solve the problem. It is the one gift that she will use and appreciate every day of the year for years to come.

And, too, these doors are reasonably priced. Let us show you a sample door and name you prices—then be sure and place your order in time for Holiday delivery.

BOND-HILL
LUMBER COMPANY
THE YARD WITH A MILL BACKING

Holly Avenue at 11th, 12th, 13th Streets

Bond Grade

Phones—13 and 136

Zip Service



Pioneer Boys STAGE A ROUND-UP

The Y. M. C. A. pioneer boys of Seminole County left here Friday afternoon at 4:30 o'clock for DeLand where the first annual Florida State round up was held Friday and is continuing today.

About 55 boys ranging in age from 12 to 15, in charge of their leader and the "Y" secretaries made the trip in automobiles furnished by the Sanford Kiwanis, Rotary, and Lion's Clubs. Arriving in DeLand the boys had supper served them at the DeLand Y. M. C. A. and were welcomed by Earl Brown, Mayor of the City, in a very hearty way.

A sing-song under supervision of a trained leader was put on by the Pioneers of Seminole County, Daytona Beach, Jacksonville, Tampa, and other Cities of Florida. There was great time, some harmony, much discord, and a tremendous volume of noise.

The Pioneer ritual was put on by Mr. C. D. Wolfe, using the Sanford Methodist Eagle-foot Notch of Pioneers for the purpose. The Methodist boys were through the whole program in a very creditable manner, without having to be coached or to refer to any written lines.

Each city competed in the Pioneer son competition for which a state trophy was offered. The judges had not made public their decision when this was written.

The meeting adjourned and each Pioneer got busy hunting a soft spot on the gym floor to pitch his blankets. All were up bright and early Saturday morning, and went through a brisk setting-up exercises which brought to the mind of the writer many such exercises before breakfast during the war. Each Pioneer cooked his own breakfast over an open fire and "chowd" beside the embers.

The morning watch was conducted by C. D. Wolfe, General Secretary of the Seminole County Y. M. C. A. At 8:00 o'clock each town or group of Pioneers put on a stunt relay race under the supervision of J. Olsen, physical director, of Jacksonville.

The Pioneer parade, led by Mileham, physical director of Orlando Y. M. C. A., was well worth watching. It was headed by the Daytona Beach "Y" boys' band under General Secretary Robert Mell and McDaniel. All pioneers were dressed in fringed outfits and carried old muskets, flint-locks, and some single and double-barrelled guns. Quite a few coon-skin, squirrel, and opossum-skin caps were in evidence.

Seminole County had two covered wagons, loaded down with old pots and pans, skillets, coffee pots, plows; and hound dogs were tied on behind the wagons. One of the wagons had the original bed and cover that was brought here years ago by a former Mayor of Sanford, all the way from Indiana. This wagon was repaired and taken over to the roundup by the Lake Mary Notch of Pioneers.

After the parade the boys were extremely glad to know that it was time to eat again, and

dinner was served in the Y. M. C. A. There all the boys batted 1000 in the eating league and all wanted to go to bat again, but to keep from bankrupting the DeLand Association they had to be released.

The round-up ended with a talk by Dr. Thiet on "Jesus the Great Pioneer," and one on "Florida Pioneers of 1926", by Bruce Tallman, State Boy's Work Secretary. The Boys were to start for their homes at 2:30 this afternoon.

AMATEUR SPORT TALK

(Continued from Page Four)

Interest has been on the wane. It is hoped that this year will see a great increase in both interest and attendance.

The new court will be on the stage and will be in sight of anyone in the auditorium. This will give the attendants comfortable seats as well as perfect vision of the game. This fact alone should be a big drawing card for the team, and the fact the Sanford promises a splendid team should pack the school with fans.

The local High-school football team at a meeting of Letter men this week elected Dick Maxwell as their leader for the 1927 season. Maxwell has played two years with the team and has been one of the mainstays of the grid crew during the past year. Not only has his playing been of the finest caliber but his dauntless spirit has been a great asset on the field and off. The team could not have found a fellow better fitted for the job.

Much praise has been showered on 'Tommy' Thompson, this year's Captain for the great way he led the team through the season. Thompson was one of the best Captains Sanford High ever had; his going will leave a place that will be hard to fill. Thompson finished his High-school course in June. Maxwell and Thompson are three-Letter men at the local school for both basketball and baseball.

