



University of Central Florida  
**STARS**

---

Sanford Today

Newspapers and Weeklies of Central Florida

---

12-11-1926

## Sanford Today, Vol. 01, No. 22, December 11, 1926

Sanford Today

Find similar works at: <https://stars.library.ucf.edu/cfm-sanfordtoday>  
University of Central Florida Libraries <http://library.ucf.edu>

This Newspaper is brought to you for free and open access by the Newspapers and Weeklies of Central Florida at STARS. It has been accepted for inclusion in Sanford Today by an authorized administrator of STARS. For more information, please contact [STARS@ucf.edu](mailto:STARS@ucf.edu).

---

### STARS Citation

Sanford Today, "Sanford Today, Vol. 01, No. 22, December 11, 1926" (1926). *Sanford Today*. 22.  
<https://stars.library.ucf.edu/cfm-sanfordtoday/22>

# SANFORD TODAY

S A T U R D A Y  
December 11th 1926

13<sup>th</sup>

14<sup>th</sup>

15<sup>th</sup>

16<sup>th</sup>

17<sup>th</sup>

18<sup>th</sup>

20<sup>th</sup>

21<sup>st</sup>

22<sup>d</sup>

23<sup>d</sup>

24<sup>th</sup>

## *In This Issue—*

THREE YEARS: A LOOK AHEAD  
AN INTERVIEW WITH S. O. CHASE

MANY GARDENS FOR SANFORD  
By MRS. HENRY WIGHT

FLORIDA BANKS STAND FIRM  
By EDWARD W. LANE  
President Atlantic National Bank of Jacksonville

Look out for the  
Beauties' Picture Parade!

Christmas

Eleven more Shopping days—  
are you doing it EARLY? ?

The privilege and honor are mine of thanking the Citizens of Sanford for the substantial vote of last Tuesday which continues me in the office of City Commissioner. I feel that the generous majority I received expresses their faith in the Administration and their approval of the policies and acts of the Commissioners undertaken and being carried out for the good of the City whose integrity and growth are our common concern. . . . .

S. O. CHASE



*Sanford, Florida,  
December 10, 1926*





# SANFORD TODAY

FOR SANFORD — FOR SEMINOLE — FOR FLORIDA



THEY SAY THIS IS FLORIDA'S MOST INTERESTING WEEKLY

VOLUME ONE

SATURDAY, DECEMBER 11, 1926

NUMBER TWENTY-TWO

**C**HRISTMAS approaches; the time of the year when the relations between buyer and seller, between the public and its merchants, come into closest contact. In a fanciful, happy manner of speaking, the stores at Christmas are so many warehouses of our old friend Santa Claus, and he has left the doors open and tossed away the keys. It is the time of all the year for the citizens in the aisles to be genial and the citizens behind the counters to unbend, for the spenders to be gracious and the receivers to be solicitous and friendly. Let both exhibit, one toward the other, those simple and unextravagant emotions, and the warmth of a better understanding is awakened that can last a long way into the days of a brand-new year. (There need be no freezing up again after such a December thaw in sunny Sanford.)

The banks of the whole country are distributing this week three hundred and ninety-eight and a quarter millions of dollars to nearly eighty million members of 1926 Christmas Savings Clubs. That is eighty-five millions of dollars more than went out from the banks in Christmas Club checks last December, and it means an average of fifty-one dollars "Christmas money" in the pocket of every one of those eight million savers—man, woman, girl, and boy. If there could be plucked out of the mass of current financial data a broader hint of the prosperity of the people of the United States of America today, we don't know what it would be. Another hint, just as broad and quite as pleasant; let's be as generous in our gifts and our giving this Christmas as our thrift and our banks are being to us this Christmas month!

To local merchants and business houses is being distributed by the Chamber of Commerce a wall-card which reads: "No consideration will be given to Advertising Propositions unless recommended by the Advertising Committee of the Sanford Chamber of Commerce. We have agreed to refer solicitation for Charity to the Seminole County Welfare Board."

This is a protective step which could have been taken long ago with much profit to the advertiser and the community; many other and much larger cities have found that to be true. The business houses of Sanford, particularly the retail establishments, have been pestered and preyed upon by "outside" fly-by-night gentry with publicity schemes whose chief end was to put a piece of quick change into the pockets of persons who put

## Talk o' The Town

nothing worth while into the community, and too often these gentry have turned out to be of the near-crook brand. Money spent with such would have brought far more attention to the spender if he had scattered it in the street in front of his business-place and invited passers by to scramble for it.

Also, any advertising scheme that will not stand examination by the advertising committee of the average chamber of commerce is by that fact suspicious goods.

The three-and-a-half-to-one vote which this week retained S. O. Chase in the office of City Commissioner for three more years

was what this Magazine predicted it would be: a vote of confidence by Sanford in Sanford, in the Municipal Administration, and in the candidate. SANFORD TODAY makes no apology for self-congratulation in its election prediction and in the part it was able to perform editorially toward GETTING OUT THE VOTE. Quite as this page said last Saturday, the only thing possible to defeat Commissioner Chase was a light vote; the people responded by casting an uncommonly heavy one, and the man who was fitted for the office won by an impressive majority over the candidate who was not qualified by experience to take up an unfinished program.

The residence streets of Sanford are an ideal background against which to lay the never-tiring beauty of gardens. The breadth of those streets, the attractive modesty of their homes, the continuing carpets of lawn, the air of instinctive cleanliness of premises, invite the beautifying touch that nothing but individual gardening can give. SANFORD TODAY, that each week goes into each of these homes, has the good fortune to announce the commencement in this issue of a series of Garden Talks by Mrs. Henry Wight, at whose Park Avenue home this week the preliminary steps were taken for organization of the Sanford Garden Club. Mrs. Wight is an authority on gardens and gardening. She writes with ease and charm. SANFORD TODAY is delighted to be able to share with the home-makers of the City this series of practical Talks.

Next Month there will be opened in Seminole County one of the finest greyhound coursing tracks in America. W. C. Anderson of New York, associated in sports promotion with Tex Rickard, is the backer of the Sanford-Orlando Kennel Club, which will operate the course. Mr. Anderson as owner of the New York Hockey Club, holder of the winter lease on Madison Square Garden, and of the Coney Island Race Track (near Latonia), has national standing as a promoter, and with him in the Kennel Club are associated substantial Sanford men. One hundred and twenty-five thousand dollars is being expended by the Club in laying out the course and in the buildings. It is roughly estimated the Club will spend a thousand dollars a day in Seminole County for running expenses. The season may continue through to May 1st. Sanford firms are supplying the building materials at the course. The track will be open evenings only.

## Bathing girls Costume girls of Sanford !

Look for them next Saturday in this Magazine—High School Beauty Club.

\$40  
Grand Prize  
GOLD





## FLORIDA'S CROP COMPETITORS

Through the State Chamber of Commerce the State Marketing Bureau this week issued an announcement of importance to Florida growers and shippers. This is the statement:

"There is nothing which more vitally affects the marketing of the agricultural products of a State, or given section of country, than a competitive territory producing the same products at the same time. Florida is not an exception to this rule.

"Florida's average acreage of 6,074 of cabbage must go to market in competition with 19,334 acres from other States. The average yield of 2,364 acres of Florida celery is sold in competition with 4,942 acres from California. The 7,146 acres of cucumbers must be marketed at the same time 6,948 acres of cucumbers from other States are seeking a market.

"The 1,134 acres of lettuce grown in Florida have the keenest kind of competition from more than three times as many acres in other States. The 7,657 acres of snap beans must go to market at the same time 10,673 acres are being shipped from competitive areas in other States.

"There are 5,492 acres of green peas in competitive areas seeking a market at the same time our 2,557 acres are being harvested.

"From February to May, 27,517 acres of Irish potatoes are going on the market at the same time we are selling 18,913 acres in Florida. And in June, 71,010 acres more compete with us.

"Our 21,433 acres of tomatoes offered to the trade from December to June compete with 10,576 acres in other States.

"Our strawberries compete with ten times as many acres elsewhere, and our watermelons with an acreage three times as great as ours.

And other States sell twenty-five times as many cantaloupes as we do at the same time we are marketing ours. As Florida only produces one-fourth of the citrus fruits of the world, our competition in the market is very strong. With steamships plying to and fro like shuttles laden with produce from every continent and the isles of the sea, and railroads, truck lines, and water transportation available in all competitive areas, Florida has no monopoly of trade but with equality of grade and proper distribution of products, we have an equal chance with any section anywhere."

## SPORT TALK

AMATEUR By DuBose

Interclass sports have been the center of interest in Sanford High-school this week; the games in soccer and basketball have been played off, although it will be next week before the basketball games will be finished. Interclass sports began at the local High-school last year, and a record of all the winners in class events is kept until the end of each school year. At that time the points are added and the winner for the year is determined. The class that wins for the entire year has its name engraved on a silver loving-cup which is kept for that purpose. Games are played in football, soccer, basketball, volleyball, baseball, and track, and it is likely that swimming will be added to the list this year. So far this year the Seniors and Juniors are tied for first place.

