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This Week in Sanford, Vol. 01, No. 22, June 14, 1926

Arthur R. Curnick

J. Henry Wulbern

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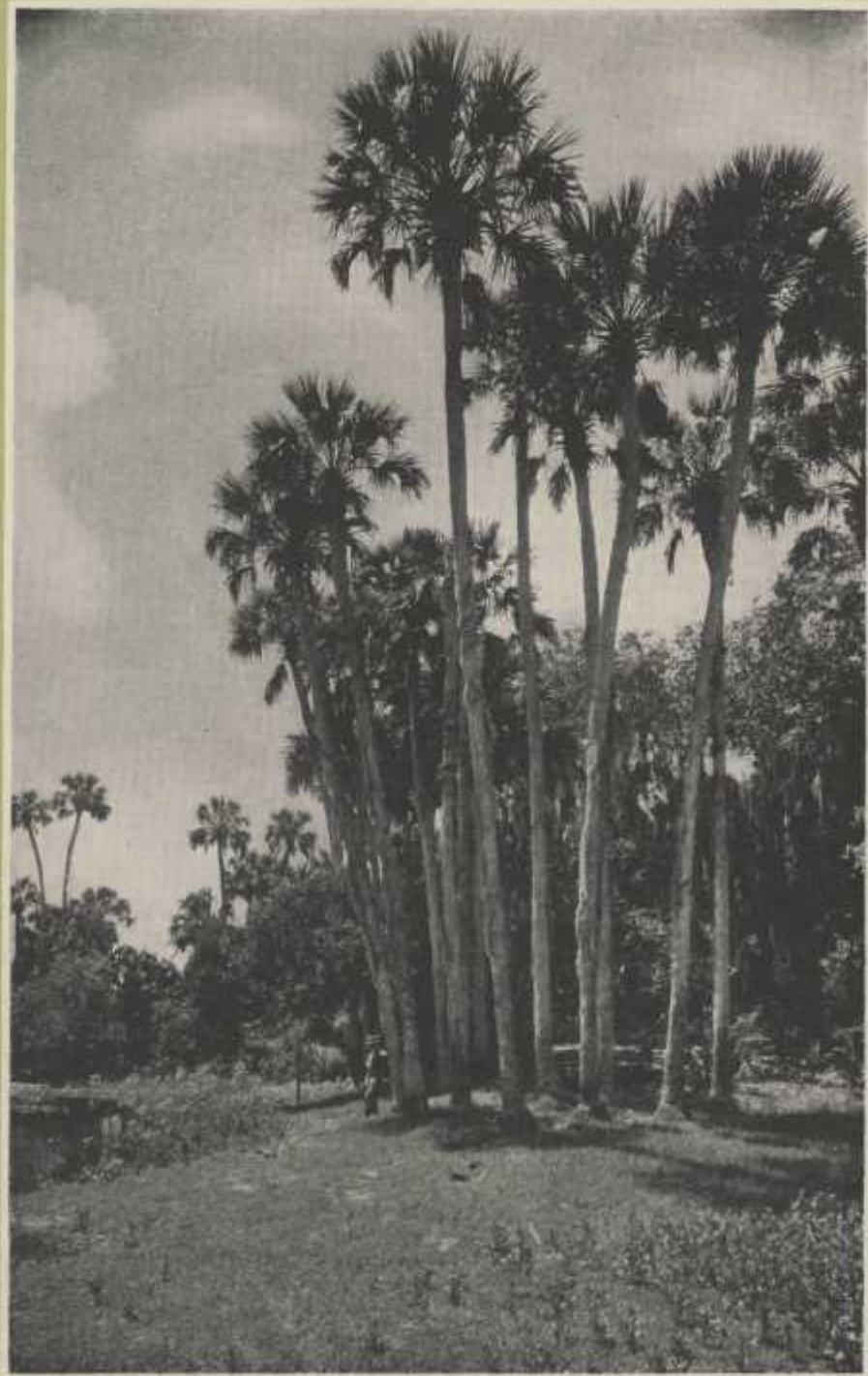
This Week in Sanford

Chamber of Commerce News

Real Estate Activities

PUBLISHED IN THE INTEREST OF SEMINOLE COUNTY, FLORIDA.

AMUSEMENTS SOCIAL AND FASHION NOTES SPORTS NEWS OF THE CHURCHES DAILY CALENDAR



RADIO WORLD-BROADCAST EDITION

THIS WEEK IN SANFORD CIRCULATES IN ELEVEN STATES



Hotel Forrest Lake, Inc.

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BLOOMFIELD HULICK, Treasurer

"A NORTHERN HOTEL IN THE SOUTH"

This hotel is owned by and operated under the personal supervision of Hulick and Hulick, whose reputation at Loch Arbor, Allenhurst, New Jersey, is a guaranty of a first-class table and unbounded hospitality.

It ranks as one of Florida's distinctive hotels. Rates are as low as is consistent with good food, good beds, good rooms, and generous hospitality. You be the judge.

Summer Time in Winter
Spring Time in Summer

OVERLOOKING LOVELY LAKE MONROE

THIS WEEK IN SANFORD

RADIO WORLD-BROADCAST EDITION

THE MAGAZINE OF SEMINOLE COUNTY, FLORIDA

Volume 1

FOR THE WEEK BEGINNING JUNE 14, 1926.

Number 22

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SAN LANTA

SIX HOMES OF DISTINCTIVE ARCHITECTURAL DESIGN are under construction in SAN LANTA and may be inspected at any time.

We will be pleased to show you thru these beautiful homes.—CALL 720.

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Sanford, Florida

HOW ABOUT SANFORD AS A PLACE TO CALL HOME?

A Frank Statement of Conditions Which Are Drawing Thousands of Folk Here

Seeking a place to call home is one of life's most interesting games in this day of civic development and community advertising. From the brochures of some municipalities one easily gains the impression that Utopia has finally been achieved and there is no problem left of selection or improvement.

Sanford, Florida, makes no such claim. It knows its resources and its attractiveness, but it sets no claim of infinite virtues;—it is just one of the best cities in all America in which to live and work. The purpose of this article is to point out the favorable items on the ledger of Sanford as a place to call home.

Probably first in the list of requirements is climate. Sanford has one of the most remarkable climates of the country. It is just south enough to escape most of the rigors of the occasional cold waves that creep down into northern Florida in winter, and just north enough to be cooled invariably in the summer by breezes from Ocean and Gulf. Sanford is in the narrowest section of the State, and the winds come pleasantly from east or west.

It does get hot in Sanford in mid-summer-day, but never dangerously hot, and most of the summer days are as delightful as the "rare" days—and how rare they are!—in a New England June. The delusion that Florida summers are unbearable is rapidly passing away; our summers are delightful. And we are but an hour and a half's ride from the finest beach in the world.

After climate comes environment, and this should be sub-divided into three requisites,—business advantages, social and religious conditions, and school and health conditions.

Sanford is facing a remarkable business development that should carry her into the very front rank of Southern cities,—but she does not depend on pictures of the future. The *Now* is good. Her financial leadership is sound, with careful handling of monies;—real estate values have been kept down and values are sound.

Her economic solidity rests on the foundation of agriculture, a safe base;—she ships over \$6,000,000 worth of celery and other crops annually. Her strategic position at the head of the St. Johns navigable waters gives her freight differentials that assure tremendous industrial advance during the next few years. It is a sane expectation that Sanford will become one of the great industrial centers of the South,—both for manufacturing and for assembling.

We doubt if there is a city of Sanford's size with a more interesting social and religious life. The churches are led by clergymen of scholarly attainments, but men who mix with their congregations;—they couldn't be aloof here anyway. If you are aloof, in Sanford, you soon leave Sanford. The community spirit is too strong for its flood to be dammed by any individual inertia. Social activities, centering in the Woman's Club, which is fully treated in another article in this issue, are especially attractive. Dances, bridge parties, yachting parties, and other functions follow each other in constant succession the year round.

All Sanford schools are under supervision of the County Superintendent of Public Instruction, who is assisted by supervisors and trustees of the special tax districts. At present the city has five schools and one large addition is now going up,—High-school, Grammar, and three Primary schools; also schools for colored people. Four hundred and fifty thousand dollars is being spent on the new High-school. Schools are free; and Sanford High-school graduates are admissible to any reputable college.

Then, there are sports,—the regattas on Lake Monroe, the pennant baseball being played by the Sanford club in the Florida League,

the tennis tournaments of the Sanford Racquet club; the golf matches, with exhibitions occasionally by star performers of the world; and there are two theaters with daily change of pictures, and during the winter months frequent performances by road companies.

Frankly, isn't it fair to say that a city with such admirable conditions is a good place to live?

We believe so, and the proof is simply a matter of arithmetic;—a new house is being built every day in Sanford for folk who want to call this delightful city "home."

We will make you welcome, too.

SANFORD'S STORY

"Sanford lies at the mouth of New York Harbor, and will one day be the greatest city of inland Florida."

That sentiment is not a product of present-day skilled producers of paid-for publicity. The sentiment was uttered half a century ago by Sanford's founder, General Henry S. Sanford, Minister to Belgium under President Grant. The Twentieth Century is merely watching the prophesy come true—and helping to make it come precisely true.

Sanford on Lake Monroe, at the head of St. Johns River navigation, was originally known under the Spanish dominion as The Valdez Grant. As an American town it takes date from its founding in 1871 by General Sanford; and six years later it was incorporated. But two years before incorporated Sanford became the place of the first tourist hotel in Central Florida when in 1875 was built the Sanford House, one of the most modern of that period.

The pioneer railroad to thrust southward from Sanford was begun in 1880, and the first shovelful of earth in the project was turned by the President of the United States, U. S. Grant. The railroad when completed became a part of the Plant System and extended to Tampa. In 1886 the Jacksonville-Tampa and Key West Railroad was built into Sanford from the north, making this city the southern terminus of that railroad. In 1885 Sanford was one of the most modern cities in the State, had a waterworks plant, gas plant, ice factory, etc. A disastrous fire visited the city in 1887, and in the same year the initial South Florida Fair was held, which was a feature event of that time.

In 1893 Sanford was the largest interior city in Florida, and the largest orange shipping section in the world.

Many thousands of groves planted in its back country brought prosperity to every one directly or indirectly engaged in this industry. The first nursery in Florida was established in Sanford by one of the early pioneers. The epochal freeze of 1894-95 practically annihilated all sources of income to the city. As in other communities, this catastrophe was followed by a general exodus of the people. Of the eight banks in the County at that time, the First National Bank of Sanford was the only one to withstand the crisis.

The first attempt at truck raising was made in 1898, when celery and lettuce were planted on a small scale and a system of irrigation, novel at that time, was introduced. It was not, however, until several years later that the crop was grown commercially and profitable returns were derived therefrom. These results gave an impetus to the city's growth.

During the period from 1910 to date, the celery delta comprising Sanford's back country has proved a source of great wealth.

In 1910 Sanford, which was then in Orange County, became the judicial seat of the newly created Seminole County. That year saw the

completion of a high-school building, paved streets and the construction of several churches and business buildings.

The early summer of 1926 finds Sanford a vigorous and peculiarly substantial city of nearly 15,000 population, of which 75 per cent. is white American; the foreign percentage is barely a trace; the negro proportion is about one fourth. A city of steady and solid prosperity rather than of swift leaps and uncertain bounds. An uncommonly clean and pleasant city of wide paved streets, flower-touched homes, and friendly people. With lovely Lake Monroe shimmering five by seven miles at her doorstep, and the storied St. Johns winding off around the bend, and over all a climate called "summer time in winter, spring time in summer"—Sanford is indeed

"A wonderful place to live in!" Come and see.

SANFORD HAS GOOD HOTELS

The city may be justly proud of its accommodations for the tourist.

Leading these services is the magnificent new Forrest Lake Hotel, operated by Hulick Brothers who own the Loch Arbour Hotel at Allenhurst, N. J. The Forrest Lake is situated on East First street, right by the shore of beautiful Lake Monroe. It is appointed as fleetly as any hotel in the country and yet makes rates which are commensurately reasonable. It has a spacious dining-room, a splendid ball-room, luxurious lobby, and all modern conveniences throughout. A large garage has recently been added to its advantages.

The Warner-Brown interests control the Valdez and Seminole hotels, both centrally located in the heart of the city, and always popular with visitors from far and wide. The Seminole is to be renovated shortly.

A charming homelike hotel is the Montezuma, under the direction of John R. MacDonald, on Magnolia avenue, two blocks from the center of the city. It is modern and wholesome with a delightful atmosphere characteristic of truly Southern hotels.

Many smaller inns are scattered over the city, some with particularly cozy and attractive rooms at reasonable rates. You will be pleased with accommodations here.

FLORIDA NUGGETS

Florida's shortest days are only three hours shorter than her longest days; hence it has less sun in the summer and more sun in the winter than northern states.

The state has ten million acres underlaid with red clay subsoil.

Many oil wells have been drilled, four to great depths, but without encouraging results.