Coach Hugh Whelchel of the football team expects to have one of the best teams in the

history of the school next year. He says the prospects are brighter than they have ever been at so early a date.

BORN:—A DAUGHTER

Mr. and Mrs. E. R. Beck, Union Avenue, announce the birth of a daughter, December 1st.

NEW SERVETERIA OPEN

Today witnesses the opening of the new Serveteria of Wade Bros., at Sanford Avenue and Commercial Street, in the McLander Arcade. The new establishment occupies two rooms, one containing a stock of groceries embracing all standard lines, and the other a meat market, fruits, and vegetables. The self-service, cash-and-carry plan is used in the new store.

The firm has two stores in DeLand, having started four months ago. They propose to open a chain of stores in Central Florida, Sanford being the first to be started outside of DeLand.

SECURITY LUMBER COMPANY

Cor. Maple Ave. and Sixth St.
PHONE 797

PAINT PAINT

Our Price is Right
FOR QUALITY MATERIAL

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



What's your
tailor?

Christmas Nearly Here

Give Yourself a Tailor-
Made Suit or Overcoat \$25.00 UP

ORDER NOW

S. W. BRADFORD
SANFORD, FLORIDA

First National Bank Building

Phone 618.

(Take elevator at News Stand)

Beginning Saturday, December 11th, 1926

All Banks will close at 12 Noon, and will not re-open
until 9:00 o'clock Monday morning.

All Payroll Business must be in the Banks before 12 o'clock

First National Bank

Seminole County Bank

Sanford Bank and Trust Co.

THIS WEEK'S PRIZE LETTERS

This letter from Miss Pauline Crawford, 1264 Oak Avenue, Sanford wins this week's Five-Dollar Gold Piece in the Misspelled Word-Advertising Contest (See Page 10 for list of Winners with their addresses):

"Dear Editor—I found the misspelled word in the Seminole Creamery ad.—The fifth line and first word—'Dilivery,' which should be spelled *Delivery*.

"My Joke is:

"Oh! what a cute little dolly! Does she say *Mamma*, when you squeeze her?"

"No. My dolly's a modern doll; when you squeeze her, she says *Oh, Boy!*"

6 ACCEPTANCE PRIZES

From R. L. CHRISTENBERRY

Little girl next door: What's the new baby at your house, Jimmie, a boy or girl?

Disgusted Little Boy: Aw, it's a girl; I saw 'em putting powder on it.

From Mrs. L. E. CASTLE

Mother to little daughter: Dear, why don't you go out and play in the nice warm air and sunshine? It will make you grow.

Little Daughter: Then do dwarfs only go out on dark and rainy days?

From Mrs. BYRON STEPHENS

Sick-a-bed-Willie (after looking intently at the Doctor): Doc, you don't look like a duck, do you?

Doctor (somewhat surprised): Why, no, Willie! Why do you ask?

Willie: Well, I heard Mamma tell Papa the other day you were an old quack!

From NEZZIE STONE

Frosh (rushing into the library): I want the life of Julius Caesar!

Librarian (regretfully): Sorry, but Brutus beat you to it long ago.

From Miss EVELYN DARROW

Neighbor: Did you see the Statue of Liberty when you were in New York, dear?

Young girl (just returned from New York): The Statue of Liberty? Oh, you mean the big lady holding up the ice-cream cone!

From ANNIE LAURA JOWERS

Teacher (on the subject of polar bears): What do we sometimes see on icebergs coming down from the North?

Pupil (real estate's son): "Florida or bust!"

COUNTY CHAMBERGRAM.—Reforestation! Several thousand acres of land in Seminole County should be set to trees if we would hand down to posterity a country beautiful.

COUNTY CHAMBERGRAM.—Go out Oviedo way to see the new \$30,000 church recently completed.

COUNTY CHAMBERGRAM.—Seminole County is destined to be a carload shipper of eggs and poultry.

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

For Your

CHRISTMAS
BREAKFAST

a big surprise awaits you,
if you eat at—

SIE'S

Valdez Hotel Building

We really have a surprise in
store for you, and—you'll not
be disappointed.

Christmas Club Checks

Will Be Ready
for Delivery
DECEMBER 6TH

to those fortunate members of
Sanford families who had the
forethought to lay aside a small
amount each week.



A Smile Follows
Every Check

Come in and
Get Yours

Don't let another Christmas pass
without joining our Christmas
Savings Club. A check right at
Christmas time will brighten
the Holiday season for you.