The idea in playing interclass games is to stimulate interest in the different sports and to give the students who are not able to compete for the varsity teams the chance to play and thereby get the benefits that go with athletic endeavor of all kinds.

Varsity basketball practice is also held several times a week, and the team, while still in the first stages of the training period, is beginning to show real promise. There is a large squad out for the varsity team and the manner in which they have entered into the hard workouts and practice sessions and the way in which they are beginning to handle the ball is very gratifying to the coaches of both the boys' and girls' teams.

Sanford High is fortunate to have the services of Mr. Entz and Mrs. Williams as coaches for these two teams. Mrs. Williams is well known to Sanford people, for she graduated from High-school here and played basketball for Sanford High several years. Mr. Entz is new in Sanford, he comes highly recommended as both teacher and coach. He attended the University of Florida and played basketball there. Both are teachers at the local High-school.

The first basketball games will be played here January 14th, when Leesburg will furnish the opposition for a double-header. Both the girls and the boys will play and it will be the beginning of what is expected to be the best year Sanford High ever had in basketball.

Practice has begun for the town basketball team also, and they are having quite a large group of candidates out. There are former basketball men here who still long for the game and want to do some playing this year, and the way the team is rounding into shape it looks as if they will have a strong aggregation ready for the opposition when they begin to play games. Practice games will be played with the local High-school team, the first one soon. This will give local fans an idea of the strength of both teams. Practices are being held on the High-school court; any one wanting to watch the practice or to play is invited to come out some night.

## PHONES FOR RENTERS

SANFORD TODAY publishes this announcement from the office of the Bell Telephone Company:

Residence subscribers who lease their homes or apartments for less than one year may now arrange to have the sub-lease listed on "Information." This enables the subscriber to retain his telephone number and listing, at the same time giving the sub-lessee the benefit of full service over the telephone.

There are frequent requests of this kind, and in order to comply with them, the following general practice has been established in all our business offices:

Residence subscribers who lease their premises for periods of less than one year and who request the company to render service to their tenants without change in billing, may arrange for the listing of such tenants on "Information" records at the additional listing rate, the minimum charge for any listing period to be \$1.00.

Listing of the tenant will be furnished, provided the subscriber and the tenant do not occupy the premises at the same time.

Bills covering all charges for exchange service, toll service and listing charges will be rendered in the name of the subscriber, and the subscriber will be responsible for such charge.

## ABOUT GENEVA

In the northeastern part of Seminole County, nestling among the lakes of that region and near Lake Harney, is the fine little city of Geneva where orange groves vie with the general farming crops in making this section most desirable for a home.

On the Florida East Coast Railway and on the County road from Sanford to the East Coast, Geneva has good transportation facilities and is easily accessible from any part of the State. Other industries have attracted folk to Geneva, and the Wakefield Preserving Co., and Levy Brothers' packing plant demonstrate that jellies and preserves and meats can be packed as well in the smaller communities as in the larger ones. Several large packing houses for citrus fruits indicate the success of growers of fruits and complete the industrial picture of this fine community.

### 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

### THE HOTEL WITH A WELCOME

stop at the

### HOTEL MONTEZUMA

when in

SANFORD, FLORIDA

J. A. MINELL

110 Magnolia Avenue

## SANFORD TODAY'S CLASSIFIED DIRECTORY

### BARBER SHOPS

#### STAR BARBER SHOP

Will Appreciate your Custom  
111 South Park Avenue

### Announcing the Opening of our LADIES' AND CHILDREN'S DEPARTMENT.

Expert Barber In attendance  
HILTON'S BARBER SHOP

113 Magnolia Avenue

### CAFES

#### SANITARY CAFE

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

### CLEANERS AND DYERS

#### HADDOCK STEAM PRESSERY

105 South Palmetto Avenue  
Phone 346-J

### SEMINOLE PRESSERY

Dry Cleaners

Phone 861 220 Magnolia Avenue

### DRUG STORES

#### SANFORD DRUG COMPANY

"Rexall Store"

Phone 325 Sanford, Florida

### FLOWERS

#### STEWART THE FLORIST

Flowers for all Occasions

McLander Arcade Phone 781

### FRUIT STANDS

#### DO YOU LIKE FRUIT, FRESH OYSTERS?

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

### GROCERIES

#### PIGGLY - WIGGLY

222 E. First St.  
405 Sanford Ave.

### MILK PRODUCTS

#### BURGESS MILK PRODUCTS COMPANY

Pasteurized Products. Milk, Cream, Butter  
110 W. Second Street Phone 766

### RESTAURANTS

#### SIE'S PLACE IS THE PLACE TO EAT

Valdez Building  
Phone 24 Sanford, Florida



# SANFORD In the Hands of Her Friends

## LOOKING AHEAD THREE YEARS IN AN INTERVIEW

With S. O. CHASE

"THE CITY Administration will proceed to complete all of the projects that have been authorized by the citizens in the recent bond issue."

That was the opening statement of S. O. Chase in an interview sought by SANFORD TODAY immediately after his reelection this week to the office of City Commissioner by a vote of three and one-half to one over the opposing candidate. The Magazine asked Commissioner Chase to discuss "The Next Three Years: A Look Ahead." He said:

"One of the first matters for completion is the storm-drainage and water-supply systems for the whole district south of Geneva Street. That district of new subdivisions and new homes, which has been building up so rapidly and is now creating its own neighborhood business center, has just been equipped with electric lighting facilities, a sewer main is being extended on a parallel course immediately west of Sanford Avenue to the south City limits, and water has been piped to many of the dwellings; also the Telephone Company has been making line extensions southward from Geneva Street. These improvements must be increased by better storm-water drainage for the district.

"Under what might be called our temporary system of drainage in Sanford, sewage is accepted by large mains intended for the carrying off of excess rainfall. This is not the proper method, and therefore it must be looked upon as our temporary method only. When separate pipes can be laid for sewage and storm water the City's drainage system will comport with the requirements of the modern community; in the meantime it must be remembered that Sanford's growth in population and buildings has been extremely rapid in the last few years and

therefore certain community needs have not yet been fully supplied. It is to care for such needs quickly that our people have voted large issues of bonds. As fast as the money from their sale is made available the Administration will apply the funds. The next three years are filled with municipal activities as well as responsibilities.

"The City must have a new Municipal Hospital with the least possible delay, and there appears no good reason to doubt that the estimated three hundred thousand dollars for its building and equipment will be obtained. When the sum of one hundred thousand was incorporated for that purpose in the recent bond issue it was with the thought of adding to it by the sale of the present Hospital and grounds or of enlarging the accommodations there. Probably a different plan should be and will be followed, one which will give the City an entirely new and thoroughly modern institution. Commissioner Lake has received assurance from a New York bond house which has taken large issues of Sanford bonds that a hospital issue of three hundred thousand can be absorbed.

"We hope to complete the bulkheading of the Lake westward to the City limits by August, and will connect there with the fill and bulkheading which the County is working on now.

"We will make a very careful, comprehensive study of the best sanitary sewer system to install.

"We will take definite steps very soon now in the project of building the Municipal Natatorium. The foot of Park Avenue may not be the best place to locate the big swimming-pool; a better site may be found.

"The Administration is very earnest in its determination to stand with the Chamber of Commerce in the fight for deeper water and improved channels in the St. Johns between Sanford and Palatka; a project of the utmost importance to the City's present and future. Our attitude is as strongly behind the proposed drainage and traffic canal to join the St. Johns with the Indian River, enabling barge service

down the coast by the inside passage from Jacksonville to Titusville, thence through the canal to Sanford, and out to Jacksonville via the St. Johns; or the other way about.

"The City voted four hundred thousand dollars in bonds for waterway terminals, and we have purchased eleven hundred feet on the Lake shore west of the Virginia-Carolina Fertilizer Plant. This land is forty acres in extent. It was bought in anticipation of the Government giving us deeper water in the River, and to realize on that anticipation will be one of the Administration's most important duties. If we had the necessary channel depth now, the Public Utilities plant across the Lake would bring one hundred thousand tons of fuel oil here this year by water, at the rate of two thousand tons a month, and by that carriage would effect a saving in freight cost which would be quickly reflected in community benefits.

"Sanford should have better rail rates to meet competitive crops going to market from other sections. The Administration will work to get such rates.

"In the hands of her friends, if they are unflinchingly industrious, there is no reasonable horizon of substantial growth to which Sanford cannot go. It is for her friends, those to whom she has been good, to steadfastly remember that."

COUNTY CHAMBERGRAMS.—The Sanford Country Club golf course through many improvements is now one of the finest in the country. The greens are velvety, the rolling fairways are in fine condition, the neighboring orange groves are in bearing, and the new Country Club Boulevard is open to traffic. Visit the Sanford course for a good game.

### METHODISTS

On Tuesday evening in High-school auditorium the Epworth League will present a play, "A Poor Married Man," directed by Mrs. Maxwell. Here is the cast of characters:

Professor John G. Wise, about to be married  
Walter Tyler  
Doctor Matthew Graham, a country doctor  
Dr. Rucker  
Billie Blake, a college boy  
Merlin Barnes  
Jupiter Jackson, the Professor's black trump  
Charles Knight  
Mrs. Iona Ford, some mother-in-law  
Virginia Jenkins  
Zoie, her charming daughter  
Edith Varn  
June Graham, a little Freshman  
Lillian Thornley

Rosalind Wilson, college reporter  
Ethel Tillis  
College Boys and Girls.