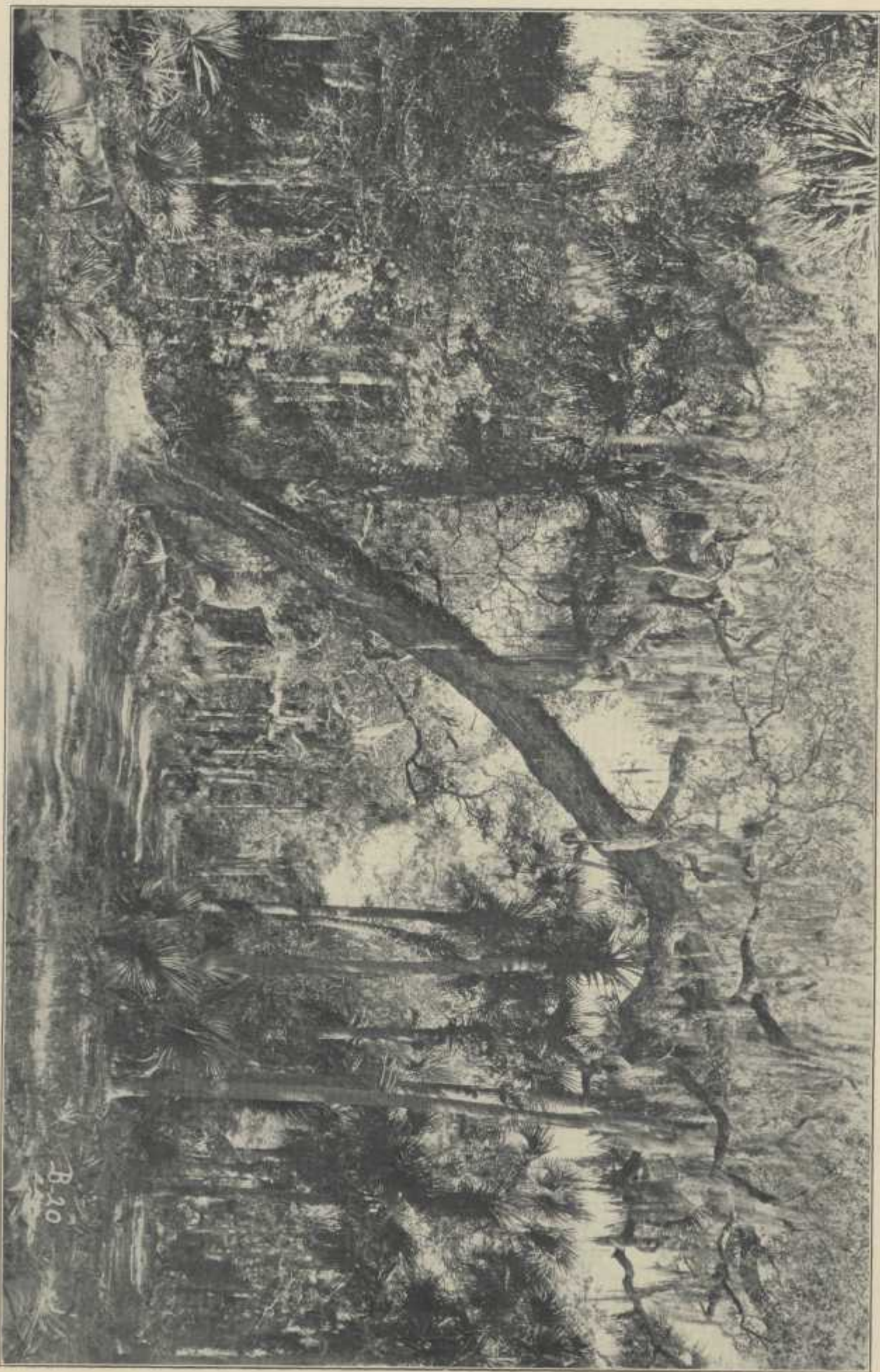
Florida has yet no labor difficulties. The colored population solves the servant problem.

Joaquim Achille Murat, Prince of Naples, nephew of Napoleon, lies buried at Tallahassee, where for twelve years he was postmaster.

In 1880 Henry Diston came to the financial aid of Florida by purchasing four million acres of land for one million dollars—or twenty-five cents per acre. The State has been continuously in "easy circumstances" since that date.

There are more than 100 different kinds of soil in Florida, which grow more than 200 varieties of crops, fruits, nuts and vegetables. Eighty of these are grown commercially and shipments out of the State average 290 carloads daily.

For each person in this country with the time and means to journey to the Pacific Coast, it is perhaps safe to assume that five persons have the time and money to enjoy Florida's winter sunshine.



B. 20

ARTIST, GOD.

Among the Oaks and Sentinel Palms. Near Geneva, in Seminole County.

CITY WILL SPEND MILLIONS FOR IMPROVEMENTS

Elsewhere in this issue of THIS WEEK IN SANFORD the statement is officially made that bonds of the City of Sanford command a premium. That solid truth and the equally admirable fact that Sanford never has bonded itself except to accomplish a wise, substantial, and progressive end, account chiefly for the very heavy majority cast in the city last April 19th for a bond issue of \$2,565,000 for twelve municipal improvements.

The bonds now are being sold in blocks to correspond with the scheduled series of outlays.

Here are the twelve projects for which the citizens voted, six to one, in April—their character is one index to the sort of community this is

To enlarge, improve, and extend the sewerage system, \$575,000.

To open, grade, curb, pave, and improve certain streets, \$100,000.

To pay for land required for municipal uses, \$100,000.

For new fire-stations and equipment, \$150,000.

To extend and improve the municipal water system, \$325,000.

To extend and improve the municipal gas system, \$200,000.

To build and equip a municipal hospital, \$100,000.

To install an electric fire-alarm and police telephone-call system, \$40,000.

To install a "White-Way" system of street lighting, \$75,000.

To construct municipal docks and wharves, \$400,000 (additional to \$734,000 for bulkheading).

For reclamation of bulkhead lands, etc., \$400,000.

To construct a municipal natatorium, \$100,000.

If the Sanford which so earnestly, cheerfully, and quietly voted this \$2,565,000 for the public advancement were a city of exactly instead of nearly 15,000 population, and if every one of the 15,000 were of voting age and a voter, each person in the city would have voted "\$171 worth" for municipal Progress. No, that is not quite true, for the vote was not unanimous, it was only six to one; among every seven who voted there was one who stooped to life a millstone to his city's neck.

But the city merely smiled and counted "six."

IS SANFORD A TOURIST TOWN? HERE'S AN ANSWER

Sanford has gone so steadily about its own business for the last half century, building itself commercially and agriculturally, that it has almost forgot to go out and sell its advantages as a tourist center.

But in the last two or three years the tourists themselves settled the question. They came in large numbers, and they have stayed.

Perhaps you are not familiar with the great Central Florida Section. Perhaps you think of Florida as a sandy coastline of flat country, with some delightful beaches, a lot of palm trees, and high prices. If you are laboring under delusions of that sort you have a duty of fairness if nothing less to come down and get the truth.

The Central Florida Section is high. Parts of it show a rolling country reminding one of the New England Berkshires,—not mountainous, certainly, but high enough. Sanford in some portions is 60 feet above sea level and the rest of her is as high as New York City,—and there are automobile rides adjacent to the city that give you hills and dales with all the added beauty of the wonderful tropical scenery.

Lake Monroe is the great tourist asset of Sanford. With a peculiar combined beauty and grandeur, it offers endless variety of entertainment in boating, regattas, fishing, and strolls along its shores. A yacht basin offers protection for your craft, and a splendid pier serves as the center for all water activities.

During the past season a tourist club made things veritably hum in the city. Dances for tourists were held weekly, chess matches and other games were on,—the omnipresent horse-shoes and checkers, and all the rest,—and band concerts were regularly given. The city is building a magnificent shell on the waterfront this summer for the band concerts next season.

The new great White Way system is to extend along the Lake shore, which will make a night panorama of unending beauty and attractiveness.

Good tennis courts are ready, with strong Racquet Club, to which you will be invited if you love the game of the net. Baseball is a popular game in Sanford, with league games and intercity organization matches. Sanford has been chosen as the training ground for athletes of other sections; it is a good place to

grow strong and to play as well as work. The golf course is sporty and in excellent condition.

Speaking of fishing, you cannot afford to miss the lakes in and about Seminole County. The bass and trout, and other varieties of fish, too numerous to mention, are waiting your rod and reel, and real fishing, too—not sleepy waiting for a bite on the hook or an appetite. Seminole County was the rendezvous of fishermen and hunters long before its great agricultural advantages were dreamed of.

If it is, then, a matter of rest and fun that you seek in Florida, that too is waiting you in Sanford—not too much gaiety, but conservative, substantial enjoyment. Come on and join in.

The livestock, dairy and poultry products of Florida increased from 1912 to 1925, 138 per cent.

SANFORD GROVE

"Amid Majestic Pines"

PREMIER PIONEER
DEVELOPMENT

of 150 acres

HIGH in ELEVATION

HIGH in QUALITY

LOW in PRICE

Crescent Boulevard 120
ft. in width and Geneva
Road, paved highways,
Sanford to Geneva,
pass thru this property.

Sanford Grove, Inc.

E. C. MILLER, President

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Sanford, Florida

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115 Bank Street

Sanford on the St. Johns River

Since you plan to come to Sanford within a few weeks, why not take advantage of our REAL ESTATE SERVICE in Sanford, and the St. Johns River country. We will locate you in the City, on a Celery Farm, in a Grove, or on the Water front. Should you not desire to buy immediately, we will help you rent a suitable place. Please advise us in advance of your coming.

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REALTORS

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SANFORD, FLORIDA



AMUSEMENT SECTION

THE WEEK IN LOCAL THEATRES—NOTES FROM STAGE AND FILM



A BARRYMORE TRIUMPH

"The Sea Beast," which is the screen title of Herman Melville's story "Moby Dick," was The Milane's offering for Monday and Tuesday. From coast to coast from the picture palaces of the great metropolitan centers this screen drama—an epic of the golden age of sea-faring heroism—is heralded as being not only John Barrymore's greatest accomplishment in screen portrayal but one of the big outstanding feature productions of the season.

WEDNESDAY

On Wednesday, Marion Davies supported by Antonio Moreno and a hand-picked cast in George Barr McCutcheon's romance "Beverly of Graustark," crammed full of action and heart tugs. Who hasn't revelled with Beverly Calhoun amidst this quaint atmosphere of a mythical kingdom?

THURSDAY

"Wet Paint," Raymond Griffith, Helen Costello and Bryant Washburn. A Paramount Picture heralded as being a "dressed up big-city comedy." The title indicates it, and in line with "Ray's" customary mirth-prevoking proclivities we'll look forward to a full measure of rollicking entertainment.

FRIDAY

"Merchant's Gift Night," and Jack Holt in "Born to the West." Here's a combination that spells S. R. O., so you'd better gather 'round for the matinee. Seems like folks hereabouts are not only keen for "Jack" but stronger n' horse-radish for Zane Grey. Last Friday Peter Paul "The Beauty" handed out ten dollars' worth of modern beautification and nine other merchants passed out values to the tune of two dollars and fifty cents each. Better step 'round, maybe you'll be "gifted."

SATURDAY

"The Sporting Lover," Conway Tearle and Barbara Bedford. The kind of a lover every woman loves. Can you picture Conway in this one? Sez yes? Well, we'll step out to this one too. Natchally this is Saturday's offering.

NOTES OF THE SCREEN

Announcement of plans for the filming of a gigantic production having its theme-part played by airplanes in the World War is made by Jesse L. Lasky. "Wings," an original story by John Monk Saunders, will be made on a scale eclipsing anything of the kind ever attempted, according to Paramount's production chief, with the first scene scheduled to be made July 15.

There doesn't seem to be any doubt that Thomas Meighan has made up his mind to have his next picture for Paramount, "Tin Gods," one of the best of his career. It is announced that three well known players have been cast already in supporting rolls. They are Aileen Pringle, Norman Trevor, and Renee Adoree.

Following the announcement that Marshall Neilan's first production on his new Paramount contract is to be "Diplomacy" comes word that Blanche Sweet is to be starred in this drama written by Victor Sardou. Both Neilan and Miss Sweet were under contract to Paramount several years ago, and this well known combination turned out a series of the most successful pictures of that time.

Gilda Gray's first starring Paramount picture, "Aloma of the South Seas," opened at the Rialto Theatre with a midnight premiere recently and with admission prices for the first night ranging from \$1.00 to \$5.00. It is booked for an extended run. Miss Gray appeared in person, as she will during the entire run of the picture. Seventh Avenue was a milling mob at midnight, despite showers during the evening. The crowd of curious onlookers was so great that ticket-holders found it almost impossible to gain entrance. Even the efforts of several policemen could not clear paths from curb to entrance for the stars of screen and stage. Like others, they joined in the crush for admittance.

"The Place with the Pine-straw Yard"

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Substantial City



John Barrymore in "The Sea Beast"

The Milane Theatre

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Photo Drama Attractions

WATCH THIS PAGE WEEKLY

For Announcement Reviews

An AGRICULTURAL SURVEY OF SEMINOLE COUNTY

Editor's Note.—The truth about Florida is amazing enough. It is so amazing that to stretch it is not only wrong but perilous. The difference between Florida facts and Florida exaggeration is the difference between publicity and propaganda. This magazine does not deal in propaganda. Mr. Whitner, who writes this finely straightforward article, is widely known as an opponent of exaggeration in any form.

By B. F. WHITNER, Jr.,
Former County Agent

During the two decades preceeding the "Big Freeze" of 1895 the territory included within the boundaries of Seminole County was noted for its many fine citrus groves. Sanford was, in fact, one of the world's largest shipping points of oranges. The per capita wealth was very high, the prospects were rosy, and development was very rapid.

After the freeze, which damaged the groves so badly, many growers moved away. Others cast about to see what the future offered at hand. Along the shores of Lake Monroe, the St. Johns River, and Lake Jessup, were large areas of fertile but undrained flat woods and hammocks. An ingenious mind worked out a tile system, which has since 1896 converted large acreages of this lowland into perhaps the most intensive out-of-doors farming section in our country. The development at first was slow, but soon gathered momentum. The section once famed for oranges has long since become even better known as a vegetable-producing section—particularly of celery—and Sanford has become famed as the "Celery City."

At present there are at least 4,000 acres planted to truck crops each year in Seminole county, the second smallest county in the State. Every acre of it is subirrigated, subdrained, and subaeriated by means of the tile system worked out locally, now widely used and designated "the Sanford system." A publication by the United States Department of Agriculture speaks of it as being the most perfect system for control of soil moisture that has yet been devised.