4% Interest Paid on
Christmas Savings Accounts

The Seminole County Bank

FORREST LAKE, Pres.

A. R. KEY, Vice-Pres.-Cashier

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*

THE GOVERNMENT OF SEMINOLE COUNTY

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

COMMISSIONERS

John Meisch, *Chairman, Sanford*

B. F. Wheeler, *Oviedo*

E. H. Kilbee, *Geneva*

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

GOVERNMENT OF THE CITY OF SANFORD

Forrest Lake, *Mayor*

S. O. Chase

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

VALDEZ HOTEL

Corner Park Avenue and Commercial Street

SEMINOLE HOTEL

Corner Park Avenue and Second Street

MONTEZUMA HOTEL

Corner Magnolia Avenue and Third Street

FORREST LAKE HOTEL

East First Street Extension-Boulevard

PUBLIC LIBRARY

Corner Oak Avenue and Fifth Street

U. S. POST OFFICE

Corner Palmetto Avenue and First Street

U. S. ARMORY

Rand Avenue Corner Commercial Street

FERNALD-LAUGHTON MEMORIAL HOSPITAL

Corner Oak Avenue and Fifth Street

WOMAN'S CLUB

Oak Avenue Between Third and Fourth Streets

ORANGE BELT BUS LINE

Brumley-Paleston Building, Park Avenue

CONGREGATIONAL CHURCH

Corner Park Avenue and Third Street

EPISCOPAL CHURCH

Corner Park Avenue and Fourth Street

METHODIST CHURCH

Corner Park Avenue and Fifth Street

BAPTIST CHURCH

Corner Park Avenue and Sixth Street

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

SCHOOL BOARDS

COUNTY

T. W. Lawton, *Secretary*

Fred T. Williams, *Sanford*

C. F. Harrison, *Geneva*

L. J. Hartley, *Langwood*

CITY

H. C. DuBose, *Chairman*

S. O. Shimbolser

W. M. Haynes

CIVIC CLUBS

ROTARY

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KIWANIS

E. F. Lane, *President*

L. C. Bebout, *Secretary*

LIONS

S. R. Dighton, *President*

R. L. Robertson, *Secretary*

WOMAN'S CLUB

Mrs. E. A. Douglass, *Prc.*

Mrs. S. B. Wight, *Sec'y*

PRESBYTERIAN CHURCH

Corner Oak Avenue and Third Street

CATHOLIC CHURCH

Oak Avenue Between Eighth and Ninth Streets

MASONIC HALL

North Park Avenue

L. O. O. F.

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

B. P. O. E.

Two Seventeen Oak Avenue

CITY HALL

North Park Avenue

SEMINOLE COUNTY COURT HOUSE

North Park Avenue

MUNICIPAL PIER

Foot of Park Avenue

MILANE THEATRE

Corner Magnolia Avenue and Second Street

A. C. L. PASSENGER STATION

West Ninth Street

CLYDE STEAMSHIP CO., DOCK

Foot of Palmetto Avenue

GOLF COURSE AND COUNTRY CLUB

Three Miles South-West of City

MUNICIPAL WATER WORKS

French Avenue and Thirteenth Street

MUNICIPAL GAS PLANT

West Sixth Street

ANNOUNCING

The Opening of

Raffeld's LADY'S SHOP

Between 2nd and 3rd Street on Sanford Avenue.

Style
Without
Extravagance

3 Blocks
From
High-Prices

Friday and Saturday, December 3rd and 4th
NEW STORE -- NEW STOCK -- NEW FIXTURES

Our opening display Friday and Saturday will include the very latest styles in Lady's Ready-to-Wear, direct from the Northern Shopping Centers. Everything new: Stock—Store—Fixtures. Without a doubt the finest Lady's Read-to-Wear Store in Sanford : : :

Just 2 Blocks off First Street on Sanford Avenue.

WE REFUND -- WE EXCHANGE -- WE DELIVER

The Selection of MEN'S GIFTS

At This Store

Easily Solves Your Gift Problems

Give Practical Gifts

Here are a few suggestions

Suits	Overcoats
Hats	Silk Underwear
Card Cases	Travel Sweaters
Hosiery	Initial
Neckwear	Handkerchiefs
Lumber Jacks	Belt-Buckle Sets
Silk Shirts	Lounging Robes
Pajamas	Caps

B. L. PERKINS

WELAKA BUILDING
Sanford Florida