Patronize the Leaguers and enjoy an evening of real fun!

A very interesting Sunday-school Council meeting was held Tuesday evening when the plans for Christmas were made in detail. This will be an old-fashioned Christmas for the children and a royal good time is being prepared for by the officers of the school. If there are any children who have become careless in their attendance at Sunday-school it is hoped their parents will be sure to get them back before the time for Santa Claus, so that no one will be overlooked on account of long absence.

Dr. Buhrman reports a very good meeting at the District Conference which was held this week in Hawthorn.

A number of the Epworth Leaguers attended the union meeting at Seville this past week.

### SEMINOLE BOYS VICTORS

In the first annual Y. M. C. A. Pioneers' State Round-up ever held, Seminole County shows to remarkable advantage. The Round-up was held at DeLand last Friday and Saturday, as reported in SANFORD TODAY and out of the total of 225 boys from the entire State, Seminole County had almost half with 103 present.

There were 16 cities and towns in Florida represented and here again Seminole County knocked the rest of the State for a goal by one city. Sanford and seven towns, Longwood, Lake Mary, Lake Monroe, Oviedo, Geneva, Ocala and Paola, present.

In the competition Seminole County came under the wire a winner three times, winning the State prize, a silver cup for the best covered wagon. In the parade Seminole country had two covered wagons while the rest of the State had only one. Seminole won the State prize for the best relay races and also for the largest attendance.

In competition Seminole County won over such large cities as Jacksonville, Tampa, Daytona each, DeLand and others.

What makes this all the more remarkable is the fact that the Pioneer work has been going on for several years in all the rest of the State, but was only started here in Seminole County last March.

The wealth of any town, city, or county is in its boys and girls. Seminole county's wealth is unlimited.

### SCHOOL BOOKS Little Folks—Big Folks

We Carry a Complete Line of  
School Books and School Supplies

### SEMINOLE BOOK SHOP

28 McLANDER ARCADE  
MRS. G. E. MCRAE MRS. C. L. MARLOWE

### Edward Higgins, Inc.

Lincoln FORD Fordson  
NEW MODELS NOW ON DISPLAY

**GUARANTEED**

*Ford*

**used cars**

**SANFORD FLORIDA**

N. Palmetto Ave. - Phone 331





For Sanford — For Seminole — For Florida

## SANFORD TODAY

THE WEEKLY MAGAZINE OF SANFORD  
AND OF SEMINOLE COUNTY

PHONE 801

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

Subscription: A dollar a Year, in Advance  
Official Chamber of Commerce news

Advertising Rates on Application  
F. E. Bradley Advertising Manager

If you read it in SANFORD TODAY—It's 10  
Application Pending for entry as Second  
Class Mail

Vol. 1. Saturday, December 11, 1926 No. 22

This week's Society Column does not carry in its caption Miss Naomi Scoggan's name. The death of her loved mother came Wednesday. In the midst of her grief Miss Scoggan showed the fine consideration of asking a friend to prepare her Column for the Magazine.

## A WEEKLY THOUGHT FROM ROLLINS COLLEGE

EDITED BY  
A. J. HANNA

Winter Park, Dec. 10th, 1926.

Although Rollins has not won many football games recently, she has endeavored to blaze the trail of clean playing and good sportsmanship. In recognition of this pioneering work in Florida, Rollins has been honored by the Southern Intercollegiate Athletic Association through an invitation to President Hamilton Holt to deliver the principal address at the annual meeting in Birmingham, Alabama, which opened today to continue through Saturday.

In carrying out the Rollins plan of sponsoring clean sportsmanship Dr. T. P. Bailey, who recently made a series of addresses in Sanford, offers some interesting observations.

Dr. Bailey believes that efficiency through good sportsmanship is one of America's most worthy contributions of recent years. The British tradition of playing the game is fundamental, but going in to win, to get results by means of scientific and artistic efficiency, is not only good sportsmanship but a necessary aspect of a good working conscience. This is true not only in sport but in business, in religion, in domestic life, and in everyday affairs in general.

In referring to fair play Dr. Bailey gives the old quotation, "Let Justice prevail though the heavens fall". If a football team play a clean game, and fight fair with its opponents and for its college, it furnishes a magnificent preparation for the game of life which we must all play. Fair play avoids excuse-making and foolish explanations, gives the other fellow the benefit of the doubt and avoids suspiciousness, praeternatural solemnity, dictatorial exhibition of authority clothed with brief importance. Fair play, contends Dr. Bailey, has clean hands and a pure heart and prays for a right spirit within. When a football team, or any other company that works hard with head and heart as well as with hands and feet, has practiced the lesser as well as the greater loyalties, and has

played the game in cleanly and general fashion, it will win a moral victory no matter how the score stands.

In speaking of loyalty Dr. Bailey explains that the word comes from the French "loi" or "ley" and means "law". We are loyal whether to father or mother or to teacher, captain, coach, school, state, nation, church, or to the Kingdom of God, when we are true to the law that is enshrined in the individual or the society. Loyalty is the sportsmanship of the heart, and it begins at home—in loyalty to the Image of God within us, the dignity of our human souls. That is why we must love our neighbor as our self; love of our true self is thus an aspect of our love to God.

## 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.

Any editor in the world will tell you he never reads anonymous communications but deposits them punctually in the wastebasket for the janitor and his acquaintances to peruse. Well it's not so. Every now and then, which means once in every two times, an unsigned letter gets itself read by the editor at whom it was hurled or under whose door it was slipped; and the reason is that friends instead of enemies occasionally write anonymously—and most pleasantly instead of meanly. For instance:

—Sanford, Nov. 28, 1926.

"Dear Editor SANFORD TODAY—

"If you care to use the following as an anonymous communication, you are at liberty to do so.

"Buddy was a tiny blue-spotted pointer, about three weeks old; her master gave her a bone to gnaw, putting her and the bone on a gunny-sack. Buddy insisted on dragging it off on the floor and her master whipped her, two or three times before she decided she would have to stay on the sack. After a short time, she came and sat equally distant from her master and myself. Master, in attempt to make up, called her in honeyed tones, at which she made a quick jump at me, sprang into my lap, put a paw on each side of my arm, and snuggled down, for all the world like a frightened child. She finally forgave him, but not just then!

"We had another dog—a Llewellyn setter. As a half-grown pup she used to get in the car I would say go find him, out she'd jump and with me, and wait while her master hid. When I would say go find him, out she'd jump and search for him. On finding him, she'd get back in the car and wait for the signal.

"These are ordinary tales, but true, and made our dogs lovable to us.

"A sincere well-wisher for Sanford and SANFORD TODAY."

### A POINTING POINTER

"I had a bird dog once," observed an old hunter as he paused to fill the old briar with cutplug, "that was really noteworthy.

"He never failed on a point. While exercising him in the park one day, suddenly he pointed rigid as a stone. There was no possibility for game of any kind, for the grass was close-clipped. Then I noticed that the dog had his nose straight on a man seated on a park bench. At first I thought perhaps the man had a live

## THIS WEEK'S PRIZE WINNING LETTERS

(For Winners' address see page Eight)

### FROM THIS WEEK'S GOLD WINNER

Editor SANFORD TODAY—

I found the misspelled word in The Quality Shop advertisement, in the last line—the abbreviation for Avenue being "Ava." instead of "Ave."

Small Boy: Mother, are there any men angels in Heaven?

Mother: Why certainly, dear.

Small Boy: But mother! I never saw a picture of an angel with a beard.

Mother: No dear, men get in with a close shave.

### FROM MRS. H. J. WILSON

"Where does steel-wool come from?"

"From the sheep on the Iron Mountains, of course."

### FROM MISS BLANCHE WYNNE

"You are certain," the customer quailed, "that this Century plant will bloom in a hundred years?"

"Positively, ma'am," the florist assured her. "If it doesn't, bring it back."

### FROM MRS. A. DRAPER

After a patient endeavor to teach the points of the compass by having the class learn "Stand with your face to the West, your right hand to the North," etc., etc.—

Teacher: Now tell me the direction, Arthur, what is in front of you?"

Arthur after a moment's hesitation: My stomach.

### FROM MISS VERA STOKES

Lady Caller (very homely): Your baby always cries when I look at him!

Father (with good intention: Oh, 'e don't mean nothing, mum. Whern 'e's a little older 'e'll laugh at yer."

### FROM LAST WEEK'S WINNER

Dear Editor:

I wish to express my appreciation to you for the Five Dollar Gold Piece awarded me. Perhaps it will interest you to know that I am going to start a bank account with it, and hope it will increase. Very truly,

PAULINE CRAWFORD,

Sixth Grade 1204 Oak Avenue

bird in his pocket, but that was impossible for he was in his shirtsleeves.

"Then I had an idea. Pardon me, Sir, but would you mind telling me your name?" I inquired.