Of the 4,000 acres planted to truck, 3,000 are given over to the producing of celery. On some of the heavier soils two crops of celery are produced in a single season. Where only one crop is grown, it is generally preceded or followed by a crop of some other vegetable. Generally from 600 to 800 acres are planted to lettuce, an equal acreage to green peppers, from 300 to 500 acres each to escarole, cabbage, tomatoes, and beans, and lesser acreage to potatoes, eggplant, carrots, beets, or almost any vegetable one could name.

The celery acreage is larger than that of the other vegetables because it has been found more profitable, year in and year out. This is in spite of the fact that to grow an acre of celery requires the expenditure of from \$500 to \$700 per crop. Celery requires much cultivation, fertilization, and spraying in the field. It is bleached with paper, which is expensive, and the transplanting and harvesting costs are high. Nevertheless, taken as a whole it is doubtful that a more prosperous farming community than this could be found. The growers live well, drive good cars, take vacations in the slack season, send their children to school and college, and take a large part in all civic enterprises.

The season now closing, altho not free from its "ups and downs," has been one of the most prosperous that Seminole County has ever experienced. From the 3,000 acres of celery approximately 4,500 cars were sent to market. The prices have averaged very good and the crop will bring the growers in the neighborhood of \$4,500,000 (not \$8,000,000, as somewhere

stated), or right around \$1,500 per acre, half of which should be net profit to that grower who is economical and efficient. That is to say, about 650 Seminole County growers have a season's net of approximately \$2,225,000.

The prices brought by the other vegetables have averaged rather high too, and have brought into the county probably another million dollars at least, perhaps even more.

Altho entirely eclipsed by the development of the trucking industry, many of the old citrus groves responded to care and were again producing fruit within a very few years after the "Big-Freeze" of 1895. Other groves, which were abandoned, could have been brought back if the owners had only been less discouraged and more disposed to prune, fertilize, and cultivate. Considerable new acreages have been set out. At present Seminole County ships about 1,000 cars of citrus fruit, and additional acreage is coming into bearing each year. There are about 1,500 acres in grove now, with some plantings being made. Seminole County has as fine citrus lands as are to be found in the State of Florida.

Altho trucking and citrus occupy the foremost positions in the list of agricultural industries, there are several others, comparatively small, perhaps, but nevertheless successful and contributing to the prosperity of the County.

There are a number of poultry flocks that are doing well. This section of the State is very admirably adapted to the raising of poultry. The mild climate, green food all year, comparative freedom from insects, and the fact that expensive housing is unnecessary, all make for success. An eager local market will take all that can be produced in the way of meat and eggs for a long time to come.

One of the largest squab farms in the South is located in Seminole County.

There are several successful dairies being operated at present, but their total output often will not fill the demands of the local public, even at high prices. Full milk brings 25 cents per quart, cream \$1.00. More good dairymen are needed.

The world's largest fernery is located within the County limits. There one can view 65 acres of asparagus plumosus under one shed. There are a number of other smaller ferneries. No figures are available on profit per acre on ferns, but a very small fernery, well tended, will yield a living.

Another specialty being grown now is the paper-white narcissus and closely related varieties. Some twenty small commercial plantings have proved very successful. The bulbs have grown wonderfully, exceeding the growers' ex-

pectations, and producing a firm plump bulb averaging even larger than the imported stock. The paper-whites should yield from \$750 to \$1,000 per acre. The country has been importing yearly about 50,000,000 of these bulbs. The supply has been cut off by embargo restrictions of the Federal Horticultural Board. A good domestic market exists. Florida, and Seminole County in particular, can produce the bulbs.

The possibilities offered by Seminole, "The County Supreme," are wonderful. Of its 250,000 acres at least 50,000 to 75,000 are suitable for trucking or bulbs. And only about 4,000 are under cultivation. Between 75,000 and 100,000 are a good grade citrus land, while only 1,500 are planted to groves.

Transportation and marketing facilities have been highly developed. Sanford is the world's greatest F. O. B. celery market.

The largest of all icing and re-icing stations, bar none, is located here.

The industry has attracted large amounts of labor. Farm lands are well served with hard roads, telephones, electricity, and many city conveniences. The opportunities are great and the place is a pleasant one in which to establish a home.

No boom has taken place in Seminole farm lands, and none is wanted, but a steady healthy growth is in progress and has been for years, for years to come.

There is no reason why it should not continue

To make a success one year with another a farmer should have several sources of income. He has these in Florida, which is not a one-crop state.

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20 years of experience behind us

What Saith Solomon?

Drawings By Byron Stephens

"They tell me, Chief, that you are only twenty-six years old. You look thirty-five—I mean, you have the bearing of a man of thirty-five."

"I have troubles. I was chief of Police when I was twenty." Mr. R. Williams sighed to his feet and took his height and his weight for a short turn around the room, and resumed his desk. He looked less formidable sitting down. Let us leave him there, resting his careworn face, and step into the adjoining Police Court room of the also youthful Judge White. Mayhap Little Bit will be there. Or Mamie. Or both.—Oh lord no! not both; we are a peace person.



THE JUDGE

Little Bit is not there. Nor Mamie. Little Bit, it appears, has been and gone, and Mamie for once is neither in court, in jail, nor out on bond. It will be a quiet morning for the bench. But it may not be a quiet day for the police. They both live down in Goose Hollow on Seventh street, and it is possible they both are at home.

Lately in this modest column we referred to Lily, whose lips are not white like the chalices of her flowery namesake uplifted to the benediction of some Easter sky but are black, where not assisteadly red; that Lily who is young and of a slenderness; whose house, saith Solomon, inclineth unto death and her paths unto the dead; that Lily who is a vestal of the oldest flame in the world. Little Bit belongs to Lily's profession and to her race. So does Mamie, but varies her activities by incursions into the labor of the celery fields. At such times the industry languishes, the police arrive, and work is reluctantly resumed. Mamie's favorite side-arm is a knife. Little Bit favors a bottle, a heavy one such as soft drinks are shipped in. Both are expert in the



NOT MAMIE

duel but the records of the Police Surgeon and the fuller report of Goose Hollow credit Mamie's offensive as the more effective. They are rivals in Goose Hollow for gentler-sex supremacy. They will continue rivals until one of them is dead or otherwise moved away.

"Little Bit?" echoed the Judge our inquiry. "No, Little Bit hasn't been up for anything this morning. Neither was Mamie, though she called. She came in to see me about her husband. She said husband. He has run off with another wench and a twenty-dollar gold-piece of Mamie's. Mamie wants the woman and the gold. Said she will need the one after she has seen the other. But I think her bail wouldn't be that low. She's too thorough."



THE CLERK

"Who?—Mamie? yes, she's thorough, if that's what you like to call it," spoke the big young Chief, strolling into the room and saddening his face. "I was once a

riding exhibit of her thoroughness. You know about that, Judge, but this gentleman don't.

"She and Little Bit had been collecting pieces out of each other and I went down to the Hollow to bring Mamie in. I got her on a second-story back porch but I didn't get her right. She had a baby in her arms and in getting hold of Mamie I got hold of the baby first. I think she managed that. Presently the high stairway broke off and I fell the whole way to the ground with the baby. Mamie held on to the porch and stayed above.

"When I could get free of the wreck I started to climb back for her, but she got loose and ran and jumped into a mud-hole up to her waist. I tried to coax her out, tried half an hour, then went in after her. She thought I wouldn't.

"Four of us loaded her onto the floor of a truck and started for the Station. You could hardly tell which of us was policeman or prisoner, Mamie or me, for the mud. She had fought a lot in the hole. Us four sat on Mamie, riding down, or tried to. When we got here she was a black September Morn and we never did pick up only a few scraps of her clothes. She didn't even have her mud on; we had that."

"And Little Bit?" we gently prompted. "Did you go back and get her?"

"No. The surgeon had Little Bit, putting her together again."

"Some of these Negro women," explained the Court's Clerk, "have to be dealt with as disorderly persons."

We fear that is true.

Sir Philip Gibbs, or ever the King of England gave him the knightly sword to squire his knightlier pen, once told me he had heard a lark sing above the roar of six thousand Christian cannon.

Maybe it was at Verdun; I did not ask. How he could have heard the bird notes in such a place, that I did ask; and between puffs from the longest cigarette-stem in the club he answered:

"Just as one may hear a child's scream above the roar of an express going by a crossing. I fancy; the notes are so high and thin."

Then it did not occur to me to put a far more interesting question: Why had he noticed the lark's brief song amidst the cannons' crash?

(Continued on Page 26)

"Its Always Cool on Lake Monroe"

The Beautiful Yacht Welaka

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Natural Sandy bottom; the most tropical scenery north of the Everglades.

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THE MILANE, Sanford's Leading Theatre

WHY WE LOVE SANFORD



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If you choose we will build to suit you, or make any changes for you.

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Some of the Views of Beautiful Seminole County.

CHURCHES

It is a part of the policy of this magazine to further in all possible ways the church interests of the city. This column aims to act as a clearing house for information on the church life of the community and for interchange of thought between all denominations and the public. Contributions to this column must be in the office of **THIS WEEK IN SANFORD** by Wednesday before the Monday of publication. We reserve all rights of publication and editorial attention.

CHURCH OF THE HOLY CROSS

The Church Service League met at the home of Mrs. A. P. Connelly, Monday afternoon. Reports of social service were made by the members and showed a gratifying increase in acts and gifts over the preceding month.

The League decided to invite Miss Janet Howes, the Diocesan Educational Secretary, to locate in Sanford, if possible, next year.

The League also appointed a committee to look into the matter of serving the meals at the monthly meetings of the Men's Club.

The Rector's Bible Class has been suspended for the summer. The Rector will be away three weeks attending a church camp for young people of the dioceses of South and upper South Carolina. Mr. Glover has attended this camp the past three years and is returning to act in his usual capacity of recreation director. He will also give two courses of lectures on "Young People Service League Methods" and "Leadership."

The Men's Club met Friday night at the Seminole Cafe. The President, Mr. M. B. Hutton, outlined the activities for the coming year as proposed by the executive committee. The plan was adopted.

CONGREGATIONAL CHURCH

There was an unusually good Sunday-school attendance last Sunday.

The Pioneer Boys had a very happy outing at Silver Lake last Tuesday evening. About 18 enjoyed the "weinie roast."

The Ladies Union will have an all-day meeting at Miss Fannie Taber's, Twin Lake, next Monday.

FIRST PRESBYTERIAN CHURCH

The Executive Committee of the Ladies Auxiliary met last Monday afternoon. It was decided to suspend meetings of the Auxiliary for the months of July and August.

On Thursday Night, June 10th, the Christian Endeavor Society entertained in honor of Mr. and Mrs. Victor Green, the treasurer and vice-president. This occasion was in the social rooms of the church, which was fittingly decorated for the occasion. A piece of silver was presented by the president, Mr. Theodore Runge. There were contests and games led by Mr. C. D. Wolf.

The Pioneers will give a "stunt night" on the 14th of June at 307 Oak Avenue. There will be a small admittance fee, which will go toward the expense of the Pioneer Camp this summer. Any who are interested in Intermediate boys, fun, good things to eat, and a general good time, are cordially invited to attend.

The Sunday-school had an attendance of 230 on June 6th. This was very good for this season of the year. A picnic is being planned for the Sunday-school children on Friday, June 18th, a good old-fashioned get-together picnic for their entertainment and in the interest of unity throughout the school.

THE METHODIST CHURCH

A lovely surprise-shower was given to Dr. and Mrs. Nixon on Monday night by the Truth Seekers Class at the home of Mrs. J. B.

Crawford on Oak Avenue. There were many beautiful and useful gifts made for the new home of the pastor and his wife, at Bradenton. On Wednesday evening after prayer-meeting the different circles of the Missionary Society presented them with a handsome gift in token of their deep appreciation of their services among the people of the church.

It is with deep feelings of regret that the members of the church see Dr. Nixon retire, altho there can be no doubt of the wisdom of his decision to give up active work, since his health is sufficiently impaired to cause inconvenience to him and uneasiness to his family. Dr. Nixon has bought a bungalow at Bradenton and will be there immediately after conference.

A number of the members of the church intend to go to St. Petersburg next Sunday or some time during the week to attend sessions of the Conference.

Circle No. 1 will meet with Mrs. P. D. Parker, corner of Central street and Elm avenue, on Wednesday afternoon at 3:30. A full attendance of the members is urged, as there is much work to be done.

Miss Virginia Jenkins entertained the boys of her Sunday-school class at a lovely party Monday evening. The color scheme used in the decorations was red and green. Watermelon was served and the place cards carried out the decorations. The boys had a fine time and enjoyed the games Miss Jenkins had got up for them. This is just the beginning of the good times this class is planning to have, as Miss Jenkins is a splendid hostess and spares no trouble to delight her guests.

Circle No. 3 will meet Wednesday afternoon with Mrs. Brodie Williams at 1103 Myrtle avenue at 3:30 o'clock.

CHRISTIAN SCIENCE SOCIETY

Services are held every Sunday at the Woman's Club, Oak Avenue near Third Street, at 11 o'clock; Sunday-school at 10 o'clock.

Wednesday-evening services, which include testimonials of healing, are held at 7 o'clock.

This Society maintains a free reading-room No. 517 First National Bank building, where the Bible and all authorized Christian Science literature may be read, borrowed, or purchased.

Open every Wednesday and Saturday from 3 to 5 P. M.

All are welcome to attend the services and to make use of the Reading Room.

ALL SOULS CATHOLIC CHURCH

The regular Sunday-school classes are discontinued until the beginning of the Fall school term.