"Not in the least," he replied; "it's Partridge."

—Sanford, Nov. 27, 1926.

"Editor SANFORD TODAY—

"The following is a true statement. Billy belonged to my brother, who lives in Savannah, Georgia.

"Billy, tiny Rat Terrier, knew the meaning of two words when spelled. Hearing r-a-t-spelled, he'd dash to a closet and search madly for rats. Likewise when c-a-t-s was spelled he'd dash for the fence in the back yard, where cats usually sought safety when he was around.

"Very truly,

ETHEL W. COCHRAN.

"(Mrs. G. C. Cochran).

"911 Oak Avenue."

COUNTY CHAMBERGRAMS.—In the Oviedo section the celery crop is maturing and from all indications a large number of crates will be shipped. The citrus fruits in this district are maturing rapidly and are of fine quality.

COUNTY CHAMBERGRAMS.—The San Land Golf Links at Altamonte is fast becoming a most beautiful course. On your next Sunday-afternoon tour make an inspection of this fine spot.





# Flower Gardens for Sanford

By MRS. HENRY WIGHT

**EDITOR'S NOTE.**—At a meeting at the residence of Mrs. Henry Wight Thursday morning of this week the preliminary steps were taken for the organization of a Garden Club for Sanford. On the first Friday in January, at the same hour and place, a permanent Chairman will be elected and a Vice-President and Secretary-Treasurer, and constitution and by-laws will be adopted. SANFORD TODAY is happy to offer its full support to this important movement for the beautifying of the City's residence portions, and has the privilege of here publishing the first of a series of Talks by Mrs. Wight on gardens and the making of gardens. It is planned to have one of these fine, authoritative articles appear each week through twelve or more weeks.

## FOREWORD

**S**ANFORD is perhaps the only city in the State that has a millage for street and park improvement and beautification, and this new movement for a Garden Club is along the progressive line taken by the City Commission, and is an attempt toward bringing up the general average of attractiveness of the individual home grounds.

Newcomers to Sanford are often from parts of the country where planting materials and conditions are so entirely different as to render useless practically all previous information. It is to disseminate garden information for these, and to increase the knowledge of older residents as to the more rare and unusual of plant possibilities, that the new organization is designed.

For many years past the Woman's Club has been steadily working away with the gospel of civic beauty, and such progress as has been made is due almost entirely to its activity. For the past two years a garden circle limited to

members of the Club has done fine work, staging two beautiful flower shows, but it is not practicable longer to confine membership to any one group.

## First Talk

Even to those who have lived in Florida all their lives, the making of a garden has all the hazards and surprises of a wonderful adventure, because each year discloses greater possibilities, not only in the growing of annuals long believed to belong exclusively to colder climates, but also because horticulturists in every section of the State are so constantly trying out importations from other countries and adapting them to ours.

There is still another field of adventure in the hybridizing of various families of plants and the creation of new and delightful varieties, and in this fascinating work Florida horticulturists have given a very good account of themselves. The common interest existing among these older residents, however, is not the strongest reason that impels the putting into print of the experiences and gleanings of one of the least of these, in a very modest garden in southern central Florida. It is a thought of helpfulness and encouragement to those thousands coming to us each year from other States to make homes in this oldest and newest of commonwealths. It is to tell them how easily and how quickly they may have a wealth of bloom even in the tiny dooryard of a "furnished bungalow by the season," if only they realize that the planting season is reversed from anything they may have known farther North, and to enumerate a very few of the more dependable and permanent shrubs to embellish the grounds around a real owned and cherished home.

All statements made in these talks will be more or less relative, because of the endless variations of soil and vagaries of climate, but they may be depended upon for correctness as worked out in this part of the State.

**W**INTER especially is the time for roses. One thankfully takes what one may get from them through the summer months and does not expect very much at that, except from the Radiance trio which are good all the year 'round. Unless there has been an early cold snap, the Poinsettias will get handsomer and handsomer, especially the double variety which comes into flower a bit later than the other scarlet. There is a white variety, but it is not particularly attractive. The *Deadalacanthus* has a rich deeply-veined foliage, and would be worth while for that alone, even if it were not so prodigal of its lovely spikes at the end of every branch, and it is so easily propagated from slips that it is valuable, indeed, for filling in a corner or massing to screen some unattractive object. Its season of bloom is not very long, but its general appearance is justification for its use.

The *Assonias* are very wonderful, coming into bloom when there are few other flowers of such delicacy. *Assonia Wallichii* begins to show about Christmas time, and bears great drooping clusters of the most exquisite pink, each one protected most cunningly from chill by the large velvety leaves, so that a bush may have a hundred blossoms unsuspected unless one knows where to look for them. *Assonia Punctata* comes in a few weeks later, and saucily thrusts its small perky bunches of a deeper pink above the foliage as though disdainful to hide its beauty under a leaf. *Freessias* and *Calla Lilies* should be in bloom if they were planted, as they should have been, in October, and so should the *Gladioli*, which come into flower from ninety to one hundred days from the planing of the bulb.

Among annuals from seed sown in October, one may expect abundant bloom from *Nasturtiums*, *Petunias*, *Ageratum*, *Calendula*, *Pansies* and *Sweet Peas*. This matter of the planting of annuals marks one of the most important differences in Florida gardening from that in other States. Contrary to the directions on most of the seed packets, "sow in the spring," pretty nearly everything must be sown in October or very late September for the best results, and will bloom throughout the winter and spring months. If, however, as often happens, one comes to Florida just after the holidays to stay until about the first of May, it is pleasant to realize that it is perfectly practicable to begin in January and put in seeds of *Nasturtium*, *Calendula*, *Ageratum*, *Lupin*, *Candytuft*, *Centaurea*, *Mignonette* and *Escholtzia* for bloom in late March and April. In this case, beds and borders for the seed should be especially well prepared and enriched, and constant cultivation given after the plantings are in place for permanent growth.

If the grounds about a temporary home are very bare, it is a quick and easy matter to have a carpet of green from the sowing of Italian Rye which will make a lawn not to be despised and lasting until the proper time comes for the setting of Bermuda or St. Augustine grass. The question of fertilizer looms large in the sandy lands in which so many home gardens must be made, and it is pretty safe for quick results to get the commercial brand most used for crops in the particular vicinity, working it very thoroughly into the soil before seeds are sown or plantings transplanted in it. For the upbuilding of soil, nothing is quite so good as well-rotted dairy manure and the fallen leaves of oak and other hardwood trees, and both should be applied in abundance through the winter months, along with every bit of hardwood ashes from the home fires.

## SOCIAL NOTES

Friday, in DeLand, the Colonel Arthur Erwin Chapter of the Daughters of the American Revolution was hostess of a regional meeting at which Mrs. Brooke G. White, the State Regent, was the guest of honor. These members of the Sallie Harrison Chapter of Sanford attended: Mrs. R. E. Tolar, Mrs. A. Raymond Key, Mrs. John Meisch Jr., Mrs. George G. Herring, Mrs. John G. Leonardi, Mrs. George D. Bishop, Mrs. F. F. Dutton, Mrs. A. M. DeForrest and guest, Mrs. Clarke; Mrs. W. E. Watson, Mrs. G. Irving Loucks, and Mrs. A. T. Rossiter.

Mrs. W. M. Scott returned Wednesday from a business trip to Miami.

Mr. Paul Lake, who is studying law at Columbia University, Lebanon, Tennessee, spent Thursday in Sanford.

Mrs. E. D. Williams of Macon, Georgia, has returned to her home after a visit with her sister, Mrs. C. A. Williams, Evans Street.

Wednesday afternoon Bishop Cameron Mann celebrated the twenty-fifth anniversary of his

ordination as Bishop with a reception at the Bishopstead in Winter Park. Among the guests from Sanford who attended were Mrs. Mortimer Glover, Mrs. Clarke Leonardi, Mrs. J. N. Robson, Mrs. R. W. Pearman Jr., Mrs. M. Martin, Mrs. A. Raymond Key, Mrs. Fred Daiger, Mrs. Roland L. Dean, Mrs. H. B. McCall Jr., Mrs. Cris Mathews, Mrs. P. M. King, and Mrs. Howard Overlin.

Mrs. W. W. Potter and small daughter go Sunday to Jackson, Michigan, to be the guests of Mrs. Potter's parents during the Christmas holidays.

Mr. Munroe B. Hutton returned Friday from Philadelphia.

Mrs. Eugene F. Roumillat delightfully entertained the Fortnightly Bridge Club with luncheon and bridge Wednesday in her home on Palmetto Avenue.

Red roses, ferns, and red tapers were used in decorating the small tables at which luncheon was served. Mrs. D. P. Drummond and Mrs. (Continued on Page Twelve)





# \$5.00 Gold Piece Given Away!

## City of Sanford

### SCHOOLS

Fitting in with the school system of the State, the Sanford district of Seminole County has five public schools—High-school, Grammar-school, and three Primary schools. Adequate additional schools are provided for the colored pupils. A new and modern High-school building (white) now under construction is expected to be ready for occupancy by the first of the year. No tuition is charged the children of tourists attending any of these schools. The Sanford High-school is on the accredited list of State colleges and all higher institutions of education in the Southern group of States. Stetson university and Rollins college may be reached by good roads, distance 18 miles.

### CHURCHES

(The Telephone Directory lists Parsonage numbers under the Churches' names.)  
All Souls, Roman Catholic, 810 Oak Avenue; the Rev. Father Michael C. Clasy.  
Church of the Holy Cross, Episcopal, southeast corner Park Avenue and Fourth Street; the Rev. Mortimer Glover.

First Baptist, northeast corner Park Avenue and Sixth Street; the Rev. F. D. King.

First Methodist, northeast corner Park Avenue and Fifth Street; the Rev. W. P. Buhrman.

First Presbyterian, southeast corner Oak Avenue and Third Street; the Rev. E. D. Brownlee.

People's Congregational, northeast corner Park Avenue and Third Street; the Rev. G. B. Root.

Christian, meets in auditorium of High-school; the Rev. Edward Rudicel.

### CIVIC ORGANIZATIONS

The Chamber of Commerce with a membership of 4,200 is one of the largest and most representative civic organizations in the State. Visitors will find it to their advantage to visit the Chamber's office; there they will be accorded every courtesy and information aid.

Auxiliary organizations for civic usefulness are the Kiwanis, Rotary, and Lions clubs, all of them very active bodies. The American Legion is also classed as a civic institution and plays no unimportant part in the affairs and welfare of the city. The Woman's club is prominent in social as well as civic activities. This organization owns its club-house, which is the scene of many occasions during the tourist season and the year.

### MILITARY

There are three Companies of the 154th Infantry Florida National Guard located in Sanford, namely, Headquarters Company, Machine Gun Company, and Medical Corps. These units have been provided with a Government Armory, where athletic contests as well as drills are of frequent occurrence.

### MUNICIPAL GOVERNMENT

By the commission-manager form of government Sanford eliminates politics from City affairs to a great extent and thereby realizes a maximum for the money invested in City improvements. Members of the City Commission

as well as members of the City Planning and Zoning Commission serve without pay.

### HOTELS

Sanford's principal hotels are:  
Forrest Lake, 156 rooms, American plan.  
Hotel Valdez, 65 rooms, European plan.  
Hotel Seminole, 50 rooms, European plan.  
Hotel Montezuma, 50 rooms, American and European plans.

There are also many restaurants and rooming-houses where tourists can find suitable accommodations.

### ALTITUDE

Sanford has an altitude of 60 feet above the sea, lies well above the Lake, and has good drainage into that body. No matter how heavy the rainfall, the surplus water quickly finds its way by natural and artificial shed into the Lake and thence to the ocean through the St. Johns River.

### CITY COMMISSIONERS

Forrest Lake, Mayor; E. F. Housholder, S. O. Chase.

### CHAMBER OF COMMERCE

E. A. Douglass, President; S. O. Shinsolter, First Vice President; J. G. Ball, Second Vice President; E. J. Trotter, Secretary. Board of Governors—The following officers and Forrest Lake: R. J. Holly, W. H. Tunnecliffe, John Meisch, E. F. Housholder, W. A. Leffler.

### COUNTY COMMISSIONERS

Boston Steele, John Meisch, C. W. Entzminger, B. F. Wheeler, E. H. Kilby.

## WINNERS THIS WEEK

\$5 in GOLD—The Prize-winning Joke this week is lacking a signature. If the sender will call at this office Tuesday afternoon between two and five o'clock and give satisfactory proof of identification, the Gold Piece will be given her, or him.

Mrs. H. J. WILSON, 115 West Ninth Street, Sanford.—For an accepted Bright Saying, 50 Cents.

Miss BLANCHE WYNNE, Route A, Box 207, Sanford.—For an accepted Joke, 50 Cents.

Mrs. A. DRAPER, 707 West Ninth Street, Sanford.—For an accepted Bright Saying, 50 Cents.

Miss VERA STOKES, Box, 391, 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

Before Deciding On  
What You Should Give For

## Christmas

Be sure to look over our large stock of  
Perfumes, Toilet Articles, Toilet Sets,  
Manicure Sets, Candies, Stationery and  
Kodaks

**Laney's Drug Store**

Phone 103 Sanford, Florida

**Mi-Lady's Shoppe**

110 Magnolia Avenue

EXCLUSIVE MILLINERY

GIFTS

## ALWAYS FOR GIFTS--

PARISIENNE GIFT SHOP

McLander Arcade, First St.

SANFORD, FLORIDA

## 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

**HAVE YOUR CLOTHES  
DRY CLEANED AND PRESSED**

for the

CHRISTMAS SEASON

at

**HADDOCK'S  
Steam Pressery**

105 Palmetto Ave. Phone 346-J

**Sanford Music Store  
and Gift Shoppe**

318 E. First St. McLander Arcade



# 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 6**

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**

## Seminole Creamery

417 W. 4th Street

**SPECIAL**  
Ice Cream in Special Molds  
for all Occasions

**Telephone 634**

## The SERVETERIA

Corner Sanford and Commercial

Groceries—Meats  
Fruits—Vegetables

We handle only Kansas City Meats.  
Sanford's Newest

**CASH & CARRY GROCERY**  
PHONE 167



## Everything for the Kiddies

**TOYS  
COASTERS  
ELECTRIC TRAINS  
TOOL CHESTS**

**DRUMS  
WAGONS  
AIR RIFLES  
DOLLS**

Our new store is just chock full of useful and serviceable gifts for Christmas. For the housewife: aluminum ware, cooking utensils of all sorts, cutlery and hardware of all kinds, stoves, rugs, and house furnishings. We also carry electrical gifts, such as: toasters, irons, etc. In fact we carry nearly everything that is worth while.



**Come In Today and Make  
Your Selections for  
Christmas**

**KANNER'S  
NEW  
Department Store**

219 Sanford Avenue

Just Across the Street from Our Old Location

## The Keys to Happiness

CUSTOM BUILT  
STUDEBAKER  
FOR CHRISTMAS

## 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





Let Us Send a Box  
of Fruit Home  
for

## Christmas

We Express It For You

**Sam Kenis Place**  
310 Sanford Avenue

## A Radiola

Nothing else means so much to  
so many

"A Real Christmas Gift"

**Hof-Mac Battery**  
COMPANY  
108 E. Second St.



## A Gift That is Always Welcome

Hosiery "AS YOU LIKE IT" will  
make a lasting and a pleasing gift, a  
gift that is always welcome.

Price Range

Full Fashion—\$1.50 to \$1.95

Every Shade and Tint



## The Leader Store

422 Sanford Avenue

Buy Your Christmas  
**Fruits and Nuts**  
STRICTLY FRESH

Also  
Fancy Groceries and Candies  
From

**B. Ceresoli**  
214 Sanford Avenue

## I Suggest for HIS or HER Christmas

## Pre-CHRISTMAS SALE!

Now Going On at  
*The*  
**Outlet**

### COATS, HATS AND DRESSES

If you would give wife, mother,  
daughter or sweetheart a gift  
that is both luxurious and prac-  
tical, you can do no better than  
to select from our splendid  
showing of ready-to-wear a  
COAT, SUIT, OR DRESS. A  
wonderful selection from which  
to choose.



Sale  
Close  
One  
Week  
From  
Today

## THE OUTLET

East First Street. F. B. Robbins, Mgr.

Now is your  
chance to get  
your bargains for  
Christmas

When  
Christmas Shopping  
See

Our line of meats, salads,  
cheese, cakes, pies and rolls.  
All ready for a quick meal.

## ARCADE DELICATESSEN

Room 44 McLander Arcade

Eat Your  
Christmas Dinner  
at

**Bell Cafe**  
100 W. First St.

LIVE  
CHRISTMAS TURKEYS

at

45c pound

**F. W. SCHARFER**  
315 W. First St.  
Sanford, Florida

Everybody  
Who  
Is Anybody  
In Sanford  
Reads  
SANFORD TODAY

To Reach the  
Buying Public  
of Sanford  
And Seminole  
County Use the  
Columns of  
SANFORD TODAY  
For Results



# "You Could Not Ruin Florida"

An Address By President Lane of the Atlantic National Bank

The total resources of Florida's banks more than doubled the total of the 1924 resources within six months after the recession of the real estate tidal wave of unpleasant memory.

The banks of Florida today contain ample capital for all legitimate commerce, and the State in her financial aspect is needing, only, excess capital with which to develop her amazing natural resources.

So vast and so marketable are these resources that we could not ruin Florida, in the long run, if we tried; wrong efforts of course would only handicap her and delay her destiny.

The foregoing statements are contained in an address of great vigor delivered by Edward W. Lane, President of the Atlantic National Bank of Jacksonville, at the annual meeting in Miami of the Florida State Chamber of Commerce. In part Mr. Lane said:

"I believe that we should inaugurate a policy at this co-operation conference and blazon the fact that industry and thrift are Florida's outstanding requirements, admitting that there will be great need for those qualities while we are effecting the necessary readjustments.