One of the interesting events of the week was the spaghetti-chicken supper, which was served on Wednesday evening at the Parish Hall under the guidance of Mrs. Frank Meisch and Mrs. Frank Peters. The national dish of Italy was in delicious evidence both of flavor and aroma and was heartily enjoyed by all. Mrs. Peters was responsible in the kitchen. There was a little dancing after the dinner, but it was abandoned early for cooler forms of recreation. Although the tickets were only 50 cents, a substantial sum was realized.

FLORIDA NUGGETS

Home folks and visitors usually consider citrus fruit, vegetables and tourists as the main sources of Florida income, overlooking the fifty million dollars from lumber and forty million dollars from cigars and the twenty-five million dollars from fish and other seafood, not to speak of live stock and poultry.

* * * *

At important fairs, Florida-bred swine have taken blue ribbons in competition with hogs from all other states, including the International Live Stock Exhibition.

* * * *

Florida, with its flowers and fruit blossoms, is the natural home of the bee and honey is shipped in car lots.

* * * *

Geographically speaking, the State lies south of latitude 31—between which and the Canadian border there lies a market for the crops that Florida alone can grow in the winter months.

* * * *

Of the eighty crops that are shipped from farms in car lots, sixty-two are grown in Florida when most of the other states are covered with snow.



HOLY CROSS CHURCH (EPISCOPAL)

This Week In Sanford

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Telephone 256

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Arthur R. Curnick, Editor and Publisher

Entered at Postoffice, Sanford, Florida, as third
Class Matter

THE EDITOR'S CORNER

*Hewing to the line, let the chips fall where
they may*

THE UNMISTAKEABLE CALL OF A NEW DAY

Sometimes there seems to come,—whether by Providence, or "fates," or aligning stars,—a confluence of causes that leads to the success of an individual, a community, a nation.

By gifts of nature, inestimable agricultural productivity; by location strategically at the headwaters of navigation of the great St. Johns river; by climate made a delightful habitat; by traditions of generations of men made substantial and sound; by modern millions made ever more successful, ever more beautiful,—that's Sanford today.

But it is not all individuals, nor all communities, nor all nations that grasp the spear at such a confluence as we describe. To the contrary, it is easiest then to ease oneself on the shores of achievement and rest in the heat of the day.

As it happened, just at this moment of opportunity to Sanford the tidal gates of Florida's expansion were opened. The new, life-giving waters came to Sanford and she drank deeply. She builded a great hotel, spent millions of dollars in improvements and beautification, she built new churches, new schools, and new homes,—one home every day.

Her chamber of commerce raised over \$100,000 in one year for the good of the city; trade increased, population rose,—nearly 15,000 folks here today.

There is an unmistakable call of a new day in Sanford, a day that shall see ere the evening a growth not yet dreamed by her most devoted citizens.

You, you who receive this magazine, may become a factor in all this. Sanford will welcome you, will ask you to work—no drones are long in the hive here.

The call is for you.

CONFIDENCE

Has some one told you that the Florida boom is over? Have you believed that means the end of Florida as an interesting place to see and study as a future home?

Here, friends, is one fact of a thousand that positively proves the business men of America expect constant expansion in Florida. The Seaboard Air Line Railroad has just announced plans to spend millions of dollars in improvements of its system,—including complete electrification of the road near and in Miami and the erection there of one of the finest railway terminals of the world.

Every indication, from records of passenger lines, points to another rush of northern people to this state in the next five or six months. They are coming this time not to speculate but to live,—many of them to enter agricultural pursuits. It has become common knowledge that Florida offers amazing returns per acre in all sorts of crops, and in dairy products.

Confidence in the future is on every hand, except in the minds of those few who would stem the tide of Florida's advance by adverse propaganda; so long as Florida has the finest climate in America, amazing fertility of soil and plenty of room, the millions will come.

SANFORD TODAY

Why the City is Substantial

The solidity of a community divides itself, for review, rather naturally into three parts: its past, its present, its future, each in its definite relation to the other. For a community is no more than the sum of the character and reputation and prospects of its citizens.

Let us consider, then, and endeavor to touch briefly, the Past, Present, and Future of the city called Sanford, and latterly by its own choice called "The City Substantial."

The history of the town is beyond every other thing conservative. Nowhere in its annals since it was incorporated in 1877 appears the dubious handwork of the boomer, the seeker for sudden riches, the exploiter whose concerns are confined within one selfish tense, the Moment. A distinguished and accomplished man stamped the early community with his name and the imprint of his personality: General Henry S. Sanford, who was Minister to Belgium by appointment of President U. S. Grant. Of the little hamlet at the navigation head of the tropical St. Johns he wrote, in the early Seventies: "Sanford lies at the mouth of New York Harbor and will one day be the greatest city of inland Florida."

In the lurid light of present-day publicity—arcs the torch of that prophesy still burns bright with promise, fed with fuel of accomplishments; and there are not lacking men and women of substance, of quiet discernment, who believe it is to burn on and on, brighter and whiter in the freshening air of destiny.

The writer of these observations is one who visited Sanford thirty years ago and not again until the present year. He looks now from his office windows upon miles of asphalt hedged by commerce and bordered by the neatness and prosperity of orderly homes, where three decades ago he trod sand-deep streets between narrow board sidewalks, streets whose casual engine of traffic was the Negro-driven dusty station-hack and whose most momentous disturber of silence was the hoarse whistle of "The City of Jacksonville" approaching the littered wharf.

He views the stately facade of a marble bank-building where then lurched an indifferent structure of wood. He sees endless processions of darting, criss-crossing, gas-driven Fords and Overlands and Buicks chorusing a busy traffic in the haughtier companionship of Packards and Marmons. He glimpses pretty girls in summery frocks, flitting bareheaded through sun and shade, white-ducked and flanneled and coatless prosperous men moving not too hastily but never aimlessly upon the innumerable businesses of a day. He listens: and the drowsy silence of a generation gone has become the staccato of the Modern March. He hears that music and, alas, does not wholly love the thing called noise.

He turns from his windows to his desk, where lie columns of important figures that are bank clearances and celery carloads, building permits and Chamber of Commerce enterprise, and with them fresh copies of daily newspapers that cry the multitudinous affairs of a population which has arrived, continues to arrive, and clamors for homes in which to live. His eyes deny the litter's call, and go out again through the window, beyond the roofs of beehive buildings, into the green country that is round about; and over there rise the outlines of the hugest icing plant in the world, and beyond that the figures "\$50,000,000" swim across the vision where a great electric plant is going up beneath the hands of the builders, and beyond that where run the dim projected confines of an inland waterway that shall jeer at the lovely wanderings of the old St. Johns and cut straightway eastward across a State to buckle the docks of Sanford to the waterfront of Jacksonville by transportation's liquid mighty link.

The place of the sand-deep streets and drowsy sunny silence is the Past. The marble and asphalt and flowery lawns and harvested fields and burdened groves and long, hurrying

freight trains, are the Present. And out of the blur of industry's deep breath against the sky and amidst the whir of electricity's vast dynamos and along that straight thin trail of waterway beginning to glitter toward the coast, arise the solid pillars of the Future. And the name on the cornerstone is Character.

Therefore he knows that Sanford does lie at the mouth of New York Harbor and will one day be the greatest city of inland Florida. And that is destiny enough.

S.

WORLD-WIDE NEWS

CHICAGO.—Peter M. Hoffman, Sheriff of Cook County (Chicago's county), began serving a 30-days contempt-of-court sentence in the Cook County Jail, over which he has jurisdiction. The punishment is in connection with the giving of jail privileges to Terry Druggan and Frank Lake, wealthy beer runners, while they were imprisoned.

TOLEDO, O.—A new four-cylinder sedan to compete with Ford and Chevrolet cars but which is to embody certain European engine features, will soon be placed on the market by Willys-Overland, Inc. Higher speed than any like car and an economy of 30 miles to the gallon are promised.

WARSAW, Poland.—Poles of the Capital are jubilant over announcement that Professor Kammerer and his staff of American experts will arrive here late in June to complete a study of Poland's financial condition. Rehabilitation of the country is expected to result.

NEW YORK.—Ten prohibition inspectors from Washington, led by Assistant U. S. Attorney Robert B. Watts, raided a printing and lithographing establishment at 45 Rose street and seized 5,000,000 counterfeit internal revenue stamps having a face value of \$500,000, confiscated 1,500,000 fancy liquor labels, and arrested four men. U. S. Attorney Buckner said this place was the country's chief source of bogus stamps and labels for bootleg stuff.

NEW HAVEN, Conn.—Karl H. Kostenbader, laboratory member of the faculty of Yale, was shot at, knocked down, arrested, and taken to jail by New Haven policemen who found him looking into a window at couples dancing the Charleston. At the station he was booked as a loiterer. He had run when approached by the officers—who now are ready to apologize.

LONDON.—At Covent Garden the King and Queen led, from the Royal box, a historic ovation to Mme. Nellie Melba upon the occasion of her farewell operatic performance.

ST. LOUIS, Mo.—The world is soon to come, to an end said the Rev. Dr. Paul Lindemann of St. Paul, Minn., editor of The American Lutheran Magazine, in a baccalaureate sermon at Concordia Theological Seminary, here. "It behooves us to hold up amid the dust of the eventide of this world the torch of evangelical truth," he said.

PARIS.—The former Helen Kelly Gould and former Princess Viora of Albania, now Mrs. Oscar M. Burke, has filed suit here for divorce. Her husband made a flying trip from the United States to establish a Paris residence and accept service of the papers.

NEW YORK.—City Controller Berry asked the Board of Estimate for \$22,400 to buy three high-powered armored automobiles for transferring city monies to various banks for deposit, and from the banks for payrolls. Reason, bandits. Some New York City tax-receipt offices now are equipped with automatic devices to release tear-gas bombs in the face of holdups.

PARIS.—The French Government has promised "a benevolent decision" in the case of the American youth Bennet J. Doty, otherwise Gilbert Clare, charged with desertion from the famous French Foreign Legion in Syria. The offense is punishable by death. American Ambassador Herrick has intervened for the young man from Biloxi, Miss.

“MARKED FOR EXHIBIT”

Building Facts and Figures Index Sanford's Sound Progress

Adding more emphasis to the title "The City Substantial," the building permits issued for the first five months of the year 1926 far exceeded those of the corresponding months for 1925, and by the end of this year, it is expected, the record hung up in 1925—\$1,762,000—will have been more than doubled.

An analysis of the building situation in Sanford today shows that the underlying trend of the enormous construction program is not toward but averse to the spectacular, ballyhoo type. Building in Sanford is to fill only urgent needs. Necessity calls for the immediate construction of schools, business houses, hotels and apartments, residential dwellings of medium price, and a number of municipal structures.

For the first five months of the year, to June 1, a total of \$1,121,000 in permits had been issued. For the first five months of 1925 \$718,000 had been recorded. Interesting figures these, for in the total last year there was included one permit, that for the new Hotel Forrest Lake, which called for an expenditure of \$350,000. In this year's total there is a large number of permits issued but none for amounts exceeding \$150,000. The type of structures being built at the present time is one which any community growing as rapidly as is Sanford must have to house its new citizens.

A number of smaller business buildings are also in course of construction. These, together with an approximate \$450,000 to be expended for new schools, will appreciably swell the yearly total without any large programs such as that planned by the city government.

New fire stations to cost \$150,000, a municipal natatorium to cost \$100,000, and a municipal

hospital at a cost of \$100,000, are soon to be started by the city. Other municipal buildings calling for expenditures of approximately \$100,000 are on the boards of local architects and are expected to be completed before next winter.

A new eight-story office building, to cost about \$375,000, is to be started in the immediate future. The plans have been completed and bids on the construction are to be asked sometime this month. All this is in addition to construction programs of the various residential contractors, who are very active at present.

The type of architecture is distinctly that of Florida. Neither Spanish nor Moorish, but of a cast which has been gradually adopted in Central Florida as being that which best aligns itself with the climate, the subtropical setting, and the modern ideas which have recently been plus ultra in all Florida building.

With good labor available at a reasonable wage, and with a continual influx of skilled trades, there is no thing in prospect to mar the program of construction in this city. Add to all this the fact that nearly \$2,000,000 is being spent on water works, gas plant, sewers, streets and on the bulkhead, and one can readily see there is no "slack season" in Sanford. Last year may have been the boom year for many communities, but 1926 is building year for this fortunate solid city.

Florida is in the most ideal latitude and longitude on earth, the warmest in winter, the coolest in summer. It lies in the same latitude with the land which the Lord said would flow with milk and honey and in which Jesus Christ and the Christian religion were born.

IMPORTANT NOTICE

To All Readers

You are familiar with the plans for the broadcast of Sanford and Seminole County from a New York radio station within the next few days.

WE BELIEVE YOU WILL WANT TO HEAR THAT BROADCAST

Through the cooperation of the Milane Theatre, we are able to make you the following remarkable offer:

To every person who subscribes \$1.00 for 52 issues of THIS WEEK IN SANFORD, thereby paying the postage only, we will give one ticket admitting to the Milane on the night of the broadcast.

A loud speaker will be placed on the stage for transmission of the entire New York program.

This offer must be limited in time. Send in the blank below and one dollar, and call at our office for your ticket.

Further:—All subscribers to the magazine to date are invited to call for the free tickets.

THIS WEEK IN SANFORD,

204 North Park Avenue,
Sanford, Florida;

Gentlemen:

Enclosed is \$1.00 for one year's subscription to your magazine. It is understood that the undersigned may call at your office, on or after a date to be announced in this issue and receive a ticket without charge to the Milane Theatre on the night of Sanford's New York radio broadcast.

Signed _____

Address _____



IS A STRONG BOOSTER FOR SANFORD

The Hill Lumber Company, which had been in business in Sanford for about 40 years, was succeeded by Bond-Hill Lumber Company, January first, 1926, in order to take care of the tremendous increase in the volume of business owing to the ever increasing building activity in Sanford and Seminole County.