"During every period of deflation—and let us frankly acknowledge that is what Florida is now experiencing—men everywhere are inclined to turn to Government as a saving agency. They seek the aid of public executives in the expectation that they can protect the citizen from private follies. This is a mistake. There never yet was any method devised whereby mistakes could be legislated into success.

"I have complete faith in the outcome of our program of readjustment and I insist that we should not shrink from the use of the word. The way to readjust is to readjust.

"Now, as a forerunner of our stocktaking and incident to a period of readjustment, permit me to give you some facts and figures that should be reassuring and inspiring.

"On July 1, 1924, the National banks in the State of Florida made the following consolidated report: Capital, \$9,740,000; surplus, \$4,036,000; undivided profits, \$2,513,000; deposits, \$143,791,000; resources, \$167,716,000.

"The State banks: Capital, \$13,323,000; surplus, \$4,316,403.82; undivided profits, \$2,469,101.25; deposits, \$155,708,547.12; resources, \$179,046,923.10.

"On July 1, 1926, the National banks in the State of Florida made the following consolidated report: Capital, \$15,200,000; surplus, \$9,776,000; undivided profits, \$3,990,000; deposits, \$303,577,000; resources, \$342,582,000.

"The State banks: Capital, \$18,882,500; surplus, \$11,385,117.45; undivided profits, \$6,725,163.82; deposits, \$331,057,662.85; resources, \$370,772,065.68. Making the combined resources in 1924 amount to \$346,762,923.10. In 1926, six months after the collapse of the real estate boom, the total resources amounted to \$713,354,065.68, or an increase of more than 100 per cent in two years. No doubt these figures will be a surprise and a revelation to my listeners, but they are cold facts.

"This is a concrete picture of our financial status. The member banks in Florida now have on deposit with the Federal Reserve Bank in Atlanta nearly 30 per cent of that institution's total deposits, while they are borrowing only 1½ per cent of the total that the reserve bank has loaned. This indicates that we have ample capital in this State for all legitimate commerce and all we need, therefore, as previously mentioned, is the proper development of our natural resources. These facts are convincing evidence that the substance of things hoped for is here in this great State and the evidence in a brighter destiny is seen on every hand.

"Just here let us remember Kipling's suggestion in his poem, that the way to success is to

'keep your light so shining a little ahead of the rest' and keep everlastingly on the lookout for a better way to do things. Let us use printer's ink liberally, but when we proclaim our virtues to the world let us be sure that we at all times keep in mind two of the greatest words in the English language, 'Truth' and 'Justice.'

"That is all we ask—justice—and asking it we must concede it. We must be just to ourselves; we must be just to the generation which succeeds us; we must be just to our debtors; we must be just to the great State of Florida and

make certain that no discredit is cast upon her name through any action of ourselves. No individual, no community, is just who does not take every possible precaution to be financially sound. No community is just if it contracts a debt in the hope that a chance, or fate, or luck, will make payment possible.

"I have faith in Florida. Her potential resources are so vast and so varied that in the long run we could not ruin her even if we tried, but we can handicap her. We can place barriers in her path, and it is for the elimination of these barriers that I plead today."

## COMPLETING HIGHWAY

The "St. Johns Scenic Highway," otherwise that stretch of the Black Bear Trail from Orlando through DeLand and Sanford to Palatka and St. Mary's River which is State Road No. 3, probably will be the next road to be completed in the State Road Department's present program of improvements. The only portion that now may delay completion is the Nassau River Bridge and the fill across the Nassau River marsh, writes Bob Holly in *Florida This Week*. Final opening of this 24-foot highway from the extreme northeast corner of the State to Orlando and thence connecting south, east, and west, will have the effect of bringing opposing streams of traffic through Sanford and Seminole County direct, which now virtually relay through Daytona.

COUNTY CHAMBERGRAM—The Seminole County exhibit at the Sub-Tropical Fair will be attractive. Attend the Fair this year—February 12-19.

## SEMINOLE COUNTY BANK

A Strong Financial Institution

RESOURCES \$2,750,000

LET US SERVE YOU

FORREST LAKE, PTER.

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

G. W. SPENCER, 2nd Vice-Pres.

R. W. DEAN, Asst. Cashier

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.

## 'PROPERTIES OF MERIT'

MAYFAIR

DREAMWOLD

BEL-AIR

Developed by

## THE BODWELL REALTY CO.

214 East First Street

20 YEARS OF EXPERIENCE BEHIND US





# THE BEAUTY CLUB

Contestants and intending Contestants are advised to read carefully those Rules of the Contest which are numbered 11 to 16, as published in the issue of last Saturday, December 4.

The Twenty Dollar Gold Piece which was the Prize offered to the winner in the First Period of the SANFORD TODAY-High-school Beauty Club Contest was presented to Miss Maud Perry of 201 East Sixth Street by Mayor Forrest Lake in the office of the Magazine last Saturday afternoon. In presenting the jeweler's box with its glittering coin enclosed, the Mayor referred appreciatively to SANFORD TODAY as a publication which "has brought a new spirit to Sanford, and by its worth and energy has become in the space of a few months a definite influence in the community; a Magazine whose success I hope to see crowned with even greater and continuing success."

## MISS PEARLE LILITH ROBSON

Miss Pearle Robson, daughter of Doctor and Mrs. J. N. Robson of South Sanford Avenue, and whose portrait appeared on the cover of last week's issue of the Magazine, brought to her interview appointment a lady-in-waiting, Miss Eloise Lanier—friend, Sophomore, and fellow Contestant; and that made the interview three-cornered. Like this:

Question: You've definitely decided on Music as your career, Miss Pearle:

Miss Pearle: Well, said William. Why yes, Music or a husband. They're both good.

Question: What are some of the big thoughts that have come to you?

Miss Eloise Lanier: The trouble is, the child doesn't think.

Miss Pearle: I don't need to, dear; I have you.

Question: You're very bright in your studies, Miss Pearle; everyone who knows about you says so. Which of them do you like best?

Miss Pearle: I think I like all of them best.

Miss Eloise: That's a proper spirit of gratitude. She marks 98, 99, and up, in everything.

Miss Pearle: Well, said William.

Question: The serious side of you—

Miss Eloise: Forgot to get born.

Miss Pearle: I tried that serious-side business one day. I went around in school like a perfect lady. Hands folded. Air serene but modest. Completely polite to everyone, but quiet; quiet. Everybody thought I was high-hating them, and the others thought I was sick. . . . Sir, it is not—in-me—to be quiet.

Miss Eloise: She is ruining us. She will end by destroying the school. She is a buzz-saw worried with brains.

Miss Pearle: I'm crazy about jazz.

Miss Eloise: So is she crazy about classical music.

Miss Pearle: It's true. Crazy about them both. Do you know the *Polonaise* by McDowell? All Heaven is playing it. You ask me what I think about Us Girls of today? I think this about them: that what Us Girls of yesterday did, their grandmothers thought was horrid too.

Miss Eloise: She means that times change but grandmothers don't.

Miss Pearle: For a young person, how finished you are!

Question: About books; you prefer—?

Miss Pearle: I prefer Louisa Alcott for sobriety and Booth Tarkington for humor.

Miss Eloise: And in the movies she prefers the historical drama.

Miss Pearle (proudly, yet cautiously): I walked two miles to see *The Iron Horse*. Otherwise, I like Gloria Swanson in society stuff.

Question: And what's one of your hobbies?

Miss Pearle: You must mean what is my one hobby. My teachers.

Miss Eloise: She falls for them all, one after another.

Miss Pearle: And when I fall it's terrible. The same way with boys; I have decided to be careful how I look at them; I've decided to try stringing them along, like they do me. Why shouldn't I, when they started it? Well, said William.

## FREED ON RADIO

President D. R. Freed of the Freed-Eisemann Radio Corporation has this to say about elimination of interference noises in broadcasting:

"While everybody is talking about it and complaining about it and hoping the Government will stop it by exercising more regulative power over the excess number of sending stations, fans are coming to realize that super-selective receivers tend to reduce noise disturbances to a minimum, because tuning is so very sharp. But even the best of sets cannot cope with the trouble when two stations, on fair power, sending on the same wave-length, are on the air at the same time.

"Analyzing some of the letters published in the New York metropolitan district about interference reveals that there are facts and justice behind most of the statements dealing with changes in wave-lengths by certain broadcasters. But a lot of the complaints seem to be based in reasons that are not binding. Frequent reference to the jumping together of four or five metropolitan stations is an indication of special causes for poor reception.

"Perhaps the aerial used is too long, or batteries are run down. These are two causes for broad tuning.

"My advice is to watch your tubes and batteries, keeping the 'A' battery fully charged and renewing the 'B' when run down; shorten the aerial or alter its direction, be sure that the ground connection is as near perfect as obtainable, and make all dial adjustments critically. If you are very near a powerful broadcaster, try the use of a wave-strap. This will do away with some of the interference, because tuning will be sharper, but it cannot eliminate it all. You will have improved reception, however, under difficult circumstances, and that should be a satisfaction.

Mr. Freed suggests that all fans write their Congressmen regarding the need or adequate radio legislation, and that the time to do this is now.

## SOCIETY

(Continued from Page 7)

Frank L. Miller were awarded boxes of powder for high score. Those playing were Mrs. Donald P. Drummond, Mrs. Frank L. Miller, Mrs. Harry B. Lewis, Mrs. David L. Thrasher, Mrs. George A. DeCottes, Mrs. Hal Wight, Mrs. W. J. Thigpen, and Mrs. Roumillat.

The Duplicate Luncheon Club was charmingly entertained Thursday by Mrs. Frank L. Miller in her home on Magnolia Avenue. Poinsettias and fern were used in decorating and to center the luncheon-table. At the game of duplicate bridge after luncheon, Mrs. A. P. Connelly and Mrs. D. L. Thrasher made high score and were presented decorated powder-jars.

Lunching with Mrs. Miller were Mrs. Robert A. Newman, Mrs. David L. Thrasher, Mrs. A. P. Connelly, Mrs. F. E. Roumillat, Mrs. Ernest Housholder, and Mrs. A. Raymond Key.

## Seminole County

LAKE MARY, with frontage on both Lake Mary and Crystal Lake, four miles from Sanford and near the Sanford Country club, is a picturesque home section with electric lights, waterworks, casino, a bathing-beach on Crystal Lake, and many beautiful home sites. A variety of crops can be profitably raised. There are few places more restful in their appointments and surroundings.

LAKE MONROE, on the St. Johns Scenic Highway leading from Sanford to DeLand, is in the heart of the greatest truck-growing section of Seminole County. Flowing wells, productive soil, modern packing and shipping facilities, good drainage, excellent environments, are producing wealth and providing ideal home conditions for happy people.

OSCEOLA is the chief industrial community of the County outside of Sanford and is situated on the St. Johns River where it joins Lake Harney, 16 miles east of Sanford. The chief industry is lumbering. The sawmill has a daily capacity of 60,000 feet of red cypress. In connection with the mill there is operated a large planing-mill employing many men at good wages. The lumber company has built a well-equipped town where their employees enjoy such advantages as electric lights, sewers, running water, and improved streets. The surrounding country is fertile, with flowing wells and those peculiar conditions of soil and stratification that contribute to the best results with approved system of irrigation and drainage.

OVIDO, 16 miles southeast of Sanford, with its famous black hammock land and flowing wells is one of the fast-developing sections of the County. There a variety of soils, and citrus lands abounds as well as lands suited to winter gardening.

PAOLA and MARKHAM sections, lying six miles west of Sanford, are noted for high rolling hills, clear-water lakes, and the crystal River Wekiwa. Big developments are under way in this section and the future looks bright for this favored part of the County.

COUNTY CHAMBERGRAM—Have you visited Lake Mary lately? Try the Country Club Road for a scenic ride and observe what is going on in that thriving community.

CASSEROLE ROAST WITH VEGETABLES  
Brown a thick piece of meat from the rump (about three pounds) on both sides in hot fat. Place in casserole and add carrots, onions, potatoes, and tomatoes. Season to taste. Add enough liquid meat-stock or water to cover well; place lid on, and bake in a slow oven about three hours.

COUNTY CHAMBERGRAM—Ever see the Seminole Jockey Club Race Course? Take a jaunt to Longwood to look it over. How about holding an Inter-County Fair there each year?

Poached eggs on toast for an invalid are much easier to eat if the toast is first cut in small squares and then buttered, keeping the shape of the slice intact. Place the egg on the toast, which may be easily broken apart by the person in bed.

COUNTY CHAMBERGRAM—Been out Chuluota way recently? Have you noticed the newly paved streets and Lake Katherine Boulevard? Make that trip Sunday afternoon.

When washing small articles have at hand a bag made of white cheese-cloth, into which handkerchiefs, collars, etc., may be put during the boiling process. They will be much easier to handle if the work is done in this way.

COUNTY CHAMBERGRAMS—The Agricultural Survey discloses that the production of citrus fruits in the Geneva District alone approximates 79,000 boxes oranges, 8000 boxes grapefruit, and 4000 boxes tangerines.



## BUSINESS REVIEW

In the usual shifting of activities at this season of the year there are some factors which, while not affecting the immediate future, should be watched carefully to ascertain whether they are temporary or actually represent changes in underlying country-wide business conditions which will alter the general trend. Three industries compose the foundation of the present prosperity structure. A lessening of activity in them without corresponding increase in other basic industries will disturb the present equilibrium of business and cause readjustments on a scale that will greatly retard the satisfactory pace at which business is going forward. These three industries are building, automobile, and steel production.

The building industry as a whole still registers a gain. Although the New England and Middle Atlantic states show a decline, the Southeastern, Central West, and Northwest States show sufficient gains to put the industry as a whole for the ten months of 1926 six per cent ahead of the same period last year. Residential construction may be oversupplied, but road building, factory and public utility construction have not reached their limits, so that whatever declines occur in this industry will be gradual instead of a sudden let-down. The lumber industry likewise registers no decline. Conditions in the steel and automobile industries are not so favorable. Competition in the latter is becoming more and more severe. In spite of the fact that production is being maintained at a very high total, the industry shows a seasonal decline from September and a decline of about 14 per cent from October 1925. Steel unfilled tonnage orders advanced only one-half of the expected and are ten per cent below the same time last year. Pig iron production on the other hand increased slightly and prices are stronger.

No indications of a trade reaction are yet upon the horizon. Manufacturers and wholesalers still complain of hand-to-hand buying, but inventories are right for this time of year and freight car loadings continue to break all previous records, showing that it is the form of buying and not trade totals which are affected.

Another interesting phase of the present situation is that department store trade declined 3.6 per cent from October 1925 and mail order house sales experienced the first decline as against the corresponding month of the previous year that has been recorded for several years, which officials of the two leading houses attribute to weather conditions, while on the other hand chain store sales increased.

The Department of Commerce is enthusiastic over the export situation. Shipments of finished and partly finished goods in the past year have exceeded pre-war records by 50 per cent in volume. Also the Christmas trade is now being stimulated by the distribution of the Christmas Club Savings of \$398,268,000, an amount \$85,000,000 in excess of the 1925 figure, showing an average this year of \$51.32 per member.

Reviewing the whole situation, the following facts should be borne in mind. Compared with October 1925, price and production figures show many declines, more than a similar comparison would discover for some years. Certain maladjustments will need correcting if present prosperity is to continue. Never before, however, in the history of the country have business and finance after so long a run of prosperity been so

well prepared to make readjustments with so little effect upon the whole structure.

**Woodrow Wilson Institute**—Holiday trade may temporarily check the gradual downward trend in prices.

**The Canadian Bank of Commerce**—Prices appear to be fluctuating around the general level rather than registering a definite change.

**Bankers' Economic**—Lumber prices should hold firm during the balance of the year.

**Brookmire**—The hand-to-mouth policy still appears advisable for most commodities.

**Gibson**—Still lower commodity prices should prevail in the long run.

**Harvard**—The drop in the cotton market should not affect the whole country adversely.

**Moody**—While the cotton situation may spell disaster to producer, it means savings for manufacturer and consumer.

**Putney-Poor's**—Increasing foreign competition is bound to bring about price concessions in affected commodities.

**United Business Service**—A slight decline in average prices may take place during the next few months. Cautious purchasing is advised.

## CHRISTMAS UNDER THE SEA

Again this year the telegraph companies will feature a special holiday greeting service whereby it will be possible to send messages to relations and friends in Europe at an extremely low cost, says Lester Tharp, Sanford Manager of the Western Union Telegraph Company. These messages will go by cable from this country to Great Britain and Ireland and by mail from London to Continental Europe. The Christmas rates will be \$1 to \$1.25, depending upon the location of the sending office.

As part of this special service the telegraph companies are distributing folders containing forms of greetings which were very popular last year. These messages are numbered and all one has to do is to tell the telegraph company to send number 5 or 11, as the case may be, and the message will take flight over the cable in time to be delivered on Christmas. The most popular message last year was number 11 which read as follows: "Love and all good wishes for Christmas and the New Year." The next in popularity read: "We join hands with you across the sea and wish you a merry Christmas and a happy New Year."

In addition to the foregoing cable service there are special holiday rates for direct cablegrams to practically every country in the world.

**COUNTY CHAMBERGRAM**—If the sportsman desires a thrill, let him hunt turkeys and cast for Big-mouth bass among Seminole's hammocks and lakes.

**COUNTY CHAMBERGRAM**—Raising green Beans in Seminole County? Take a look at John Rumbley's patch if you want to see fancy beans.

## H. B. McCall, Jr.

BUILDER'S SUPPLIES  
ROCK - SAND - CEMENT  
Our Specialties  
110 North Laurel Phone 763

**BOND-HILL**  
LUMBER COMPANY  
THE YARD WITH A MILL BACKING

CONSTRUCTION  
MATERIALS

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

BOND GRADE

ZIP SERVICE

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

## SECURITY LUMBER COMPANY

Cor. Maple Ave. and Sixth St.  
PHONE 797

## Celery City Lumber & Supply Company

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

West Third Street  
Telephone 565

## PAINT PAINT

Our Price is Right  
FOR QUALITY MATERIAL

**SANFORD  
PAINT & WALL PAPER CO.**

112 West First Street Phone 303

## Florida, from Ocean to Gulf— And Border to Reefs— Should Be A Land of Beautiful Homes

We carry the materials especially adapted to beauty and durability in the building of homes in this preferred climate.