Bond-Hill Lumber Company is singularly well equipped to serve you, when you build. Our long life in business in Sanford has enabled us to take our choice of all lines of building material, and now with a big sawmill connection and a brick plant at Lake Helen within 18 miles of Sanford, we are in better position than ever to serve you.

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

Phones 135 and 136

Bond Grade -- Zip Service

SANFORD REAL



Active Members of the Sanford Real Estate Board

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 Thrasher & Garner, 112 South Park Ave.
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 Howard Corporation, Masonic Bldg.

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 E. F. Lane, 501 1st Nat. Bank Bldg.
 W. M. Young, 208 N. Park Ave.



THIS SEAL IS YOUR PROTECTION IN

ESTATE BOARD

Panorama of Sanford Facts

Florida's twelfth largest city is situated at the head of navigation on the St. Johns River, 125 miles south of Jacksonville. It has ample school facilities and churches of many denominations. Its numerous civic organizations are all actively engaged in the upbuilding of the city.

The administration of the City of Sanford consists of a Commission-Manager form of government who have provided over 40 miles of asphalt and brick paved streets, municipal hospital, library, athletic field, yacht basin, golf course, and administration buildings, for its citizens.

Sanford's Greatest Assets

Sanford is the world's largest celery-shipping center, and in addition to celery numerous other articles of produce are grown on the nearby farms. Three to four full crops are produced annually on its farms, due to the fertility of the soil and the method of irrigation employed. It is doubtful whether there is a richer farming community, when taken on the per-acre basis, in the entire world.

The commercial advantage that Sanford possesses in having preferential freight rates, due to its location on a navigable body of water and the Atlantic Coast Line Railroad, establishes it as the logical distributing point for Central Florida.

The bank deposits in the one National and two State banks of Sanford range between \$7,000,000.00 and \$8,000,000.

Sanford real estate values are based upon sound income-producing basis, and almost without exception are free from inflation.

Conservative Appraisals

The Appraisal Committee of the Sanford Real Estate Board have a distinct reputation for furnishing conservative appraisals. The committee is composed of experienced, practical, and active Realtors, and the Board fees are nominal. If you want to know the "Last Minute" value of property in and near Sanford, *the Sanford Real Estate Board Appraisal Committee is at your service.*

Real Estate Board appraisals are accepted more readily by the Collector of Internal Revenue and the Treasury Department at Washington than any other appraisal. It is taken for granted that the Board members are competent appraisers without testimony.

EVERY REAL ESTATE TRANSACTION



THE SPORTING LIFE

The first of Sanford's annual Bicycle Field Days, held Friday, was an entire success. It was under direction of the Y. M. C. A. The parade in the afternoon, led by the Boys' Band of Daytona Beach Y. M. C. A., traversed the downtown streets from City Hall to East First street and the field where the events were run off.

Here is the list of races, winners, and prizes:
Best looking wheel, Sarah Rossiter; prize, bathing suit.

Worst looking wheel, Earl Evans; prize, bicycle lamp.

Most comical, Clifford Bell, Jr.; prize, baseball bat.

Fast race: final, won by Robert Corrington.

Messenger race, won by Edward Ray, prize, bicycle handle-bars.

Girls' race, won by Dorothy Thurston; prize, bicycle tires.

Slow race, won by John Terwilliger; prize, bicycle chain.

Slow race, second heat, won by Marion Nickles; prize, bicycle pedals.

Obstacle race—First heat, Joe Routh; Second heat, Frank Ceresoli; Third heat, Jack Kanner; final, won by Frank Ceresoli; prize, mud guards and braces.

Plank race, Linwood Wilson; prize, pocket knife.

Trick riding, won by Howard Packard.

Membership in the Sanford Tennis Association is not limited to either active or former players of the game, but is open to all friends of clean sport in Sanford—and costs only \$1.00 a year, dues. Enrollment entitles you to admittance to all future tennis tournament held here. So: Fill in NOW the blank form at the foot of this page, enclose one dollar, and mail. That act of your will be an act for your city and for the strangers it likes to welcome within its gates.

Prize-fight references properly have no place on this page, because if prize-fighting ever was a sport (which it never was), it long ago ceased to deserve the name. Nevertheless, a great many first-class citizens never will lose their interest in the unsquare ring; and a considerable proportion of them in Sanford were surprised by Young Stribling's poor showing against Paul Berlenbach. They expected Geogah to do betteh, seh, fah betteh.

Who ever christened them "Celery-Feds" anyway? Such valorous lads deserve a reasonable *nom de guerre*. "Celery-Feds"! Stalk-Digestors would hardly be sillier.

What do you suggest?

Date _____

THIS WEEK IN SANFORD
204 North Park Avenue
Sanford, Florida

Gentlemen:

I herewith apply for membership in the Sanford Tennis Association, for which I agree to pay one dollar within ten days of receipt of notice from your treasurer.

I (Play) (Do Not Play) Tennis

Signed _____

Address _____

HIGHLAND PARK

Sanfords, Most Exclusive Residential Development, Artistic, Unique, Distinctive, Different

IN A CLASS BY ITSELF

Highly Restricted, Close In and yet not High Priced

Very Attractive Inducements to Builders of High Class Homes

W. M. YOUNG

OWNER AND DEVELOPER

208 North Park Avenue

A CENTURY OLD MASTERPIECE

THE KIND OF A PLACE YOU WOULD LOVE TO CALL HOME

WYNNEWOOD



VALUES ARE BOUND TO INCREASE

The Sanford Realty Company

H. S. LONG, Manager

DIXIE COACH LINE

SOUTH BOUND—DELAND-SANFORD

Leave Daytona 8:00 A. M.—10:00 A. M.—2:00 P. M.—4:45 P. M.

NORTH BOUND—DELAND-DAYTONA

Leave Sanford 7:15 A. M.—10:00 A. M.—1:00 P. M.—4:00 P. M.

FARES

To DeLand	\$.90
To Daytona	2.00
Round Trip	3.65

Busses Leave From

VALDEZ HOTEL
Phone 551
For Information

COME TO

Laney's Drug Store

Service and Courtesy

Whitman's and Nunnally's Candies

Phone 103 Meisch Bldg.

We Appreciate Your Business

VALDEZ HOTEL SEMINOLE HOTE

Operated by the

ROGERS-WARNER HOTEL SYSTEM

WURT W. WARNER,
Manager

BAUMEL'S

New Midsummer Arrival of Exquisite
CHILDREN'S FROCKS

A smart representation in Voiles, Dimities, Broadcloth, Crepe de Chines and other Novelty fabrics. All Pastel Colorings. Sizes 2 to 14. Pleasingly

Priced \$1.50 to \$6.95.

"The Post Office is next door to us."

Electric Refrigeration



Kelvinator Platt Co.

McLander Arcade

The Loaf Substantial

SANFORD'S

PAN-DANDY

BREAD

Taste the Difference

Sanford Baking Company

The Quality Shop

Exclusive Representative For

GAGE, KNOX AND FISK
CREATIONS

Phone 597-J

108 Park Avenue

THE SNAPSHOT COLUMN

Little Pictures From Society and the Fashions

Speaking of high flyers—the sensation of the week was the arrival of Mabel Cody and her famous plane at the local aviation field. She demonstrated many clever feats which we have often seen on the screen.

Our baseball team is still leading the league. Sanford may well be proud of her "Celery-Feds." They are real fighters and believe in a clean game.

Members of the younger set, chaperoned by Mr. and Mrs. J. D. Woodruff, are enjoying a house-party at Oleander Lodge, the delightful summer home of Mr. and Mrs. D. L. Thrasher. Those enjoying Mr. and Mrs. Thrasher's hospitality are Misses Camilla Puleston, Beulah and Margaret Anderson, Louise Thrasher, Margaret Peters, Elizabeth Turnbull, Elizabeth Knight, Rebecca Stevens, and Ruth Henry.

The college set are in our midst again. Among the arrivals this week are Misses Mary Elizabeth Puleston, Georgia Mobley, Sara Evelyn Williams, Highland Chaffee, Naomi Scoggan, Ella Mary Muirhead, Margaret Zackary, Catherine Symes, Margaret Cox, Maude Lake, Mae Holly, Helen Vernay, Jean Maxwell, Emma Spencer, Le Claire Jones, and Olmi Newman. Miss Newman has as her house guest Miss Lily Frazer from Miami.

We hear rumors of many beach parties, boat-trips, card parties and dances, planned by these young people. From the looks of things Sanford's vacation campaign will be a huge success.

Have you noticed all the new warehouses, manufacturing plants, apartment houses, and beautiful homes that are in course of construction throughout the city? And the large new addition to the Primary School and our new High School? You will have to "go some" to find a busier place than Sanford these warm days.

LIBRARIAN HONORED

Mrs. Anne Van Ness Brown, Librarian of the Sanford Public Library, has just received a unique invitation sent to her as President of the Florida Library Association. It is signed by the Governors of the commonwealths of Minnesota, North Dakota, Montana, Idaho, Washington, and Oregon, and asks her to join a distinguished group of historians, writers and librarians who will meet in Chicago and form the Columbia River Historical Expedition.

The purpose is to visit historical places and commemorate outstanding events in the exploration and opening up of the American Northwest.

While Mrs. Brown will not be able to go, the invitation is much appreciated. It comes in the form of a decorated scroll and is most attractively done.



The owner of this old-fashioned comfortable Geneva home is Dr. M. E. Gabard. He owns and conducts the Geneva Tangerine Nursery, said to be the largest and finest of its kind in Florida.

A Complete Line
of
Women's
Ready-To-Wear
Clothing
NOVELTY SHOES

THE OUTLET

Opposite the Post Office

Mi-Lady's Shoppe

110 Magnolia Avenue

EXCLUSIVE MILLINERY
GIFTS

KRONEN'S

Ladies' Apparel Shop

509 East 1st.

Phone 164-J

Coats - Frocks
Millinery

SPECIAL for this week:

\$18.50 Dresses at \$9.95

"We Say It With Values"

...THE... Davey-Winston Organization

Incorporated

Offices: Masonic Bldg. - Sanford, Fla.

Only the Best Florida Properties

Only the Soundest Investments

Sixteen Years Experience at Your
Service

Builders and Owners of Sanford's
Most Beautiful Apartments,
Furnished to Taste

Things Worth Knowing and Remembering

Sanford is Steadily and Vigorously Growing.
The Spirit of Sanford's Citizenship is Progressive.
Sanford is a Good Place to Rear Your Children.
Real Estate Possibilities Remain Solid in Sanford.
Sanford has a Moderate Cost of Living.
Business Necessities in Sanford are Increasing.
Sanford is Building "A Home a Day."
Sanford is the World's Greatest Celery Producing
Center.



Busy Sanford

SEMINOLE IS THE GARDEN



Sanford's Priceless Heritage



from the Air

About Sanford 'The City Substantial'

Sanford has Recreational and Pleasure Facilities. The \$500,000 Hotel Forrest Lake is Sanford's Tourist Headquarters.

The St. Johns River and Lake Monroe are at Sanford's Door.

The St. Johns River-Indian River Canal Will Carry Sanford Freight Cheaply to the Atlantic Ocean.

Sanford is "a Better Place to Live."

Sanford is a Transportation Center, the Key Distribution point of the State's Interior.

COUNTY OF ALL FLORIDA



Beautiful Lake Monroe.

WJZ-Radio Corporation of America, N. Y. City, WILL BROADCAST

THE STORY OF

SANFORD and SEMINOLE COUNTY TO THE WORLD

Music by WJZ's
famous Orchestra

from Eight to Nine o'clock Friday night, June 25
under a contract made by

THIS WEEK IN SANFORD,

ARTHUR R. CURNICK, Editor and Publisher.

The signing of this contract Monday morning, June 14, in New York City by Mr. Curnick and the Radio Corporation of America begins an epic in the field of municipal and community publicity in the United States. Since Broadcasting became a fact, no city in America has achieved such a distinction "on the air" as the most powerful broadcasting station in the country has now bestowed upon Sanford, and upon Seminole County. The dignity and force of this community as representative of all that is most substantial and most truly progressive in the great State of Florida, made this achievement possible in "hard-boiled" New York.

The Radio Corporation of America's magnificent orchestra, famous "on the air" in Europe and Australia as well as throughout our own Country, will aid the musical section of Mr. Curnick's 60-minute program, now being arranged for in New York by himself and WJZ.

You in SANFORD can hear

the whole of this impressive program by attending MILANE THEATRE that night. A loud-speaker which Manager Marentette will install upon the stage will transmit to you Mr. Curnick's New York broadcasting of Sanford's and Seminole County's Story as it is listened to by millions of other Americans throughout the land, and you will hear the voices and instruments of the artists who will frame that story in music.

The Publisher's congratulations, wired to the community of his adoption, are through this medium conveyed to you.

Watch next week's THIS WEEK IN SANFORD

— for further announcements

You have yet time to get a PASS to The Milane for Broadcast Night by subscribing for THIS WEEK IN SANFORD: 1 year, 1 dollar. Do it Now.

THE BLACK BEAR TRAIL

The enthusiasm displayed by delegates to the last Black Bear Trail Convention, at Winchester, Va., June 1-2-3, leaves no room for doubt concerning the ultimate success of plans designed to popularize the scenic route extending from the Florida keys to Montreal's historic heights, and so strong was the inspiration carried away from the meeting by representatives of practically every principal city on the Trail's route that it is safe to predict encouraging pro-

gress in the highway's advertising within the next twelve months.

Steps necessary for awakening general interest in the shortest and most scenic road between Florida and Canada were taken at the meeting, and the project in general received great impetus from the combined and expressed opinions of the 180-and-odd delegates who answered President Hugh MacRae's gavel-call in the old Virginia town on Tuesday, June 1.