AMONG THOSE MATERIALS ARE:

Plaster	Roofing	Rock
Lime	Metal Lath	Sand
Cement	Best Wall	Brick

FOR PROMPT SERVICE CALL PHONE 845

Established 1889

## BAKER & HOLMES COMPANY

French Avenue at Eighth Street





# Christmas Dainties

## PRALINES

White Sugar	2 cups
Brown Sugar	1 cup
Corn Sirup	3 tablespoons
Evaporated Milk	3/4 cup
Water	1/2 cup
Nuts	1 1/2 cup
Corn sirup	3 teaspoons
Maple Sugar or Mapleine	1 tablespoon

Mix all ingredients except nuts and boil until the soft-ball stage; let cool without stirring until you can bear your hand on bottom of cooking vessel; add nuts and beat until creamy. Have buttered slab or sheet ready, and when mixture is stiff drop it by spoonful on same.

## CHRISTMAS FRUIT SQUARES

Candied Pineapple	1/2 cup
Dates (chopped)	1 cup
Walnuts (chopped)	1 cup
Orange and Lemon peel (chopped fine)	1/4 cup
Powdered Sugar	1 cup
Flour	3/4 cup
Butter	1/4 cup
Baking-powder	1 1/2 teaspoon
Salt	1/4 teaspoon
Eggs (beaten until light)	2

Cream butter and sugar; add eggs and then other ingredients. Mix well and spread on well-buttered pan, baking 30 minutes. When cool cut in squares and roll in powdered sugar.

## SAND TARTS

Flour	1 pound
Sugar	1 pound
Butter	1/2 pound
Butter	1 pound 1/2
Eggs	2
Almonds (blanched)	1/4 cup

Flavoring to taste

Mix all ingredients together in a dough; when well mixed turn on lightly-floured board, roll out and cut into cookies. Halve and lightly embed the almonds. Brush with white-of-egg and sift over the tops granulated sugar which has been seasoned with powdered cinnamon; bake in quick oven about 15 minutes.

## FIG PUDDING

Molasses	1 cup
Suet (chopped)	1 cup
Milk	1 cup
Flour	3 cups
Eggs	2
Figs (cut in pieces)	2 cups
Cinnamon and nutmeg, of each	1 teaspoon
Salt	1/2 teaspoon
Soda	1 teaspoon

Dissolve soda in tablespoonful of warm water and add to milk; add molasses and other ingredients and beat thoroughly, well-beaten eggs last. Have buttered two small or one large brown-bread molds and pour mixture in. Steam for four hours and serve with either hard or hot sauce.

## ORANGE COOKIES

Shortening	1/2 cup
Sugar	1 cup
Pastry Flour	3 cups
Baking Powder	4 teaspoons
Salt	1/4 teaspoon
Grated rind of orange	1
Orange juice	1/2 cup
Egg	1

Cream shortening and sugar; add well-beaten egg. Then stir in alternately the orange juice and the dry ingredients which have been sifted together. Turn out onto floured board and roll thin; cut into cookies of any shape desired, and bake in hot oven about seven minutes.

# A TOMORROW'S SERMON TODAY

FAILURE TO GIVE MONEY TO GOD IN TITHES MAKES THE CHURCH A BEGGAR  
INSTEAD OF A QUEEN AND LEADS HER INTO UNSCRIPTURAL ENTERPRISES, MINISTER RUDICEL WILL CHARGE

Christ's reported answer to the Pharisees who sought to trap and confuse him, "Render unto Caesar the things which are Caesar's, and unto God the things that are God's," will be the text of the sermon tomorrow morning by the Rev. Mr. Rudicel in the Christian Church, in which he will propose the giving of the Scriptural tithe as sole and sufficient method for financing organized Christianity, replacing haphazard and "unscriptural" methods frequently employed. The Minister will say:

"The text contains an admonition which applies to all men. It is elemental and it is fundamental. It applies to all, regardless of whether they are Christians or non-Christians, saints or sinners. Upon its being complied with depends the happiness of every individual. It deals with the money question. I make no apology for that. The money question was the subject of the majority of the Parables uttered by the Son of God. He must have considered it indeed an important subject to give it so much of his attention. Notice throughout the entire Word of God how many important passages there are on money.

"To my mind no Scriptural injunction is more clearly set forth than the Law of the Tithe. I prefer to call it the Principle of the Tithe. Laws come and go, are enacted and replaced, or modified, but principles endure forever. The Eighteenth Amendment may or may not be repealed, but we can never abrogate the principle that temperance is a good thing for the human race.

"It always has been a principle of God that He demands a proportionate part of man's wealth to be 'rendered unto Him' as an act of worship, an act of recognition of His sovereignty, and this proportionate part is set forth in the Bible. The impression that the paying of the tithe was a Mosaic and Jewish ritual law only, and that Christ abolished it, is not correct. Abraham paid tithes centuries before Moses was born. So did Jacob. So did the Phoenicians, the Egyptians, the Chaldeans, so did all the Nations and tribes of antiquity to their separate gods long before the Jews had their existence as a blood. No fact in ancient history is better established than this.

"Temperance is a principle; the Eighteenth Amendment and similar documents are only laws. Note the difference.

"There is no question that the proper rendering unto God, as a principle, of His required portion of our material possessions will provide the great Kingdom enterprises of today all the money they require, and that the cause of Christ will be immeasurably advanced everywhere thereby. When will Christ's people wake up to this fact? When they do, the Church will sit

as a queen in the community, loved and respected by all, instead of posturing as a beggar, resorting to all sorts of unscriptural methods to raise money for her needs. Then people will get ten times more joy out of their Christianity—mainly through the conviction that they are partners with God.

"Then the Church will abandon as unnecessary and unscriptural some of the things the churches are now doing in the world. Then we shall finance God's work in His own way, and outsiders will gladly come into the Kingdom who otherwise could not be forced into it."

The hour of morning service of the Christian Church, meeting in High-school Auditorium, is 11 o'clock.

COUNTY CHAMBERGRAM—Will the Geneva-Titusville Road be a broad hard-surfaced highway soon? Why. Seminole County Chamber of Commerce.

COUNTY CHAMBERGRAM—Is the citizenship of the County working as a unit? Yes. Why? County progress is impossible without unified action.



## Valdez Hotel Seminole Hotel

Operated by

ROGERS-WARNER HOTEL SYSTEM

"You are Welcome"

Wurt W. Warner

Manager



## 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)



# 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

Your Advertisement In

# SANFORD TODAY

IS AN ADVERTISEMENT

## READ

IN EVERY SANFORD HOME



*For  
the first time*

Radio shielded from  
outside interference,  
in cabinets by master  
craftsmen, at amaz-  
ingly low prices!

**FREED  
EISEMANN  
RADIO**

{ See the new sets  
TODAY }

Terms if desired. Free  
demonstration in your  
own home.

## Seminole Radio Co.

PHONE 630-J.

323 SANFORD AVE.

Everything for Christmas Day



Nuts, Fruits, Candies, Meats,  
Groceries

LET US SERVE YOU

# Piggly Wiggly

Sanford, Florida



# 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. Philips  
*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-Puleston Building, Park Avenue

### CONGREGATIONAL CHURCH

Corner Park Avenue and Third Street

### EPISCOPAL CHURCH

Corner Park Avenue and Fourth Street

### METHODIST CHURCH

Corner Park Avenue and Fifth Street

### BAPTIST CHURCH

Corner Park Avenue and Sixth Street

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

### SCHOOL BOARDS

#### COUNTY

T. W. Lawton, *Secretary*  
Fred T. Williams, *Sanford*  
C. F. Harrison, *Geneva*  
L. J. Hartley, *Longwood*

#### CITY

H. C. DuBose, *Chairman*  
S. O. Shinholser  
W. M. Haynes

### CIVIC CLUBS

#### ROTARY

W. M. Haynes, *President*  
Mortimer Glover, *Secretary*

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

### PRESBYTERIAN CHURCH

Corner Oak Avenue and Third Street

### CATHOLIC CHURCH

Oak Avenue Between Eighth and Ninth Streets

### CHRISTIAN CHURCH

Services in High School Auditorium

### MASONIC HALL

North Park Avenue

#### I. O. O. F.

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

#### B. P. O. E.

Two Seventeen Oak Avenue

### CITY HALL

North Park Avenue

### SEMINOLE COUNTY COURT HOUSE

North Park Avenue

### MUNICIPAL PIER

Foot of Park Avenue

### MILANE THEATRE

Corner Magnolia Avenue and Second Street

### A. C. L. PASSENGER STATION

West Ninth Street

### CLYDE STEAMSHIP CO., DOCK

Foot of Palmetto Avenue

### GOLF COURSE AND COUNTRY CLUB

Three Miles South-West of City

### MUNICIPAL WATER WORKS

French Avenue and Thirteenth Street

### MUNICIPAL GAS PLANT

West Sixth Street