Principal business transacted at the meeting included adoption of a budget and publicity pro-

gram, the call for the financing of the Association by membership fees assessed upon garages, filling stations, hotels, restaurants and stores of every city and hamlet on the Trail; the plan providing for the advertising of the route by attractive road signs at strategic points and news items and monthly bulletins, including road maps, featuring the Black Bear Trail as the shortest, most scenic, and most historic highway for northbound and southbound traffic.

The membership fees are to be determined by the size of respective communities, and will

HOW TO COME TO SANFORD

in no instance be burdensome, as it is the avowed purpose of the Association to concentrate on a large number of comparatively small subscriptions in preference to non-representative assessments on large cities only. It was also decided to incorporate the Association on a non-profit basis.

Throughout the three-day meeting Florida's delegation figured conspicuously, this State having the largest and most representative group at the sessions, which were attended by business men and highway officials from as far north in the United States as Fort Ticonderoga. Under the leadership of A. P. Connelly of Sanford, Dr. Mart Sample of Haines City, and Earl Brown, Mayor of DeLand, an intelligent arrangement of committee reports materialized, and a definite program of action was outlined for the ensuing year. Through them also DeLand was designated as the meeting place of the next convention, to be held March 16-17.

The importance of the Black Bear Trail to Sanford, central Florida and every other section on the 2,000-mile stretch of beautiful road is apparent at a glance to all who are in any way conversant with the part which highways and improved methods of transportation play in the upbuilding of communities. The Trail will serve as a mighty conduit for the flood of tourist wealth flowing north and south annually, for thousands of motorists who have hitherto journeyed from Canada to Florida willy-nilly will in the future take this Trail as the shortest, the best conditioned, and the most generally attractive of any in existence between the winter and the summer meccas of pleasure-seekers. And the thousands of dollars which these motorists leave behind them will be concentrated in the cities along the Black Bear Trail instead of filtering out to the many communities off the Trail line.

Sanford civic leaders fully appreciate the value of the Black Bear Trail toward building here a greater city. The Chamber of Commerce sent a strong delegation to the Winchester convention, and the city as a whole is actively behind efforts to bring about the road's popularization. We are not like the representative from a small Virginia town who declared "This Trail idea ain't so good, for if we advertise this route there's going to be too many cars crowding through town and somebody's going to get kilt."



The BLACK BEAR TRAIL, INC.

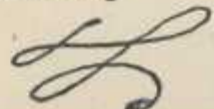
THE SCENIC ROUTE FOR TOURISTS

BETWEEN THE NORTH AND SOUTH
Offering in combination the 3 features most attractive to tourists.

First, the shortest distance; second, the most wondrous scenery; third, the greatest wealth of historic interest.

Old Quebec, Thousand Islands, Lake Champlain, Lake George, The Adirondacks, The Catskills, The Alleghonies, Gettysburg, Washington, D.C., the glorious valley of the Shenandoah, the Wood Pecker Route through Georgia and St John's scenic highway and the Everglades Highway through Florida.

All the ever changing appeal and interest, safe and good all the way



Via Welaka

ON BOARD EXCURSION BOAT WELAKA, St. Johns River, Out from Sanford, June 13.—An hour ago we sailed from the Welaka's berth in the Yacht Basin, bore westward across shining Lake Monroe, passed through hand-swing drawbridges into the winding channel of old St. Johns River, and now it is half past three of a golden Sunday afternoon; and we twist and turn, turn and twist, along the tropic reaches of this lovely stream. Impressions:

Grey weather-whitened trunks of ancient oaks, about their gaunt forms loose robes of moss

Kine knee-deep in floating fields of hyacinth; patches of heliotrope-tinted blooms bobbing against tawny hides.

Pygmy shadowy shallow harbors tucked away in quiet crooks of the River's arms.

Two snow-white heron, mates, reflective, on still legs in a marshy meadow withdrawn from the shore. Time means nothing to them.

Three crimson strange flowers like orchids, flashing from an old oak's dead shield of moss. Wonder if a pink-vested flamingo will flap by.

A buckskin cream-faced horse companioning a long-tailed sorrel mare; grazing beside the River.

Strange nude bases of tall slender palms like monster wooden potato-mashers standing in idle rows at the marge—out of them rising in column the handles, the living boles, with rounded knobs atop. The hushed exuberance of Nature, growing. Bright green bushy clumps of fronds above the greener cypress roofs.

A fisherman in blue denim shirt and hip-boots; beside him a black-haired plump woman barefoot in the River's edge; the softly rushing ripples of our passing lift her skirt, and she laughs and squeals and backs away and raises her long cane pole to mock us with salute; but the man keeps a brooding face bent to the water. What far-apart thoughts are visiting them?

Green; everywhere shores and low walls of living green, and the shining winding River so narrow between. Kneeling trees, leaning trees, armies of upright trees, lying and dead and fallen trees among the voiceless multitude of growing things. The sudden splash of a leaping fish; little tale-bearing ripples running with their news to the shore.

An alligator raises quietly a square of brutal snout from the water's breast, thirty feet away, watches with hooded eyes a moment, and as quietly sinks; eyes cold with the immemorial hatred of the thing condemned to crawl and never stand; the sin in those slitted eyes of secret caves under the River's banks, of horrid meals hid there to ripen.

The ruined staggering framework of a long-forgotten wharf. What boats stopped there? Where are the feet that trod it? Why was it built?

A green skiff hidden at a bend, afloat on a black-glass floor of polished water, an ebony looking-glass in the forest.

Two comely youngish women with city faces, fishing alone in a lonely spot. An old grey boat tied near them to a cypress knee; fishing in the lovely half-light of a roof of boughs; they look us in the eyes, and hesitate; we lift our hats and smile; they decide to smile; we loaf on by.

Shore-moored islands of hyacinth rise and fall in green billows, satiny, cool, a rock on the swell of our passing; they nod their lavender plumes.

The little mouth of the little Wekika River. Here we stop and back and turn about in an absurdly small cove, disturbing three skiff parties of silent fishermen from Sanford. They look up at us with eyes that do not love us for intruding—and near by a fat fish splashes.

Homeward. A dead log half submerged in a shallow. On it an ancient turtle, grey face upturned on thin neck in question to the Sun.

Grey cabins of absent folk in the shelter of moss-grey oaks. Cabins that will gleam like

squat ghosts in the ghost-light of the moon. Magnolias. Pines. Cypress. A thousand palms. The winding River.

A Ford car empty in the brush.

The Lake again, opening suddenly from the narrow River like a burst of inland sea. To the east, an evening rainbow throws its faint celestial arch of misted silk. Sky-panels of striated pearl. There will be a storm tonight. Rose-touched gold-fretted halls of wind-swept white and blue above a dark green shore where shadows set their camps for close of day.

The dock. It's six o'clock.

S.

SANFORD'S REALTY BOARD

By MRS. CARRIE E. MARLOWE
Secretary of the Board

The Sanford Real Estate Board was organized September 30th, 1925, under the direction of Col. Geo. W. Knight, and was in active operation with an executive Secretary by March 2nd, 1926.

The first Board of Directors was composed of Geo. W. Knight, R. C. Maxwell, H. B. Lewis, Joe D. Chittenden, N. H. Garner, A. P. Connelly, H. C. DuBose, W. H. Wight, and E. F. Lane.

The first year's activities of the Board was a period of a number of important accomplishments aside from the completion of the organization. Operating on a total budget of \$4,320, the end of the year showed over \$1,000 in the treasury over expenses.

Among the important activities of the Board during the year were:

Forcing several unscrupulous dealers, "not Realtors," to repay in full money obtained falsely from clients.

Members supported a double Realtors' page in a daily paper for individual advertising and educational matter on "Realtor."

Installed multiple listing system in the Board and later a multiple listing bureau within the Board.

Joined both the National and State Organizations of Real Estate Boards.

Appraisal Committee has appraised during the year \$394,300 of property, \$444.63 in fees

accruing to the Board; \$93,750 worth of property belonging to the city being appraised without charge.

A committee checked upon all real estate dealers operating without licenses in the County and reported them to the proper authorities.

Sent the Executive Secretary and committee to the State convention at Lakeland and to the mid-winter convention at New Orleans.

The Board edits the real estate section showing facts and figures in the progress of Seminole county in THIS WEEK IN SANFORD, published weekly in the interest of Seminole County.

Mayor Lake addressed a luncheon meeting of the Board and explained what were the plans of the City Commissioners for the continuous improvement and beautification of our city. The Board pledged their support in the suggested bond issue, and Sanford's answer to propaganda attacking the solidity of Florida came in the form of an almost unanimous passage of this bond issue of \$2,565,000 for municipal improvements. The issue calls for a comprehensive system of public utilities.

On December 31st, 1925, the Board was incorporated as a non-profit organization.

On April 6th the DeLand Board was entertained at dinner at Hotel Forrest Lake with Mr. Wm. Herren of the National Association, Mr. Meredith of the State Association, and Mr. Walter W. Rose, chairman of the Florida Real Estate Commission as principal speakers of the evening.

The Board is now running weekly a quarter-page advertising the Realtor, as gotten out and recommended by the National Association.

Much credit is due Mr. DuBose, President of the Board, for the many arbitrable cases settled by him without referring to the Board, whereby Sanford and its Real Estate Board have practically a clean slate in all real estate transactions.

Supported by unmatched, yet varied, climatic conditions, capital, enterprise and population from the North, and with continued reasonable labor conditions, one can easily believe that winter travel and home development in Florida are to endure so long as business prosperity blesses the United States.

WHEN IN

SANFORD, FLORIDA

Stop at the

HOTEL MONTEZUMA

The Hotel with a Welcome

JOHN R. MacDONALD

Third Street at Magnolia Avenue



REAL ESTATE SECTION

FACTS AND FIGURES IN THE PROGRESS OF SEMINOLE COUNTY



"Realtors" Professional Relations

Article 8. Negotiations concerning property which is listed with one Realtor exclusively should be carried on with the listing broker, not with the owner.

Article 9. The schedules of fees established by the various real estate board are believed to represent fair compensation for services rendered in their communities and should be observed by every Realtor.

WHAT THE REALTOR IS TO YOU

The Realtor is a member of a local Real Estate Board which is affiliated with the National Association of Real Estate Boards. He is pledged to a standard of business conduct which is the safeguard of every man and woman interested in any way in a real estate transaction. Because of his experience he is a specialist in real estate values and procedure, and he stands ready to give you the benefits of that experience.

Remember that six court decisions have confirmed the exclusive right of the National Association of Real Estate Boards to the use of the designation "Realtor," and that the word can be used only by men recognized by their fellow dealers as worthy of your confidence.

WHAT THE REALTOR DOES FOR YOU

The Realtor is the builder of homes; the creator of new city areas, the skilled director of real estate investment. His assistance enables the homebuilder to pick out a permanently desirable site for his dwelling. His foresight and vision make for orderly and well directed city growth. His awareness of real estate trends, his ideals of service, and his commitment to the Realtor's code of ethics arm the investor who is his client, and shield him against costly mistakes in land values.

Every Realtor is pledged to observe the four cardinal principles of his code: expert advice, honest values, sound management and a square deal. Judge your real estate broker by the manner in which he lives up to these principles.

WHAT THE REALTOR MEANS TO YOU

Would you enjoy doing business with a man who will be fair both to the buyer and seller and will avoid misrepresentation or distortion of facts? Would it be profitable to you to engage an agent who will protect and promote your interests as he would his own? Would you value the opinion of a man who does not give an unconsidered answer, but realizes that his opinion constitutes a professional service which he will render only after making a careful study of all the available facts? Would you appreciate the services of a real estate broker who endeavors to be always informed regarding laws, proposed legislation and public policies which may affect real estate transactions?

These are but some of the requirements a real estate broker must fulfill when he is admitted to membership in the Real Estate Board and becomes entitled to call himself a Realtor. Consult a Realtor—it pays.

APPRAISALS

If you want to know the "Last Minute" value of property in, or near, Sanford, The Sanford Real Estate Board Appraisal Committee is at your service.

Board appraisals are accepted more readily by the Collector of Internal Revenue, and the Treasury Department at Washington than any other appraisal, as it is taken for granted that Board members are competent appraisers without testimony.

SUMMER BUILDING

Building in Sanford is exceeding all expectations for the summer months. During the month of April a new building record was made, permits exceeding those of May by 64 per cent.

A GOOD TIME

To Subscribe for THIS WEEK IN
SANFORD is

IMMEDIATELY

after you have read this 32-page Radio
World-Broadcast Edition through from
cover to cover. That

WILL BRING YOU

the magazine 52 times. Your one dollar
pays the postage—we do the rest. Can
you afford to keep that dollar?

SANFORD'S CELERY LEADS

Florida has become the leading state in production and shipment of celery, due to Sanford's production of celery superceding Michigan, which a long time stood at the head of the column.

There are many beautiful hills and fertile valleys in Florida. It is not all flat.

Seminole County Building And Loan Association

8 Per Cent or More on Savings

Temporary Offices

BRITT-CHITTENDEN REALTY Co.
210 East First Street

THE CALDWELL COMPANY
Fiscal Agents

Phone 708 - Sanford, Florida

Look Ahead

Anything in Real Estate

When you've invested your money in real estate, you are positive it is safe. There is nothing "wild-cat" about it. Real Estate grows in value each day. When you invest right—your profits are sure.

The Safest Investor

R. C. TISDALE, Realtor

Meisch Bldg.
Sanford, - Florida

Retail Credit Men's Association

AFFILIATED WITH

THE SANFORD CREDIT ASSOCIATION

THE WOMEN'S STORY

(Extracts from the Report of
Mrs. Henry Wight, President of the
Sanford Women's Club)

The Club's year closed with a membership of 269, and all financial obligations taken care of.

During the last year the Finance Committee sponsored the Redpath Chautauqua, which proved a great success not only financially but also in providing five days of wholesome entertainment.

The Literature Department has taken the initiative in bringing annual art exhibitions to the city. This department has also given several enjoyable one-act plays this season.

The Music Department gave monthly concerts of international music, which together with their appropriate artistic settings were greatly enjoyed. In February the Music Department was fortunate in securing Thurlow Lieurance and his talented wife to give their wonderful program of Indian music. This is the beginning of a series of annual recitals.

The Social Department has had its usual bridge parties and its annual Christmas Ball and the February Bridge luncheon. This department of the Club has developed into a new importance as a medium for welcoming and making friends with and for the newcomers.

The Welfare Department was indeed fortunate in bringing here for an open-house lecture Mrs. Percy V. Pennybacker with her wonderful message of international understanding.

The contribution of sterilizer and bedside tables to the hospital, the success of the flower show and plant sale, the giving of the civic dinner, and the city beautification program, are only the more conspicuous of many attainments of the year.

The Club has responded to all State Federative requests and entertained the annual meeting of Section Seven, and also was most happy to have Mrs. Ruth Bryan Owen present an illuminating lecture on the moving pictures. The Club has classes in parliamentary law.

A committee from the Club waited on the City Commissioners in June, 1925, and asked for a city nurse to be placed in the schools as an assistant to Miss Doudney in her work. This request was readily granted and for the past year an able assistant has been on duty.

A general spirit of harmony prevails in the Club and there is a most optimistic outlook for the future under the fine leadership of Mrs. E. A. Douglass.

PARENT-TEACHERS' PLANS

The Parent-Teachers Association was formed and supplementary readers for the different Primary schools has its association and just recently one has been formed at the Grammar school and one at High school.

The work of the Association is to cooperate in every way possible with the teachers. They are endeavoring to provide suitable playgrounds for the children—the South Side Primary grounds are a splendid example of what they plan to do along this line.

The Association also buys reference books and supplementary readers for the different schools.

Members of the association are responsible for a week at a time in taking care of under-nourished children in the schools. They also take care of any children in need of clothing, etc.

They also assist with the lunch-rooms at the schools and probably will have charge of the lunch-room at the West Side Primary next year.

The association's plans for the next year include a decided effort to eliminate trashy reading from the High school, and to cooperate with the parents in trying to keep the children home evenings.



ON THE SHORES OF LAKE MONROE.



OAKS OF THE SANFORD COUNTRY CLUB.

NOTICE:--

Sanford Now Has A RADIO SHOP

The New York Radio Shop—This City's First

It was opened this week at **202 NORTH PARK AVENUE**
by B. Feldman. He will

carry a full line of **RADIO SETS** and **PARTS**, and will be open for **SERVICE** all
day and **EVERY** night until 10

SANFORD'S CHAMBER OF COMMERCE

By R. W. PEARMAN
Secretary

It would be a most unusual thing for the secretary of a commercial organization to speak or write other than in eulogistic terms of the accomplishments of the organization which he serves. In fact, there is no instance on record where a commercial secretary has ever deviated from this rule. In consequence the claims made by the average secretary are quite often discounted considerably.

In order to accurately determine the real worth of the Chamber of Commerce to the community it serves, it might be well to ignore any of the claims made by its admirers, and instead, ascertain what progress the community has made, and if any is noted, what part the commercial organization has played in this construction performance. This is the test which the officers of the Sanford Chamber of Commerce are most agreeable to having made, as any investigation along this line will prove conclusively that the Sanford Chamber of Commerce has been indirectly responsible for every improvement that has been made in Sanford since its organization. The minutes of the organization and the local news columns of corresponding dates bear out this assertion.

The civic pride of Sanford, which is so obvious to the stranger, was awakened simultaneously with the organization of the Chamber of Commerce in 1920. The annual reports of the secretary's office—which in turn have been reflected in the wonderful progress and growth that Sanford has experienced during that period—have recorded the material accomplishments of the organization. The organization's initial work—and perhaps its biggest job—was to sell the city with its great possibilities, to the local people. Those who have directed the destinies of the organization from the beginning realized that it would be a very difficult matter to inspire the confidence of outsiders in Sanford, unless a similar confidence was prevalent among the citizens at large.

It was also realized that nothing could be accomplished for the general good until the cooperation of every one could be secured. This meant the elimination of factionalism, which unfortunately prevails in a great many communities throughout the country. That intra-community friction has been eliminated is evidenced particularly by the splendid support given every progressive bond issue which has been submitted to the people for approval. The Chamber of Commerce has proved to be the melting pot converting the dross of antagonistic factionalism into the gold of harmonious civic relations.

The high calibre of the men serving as presidents and members of the board of governors has always inspired the confidence of local people and caused the latter to give their strongest support to any measure advocated by the commercial body. These men, some of whom have been members of the governing board since the inception of the organization, have successfully kept the organization free from politics and policies which have spelled ruin to more than one commercial organization. They have given of their time without any thought of personal gain except that which would accrue to them indirectly as the city as a whole grew and prospered.

The next annual report of the organization will show accomplishments for the local Chamber that will be second to none in the State, and will prompt a feeling of just pride amongst the membership who have played a prominent part in the work of the organization. It would take no great amount of time to convince the most exacting of skeptics that the Sanford Chamber of Commerce is today a vital factor in the life of the community. It is a democratic institution, and as such has been able to interpret the wishes of the people into action.

CHAMBER WILL LUNCH AT POWER PLANT

The weekly business meeting of the Chamber of Commerce brought out a considerable number of members despite the fact that the summer season has arrived.

Those in attendance heard the invitation extended to the entire membership by Clyde A. Byrd, local manager of the Florida Power and Light Company, to hold the next meeting at the plant now being constructed by the Phoenix Utilities Company, which is a subsidiary corporation of the Florida Power and Light Company. Plans for the meeting are in charge of a special committee including J. D. Chittenden, E. L. Markell, and L. L. LeRoy. It was tentatively agreed to have luncheon in the camp dining-room of the company, after an inspection of the work now going on. Mr. Byrd, with the assistance of Verne Clawson, superintendent in charge of the construction for the Phoenix Utilities Company, is preparing several innovations.

President Douglass of the Chamber, is confident that a large number of the members will attend. This is an opportunity for the business men of Sanford to become familiar with the magnitude and importance of the plant which is being built across the river, the weekly payrolls of which, amounting to a large sum, are spent in Sanford, as well as money for the purchase of materials.

President Douglass stated that the officials and employees of this company should be given a cordial welcome and made to feel that they are a part of this community.

"TOO HOT" IN SANFORD

The weather reports furnished by the local representative of the U. S. Weather Bureau still feature Sanford as being the warmest spot in Florida. The matter has been taken up with both the Jacksonville and Tampa offices, and an attempt will be made to have the recording instruments placed on the top of the First National Bank building, as is done in Jacksonville and other cities that boast tall buildings.

According to reports at Friday's meeting, the Fourth of July celebration for Sanford will not be staged as originally planned, and the committee appointed to assist the Kiwanis Club in the proposed celebration was dismissed with thanks.

A larger number of members should have been present to hear the report of A. E. Warner of the United States District Engineer's Office on the status of the deepening of the St. Johns River between Sanford and Palatka. Mr. Warner stated that the physical survey had been concluded and the District Engineer was now preparing his report to be submitted to the United States Board of Engineers for Rivers and Harbors, in Washington. Mr. Warner was of opinion that the increased traffic on the river, the organization of the Upper St. Johns River Navigation District, and the passage of Sanford's large bond issue to build municipal docks and terminals, would add strength to the report of the District Engineer.

President Douglass especially urged that the members return the questionnaires sent to them some time ago for suggestions that can be utilized when formulating the program of work for the Chamber of Commerce for the ensuing year. The Board of Governors of the Chamber of Commerce cannot possibly interview each member to ascertain his attitude toward the Chamber and his opinion as to what work is of paramount importance for the Chamber to undertake.

ON THE BLACK BEAR TRAIL

Duncan I. Hasell, who handled publicity for Sanford at the convention of the Black Bear Trail Association at Winchester, Virginia, gave a very interesting report of his activities there. Whenever the opportunity presented itself he spread Sanford over the records of the organization, as well as breaking into the newspapers of that section.

The members of the Chamber were gratified to know that better than 25 per cent of the names of the qualified voters of Seminole County had been secured for the petitions requesting the call for a bond election to widen various nine-foot roads in the County.

The meeting heard a very interesting talk from F. L. Miller on the necessity of differentiating between the races, and between residents and non-residents, when compiling vital statistics of Sanford.

The Secretary read an inquiry from a Northern concern requesting information as to the possibility of securing a business here, exclusive of automobiles and real estate, which can be purchased for \$25,000 to \$35,000 in cash. This inquiry is on file in the Secretary's office and will be furnished gladly to any one whom it might interest.

LAKE MONROE

Lake Monroe, lying 35 square miles—seven long and five wide—in front of Sanford, has been called the city's most valuable asset. The description is true scenically and is accurate commercially. This body of shimmering water touches beneficently the climate and therefore the health of the community, its open expanse serving to cool and freshen the air for an appreciable distance inland. Sunset lights and colors of afterglow on Lake Monroe are an ever-changing panorama of beauties.

Lake Monroe is the head of navigation of the St. Johns River, whose name means "Florida" across the world. Through the Lake that historic subtropical stream makes its winding way northward 200 miles to Jacksonville and the sea.

A number of developments on the Lake front have been completed, notably the Forrest Lake Hotel, the Yacht Basin, the Sanford Yacht Club House and the Recreational Center, located on the American Legion grounds. Those proposed which are now under construction are the Lake Front Boulevard and Beautification Plans for this project. As a result Sanford is beginning to take its place as a prominent tourist center, and there are already materializing the visions held by those who have desired to see Sanford the Mecca of yachting enthusiasts. During the regatta which was held for the first time this season, the Lake was dotted with many types of pleasure craft. There is no inland body of water offering greater advantages for the holding of events of this kind than Lake Monroe.

Sanford's future as a prominent inland waterway city is assured as the result of the passage of a bill at a special session of the Florida Legislature which enables Seminole and Brevard Counties to construct a canal which will link together the St. Johns and Indian Rivers. This improvement will enable yachts to take the direct inland water route from Jacksonville to Miami, an estimated distance of 500 miles. This improvement is of national importance, inasmuch as it will comprise the Florida inland waterway link of the Maine-to-Key West intracoastal waterway. The St. Johns River can be navigated from Jacksonville to Sanford by boats drawing eight feet of water.

Lake Monroe, unlike numerous small lakes in Florida around which some very attractive cities have been built, serves a more utilitarian purpose, while at the same time possessing a peculiar natural beauty and grandeur.

WASHINGTON.—General John A. Lejeune, Commandant of the U. S. Marine Corps, let it be known that decision has been made to have Belleau Wood, France, placed under control of the Marine Corps League to preserve it as a shrine for those Marines who won fame and glory there in June of 1918.

ATLANTA, Ga.—Mrs. J. E. Andrews, chairman of the Atlanta Women's Civic Council, has been sued by Allen and Hale, policemen whom she charged with frequenting a bootlegging dive. They charge "wilful, malicious, false and slanderous attacks upon character and reputation."



"Crated Sunshine"—A Celery Field at harvest; GENEVA.

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Swimming
Hunting
Fishing

"Fish abound in every County in Florida, but the best fishing is in the lakes around Geneva."

GENEVA--A Friendly Community

FLORIDA

Rich Celery and Truck lands for development can be obtained here in the very heart of fruitful SEMINOLE County.

GENEVA WANTS FARMER SETTLERS for her superior lands, and is prepared to offer exceptional profits in money, health, and happy contentment to earnest newcomers of the right sort.

Cordially yours,

GENEVA CHAMBER OF COMMERCE

This is the kind of Community the Gold of Florida will be mined from through the generations, as it is being mined NOW. Seminole County has no Boom to readjust.

GENEVA

Amid beautiful Lakes,
Lovely Orange groves,
White-sand Beaches.
With Hard Roads,
Electricity.

22 Miles from the Atlantic Ocean.

"Fruitstands in the making"—An Orange Grove in full bearing; GENEVA.



Geneva---In America

If the bucks had been lighter and the beach smaller there would be a little real room here to tell you about the delights and excellencies of Geneva on Lake Harney. But the deer of the Geneva country in Seminole County are as they are and the shimmering white-sand beach is as it is and you can't do anything about it. All right then.

Geneva is a fine, tidy, up and going, chic and dandy little city shepherding the lakes and groves and fruitful fields and rolling swales of a lovely land. It's on the Florida East Coast Railway, 22 miles from Daytona's "finest beach in the world" and 12 miles from Sanford. The town has packing and preserving plants whose meats, vegetables, jellies, and fruits are widely distributed. Geneva offers much to the tourists. The beautiful lakes and creeks and high rolling lands have attracted many investors throughout the past few years, and new homes and fresh activities along varied lines are to be noted. Buses run regularly over a bricked road between Geneva and Sanford, connecting with both coasts and the north and south. Lake Harney affords an outlet to St. Johns River and its many, many miles of storied tropical beauty. Outdoor sports come into their own around about Geneva, from January to January. School facilities are excellent; the public health rates very high; community life is charming, and the club, church, commercial, and industrial elements fit the picture.

The Geneva Parent-Teachers Association, started in 1919, has the distinction of being the first association within the County to organize and the first in the State to offer to graduate students a college scholarship. The fine new Geneva school was fostered by this association, and it supplied the up-to-date playground apparatus and some furnishings for the auditorium. Annually a successful district fair is held under auspices of the Civic Government Association of Geneva.

Geneva is particularly proud of the quality of its drinking-water, obtained from superior springs. Picnic spots abound and are much used.

Close by Geneva is the site of the projected Press City, where it is proposed to create a perpetual meeting place for editors and publicists of the whole world, an intellectual clearing house, a journalistic "League of Nations."

Lake Harney at Geneva has an exceptionally fine white-sand beach. Above—Geneva offers proof of the hunting.



"THERE WERE TWO AND SEVEN"

And Alice of Seminole, Aged 14, Goes to New York!

A Junior Poultry Show is staged every year as a part of the big poultry show of the South Florida Fair, held each February in Tampa. This is the big annual contest for the members of the Boys and Girls Poultry Clubs of the whole State. The boy or girl who is lucky enough to have entered the Grand Champion Trio is declared the State winner—a very enviable honor indeed.

The winner gets not only the honor, however, but also a free trip to the Madison Square Garden Poultry Show in New York City the following January!

This past year Seminole County had the honor of winning the Grand Championship and several other places too. Alice Vihlen of the Crystal Lake Poultry Club won Grand Champion Pullet, and Grand Champion Cockerel. She displayed a trio of White Wyandottes.

From the same club Ellen Lundquist won Second Trio Rhode Island Reds, and Elinor Tyner won third on a White Wyandotte Trio. Some showing from one club! Alice gets the trip, and Ellen and Elinor get ribbons and checks.

The success of the Crystal Lake Club is doubly outstanding when one learns that the prizes were won on their first year's work, the Club having been organized only eighteen months ago.

By ALICE VIHLEN
Grand Champion

When my chickens were large enough to tell the pullets from the cockerels, to my disappointment there were two pullets and seven cockerels. I was disappointed because I knew I had to send two pullets and one cockerel. I was certain something would happen to the pullets, and besides I didn't have any to pick the best from. I had to send what I had if I could raise them.

They grew fast and as the roosters were eating up feed, I picked out the best one and sold the rest.

I took tubs in the kitchen by the stove, put warm water in them and washed the chickens. They did not like it at all, but I got along pretty well. After I had washed them I put them in a coop in front of the fire to dry.



This is Champion Alice of Seminole and—guess which one of her prize-winners.

There they didn't have enough room to prune themselves so I put them on the screened porch. I was rather disappointed with them as they didn't look pretty and they just drooped around. I surely expected them to look better. When I saw how they looked I didn't want to send them off.

But, I must have expected them to dry too quickly. When they moved around and began to "fluff" up, I felt better. Later that afternoon they were quite dry and they did look pretty.

I wanted them to look better, going to such a large fair.

On the fifth night I had a telegram from Mr. Whitner, our County Agent, saying I had won

first prize. No one can imagine how happy and proud I was of my chickens.

When I found out they had won four first prizes, I was more happy and proud of them. I certainly was glad to see them come home.

Girls and boys of the many different clubs, I wish you the same if not better luck than I had. It makes one feel like working harder. I am

JUST A CLUB GIRL.

14 years old.

Crystal Lake near Loch Arbor.

WHAT SAITH SOLOMON?

(Continued from Page 7)

My own reflection has since answered that. His senses became informed of it, his mind recorded it, because it was an incident, the one disconnected incident where all about him was immeasurable noise, illimitable death.

So then I knew instantly, the other morning in Judge White's Police Court, why a middle-aged respectable negress in a very clean dress of bright blue was able to respond without hesitation,

"It was a cherry-cola bottle, Judge."

As she said it, the peculiar odor of the greatest war correspondent's cigarette touched my nostrils and six thousand British field-pieces roared together along a mile of front, and in the distance an incalculable tonnage of inhabited trench-works arose toward the sky, and fell back, and over a rocking world floated flute-like for an instant the dawn notes of a lark. And thus I knew the negress had not lied, it was a cherry-cola bottle and no other kind; the red-dripping battle with razor and clubbed glass between the two black boys in the street of Goldsboro had held for her its one incident—the bright flashing label on a bottle of pop, as the weapon was flourished and brought down on a skull.

It had been a catch question, the Judge's "What kind of a bottle was it, Mary?" and by an instinct that is peculiar to police court magistrates he knew the truth had answered him. But I knew it because I knew it is not too far a cry from a white man's ear on a French battlefield to a black woman's eye in a Florida street. The way of an incident being international.

We discuss now: a happening, an occurrence, a coincidence, and an occasion. Brown Abe buried his supply of shine in a patch of ground in the purlieus of Goldsboro. That was the happening. Black Joe felt an urge to fish, and went forth to dig bait. That was the occurrence. Joe's shovel turned up Abe's hootch. That, of course, was the coincidence. And any gentle reader can be trusted to have surmised that what ensued was the occasion. Abe naturally took no stock in the bait-seeking alibi. In Goldsboro's street he called Joe a name, the particular name which Mr. Owen Wister's Virginian required Trampas to eschew unless delivered with a smile. Joe responded that Abe's old man had married the same sort. Abe's razor and Joe's cherry-cola bottle joined the party, and the occasion was complete.

The fine degrees of difference distinguishing a happening from an occurrence from a coincidence from an occasion now having, we trust, been made clear, Judge White will speak:

"Boy, did he cut you badly?"

Joe: "Yere 'roon' mah neck an' on down yere unduh mah ahm, Jedge." The white edges of a surgeon's plenteous bandages peeped up at the Court from Joe's shirt-collar. The shirt farther down was stiff with dried blood, rust-colored and dingy.

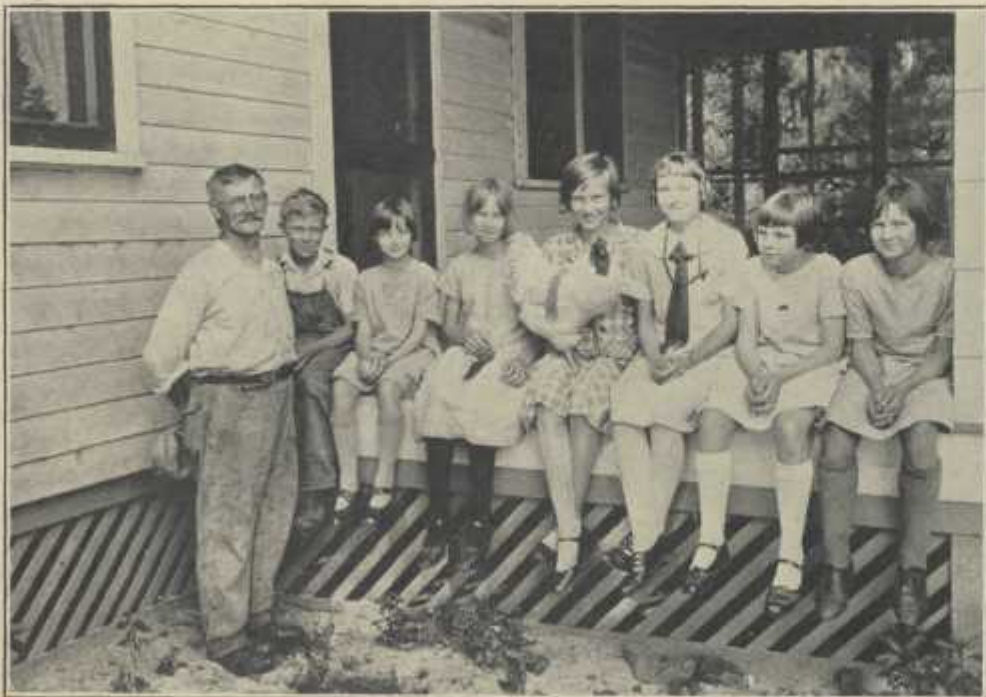
"Mister Leonardi," spoke the Judge to Abe's lawyer—that was Abe's one glory in a dark hour, he had a lawyer—"I think this case is too serious for me to try, here."

"I think so too, your Honor."

"I will transfer it to the County. Mister Officer, see that all the witnesses are held."

Now you know why Park avenue between Police Headquarters and the County Courthouse across the way was so dark at noon, the other day.

ORADIAN, ON.



From left to right: M. L. Vihlen, the Club leader; Austin (Buster) Vihlen, Ester Ericson, Elinor Tyner, Alice Vihlen, Ellen Lundquist, Ruth Ericson, and Pearl Tyner.

The SPIRIT OF THE COMMUNITY

Elsewhere in this issue Character is pointed to as the die of Sanford's individuality among municipalities. Character expresses itself in Reputation. Here are a few civic acts that have gone into the making of Sanford's reputation as "The City Substantial":

Last year, when the city's population was not much in excess of 10,000 but growing with startling speed, the need for a large and thoroughly modern hotel became impressive. The Chamber of Commerce assumed the task of providing one, and automatically that job became the job of all the citizens. Hulick Brothers, owners and operators of an important seasonal hotel in New Jersey, were called in and asked to select a hotel site. They chose the present site of Hotel Forrest Lake on Lake Monroe at the eastern end of First street.

Promptly the Chamber took options on that site and on six and one-half blocks of unimproved land on three sides of it. The Chamber then organized a real estate company, the people of Sanford bought \$300,000 of stock in it within one week, the site and its surrounding land were bought outright, and within another week a Chamber of Commerce committee had made a flying trip over the State and sold practically all of the purchased land, except the hotel site, at fair prices and at a total of about \$1,000,000. Then the Chamber presented the hotel site free of encumbrance to Hulick

Brothers and the building of the hotel was begun. The \$500,000 Hotel Forrest Lake now occupies that site, 350 by 450 feet on the shoreline of the Lake.

All this was "the Sanford spirit."

Again: In August last year it was decided to raise "at least \$25,000" for Sanford publicity and kindred ends. In four days citizens bought memberships in the Chamber of Commerce in the sum of \$108,000. This was equivalent to a *per capita* subscription of about \$108. It made the Sanford Chamber of Commerce the largest in the world on a *per capita* basis. "The Sanford spirit."

Again: It was decided that Sanford must be represented by a strong club in the Florida State Baseball League. Within three days the citizens, led by the Chamber of Commerce, raised \$15,000 by subscription—and the Sanford club now leads the League. "The Sanford spirit."

Again: It was proposed, this year, to vote bonds for various municipal improvements which should add to the substantiality of the city and make it still more attractive to visitors—tourists and seasonal habitants—as well as to the citizens. The people went to the polls and voted six to one an issue of \$2,565,000, and this month will see commencement of work under the improvement program. "The Sanford spirit."

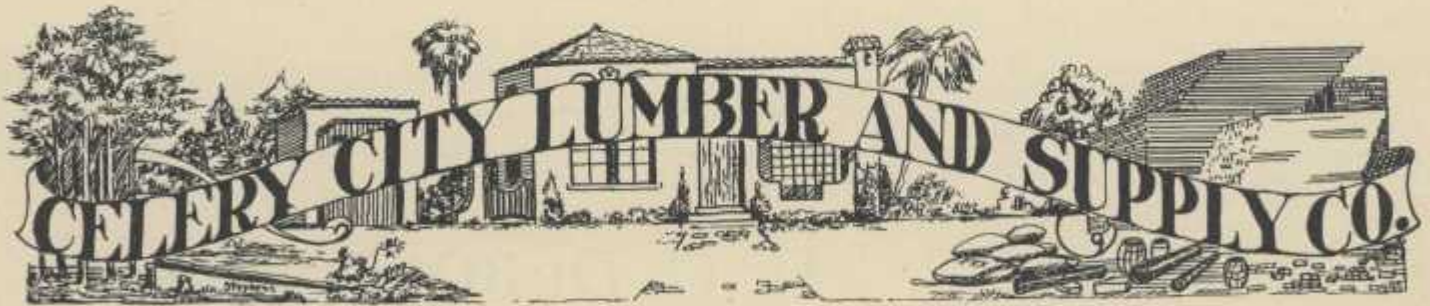
Sanford spends no time in criticizing other communities where local zeal to succeed may

have opened the door to exploiters from outside—a class never welcomed here. Sanford prefers to keep busy building at home, a job for all of her skill and time.



PICNIC COUNTRY

The rolling country of woods and fields and lakes around Geneva abounds in such charming picnic-spots as this one on the shore of the picturesque St. Johns River.



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WHAT IS YOUR NAME? —A Call to Youth

The evening of Wednesday, June 2, the Rev. Dr. F. D. King, pastor of First Baptist Church, delivered the graduation address to the class of Sanford High-School. So much of pith and straight purpose, so much of right thinking and real manliness, went out to the boys and girls of the class from this effort for them that it becomes a duty as well as a privilege to give to the address a magazine circulation which goes beyond the borders of Seminole County and into eleven States.—The Editor.

By F. D. KING, D. D.

Genesis 32:27.

My young comrades, forget the formalities of this momentous occasion and send your thoughts out with mine into a field fertile in things fundamental. If you will enter heartily into the serious and refreshing study of this hour, I promise you a liberal reward.

There is much in a name. There is much in your name. Your name identifies you; tells who you are; tells what you are; and publishes to the city and out beyond the borders of the city your disposition, your habits, your influence, and your character.

Just a few days ago a committee of responsible men came to ask for my appraisal of a man who lives in another State. "Let's make a careful investigation of his record," I said to them. "Before you consider him seriously for the position you seek to fill, ascertain as fully as possible the character of his name in the communities where he has held similar positions." A searching letter was sent to the town where he is intimately known. And this was the reply: "He is a man of considerable strength, but he is unworthy of the confidence of the people." Yes, my young fellow-citizens, there is much in a name.

When one calls the name Henry Ford in your presence, your thoughts travel to a place on the planet which we call Detroit; and thence out to a mighty manufacturing plant and into the presence of the greatest industrial genius the world thus far has produced.

When you think of the name John Wilkes Booth you identify to yourself a notorious character. You think of an actor who on the evening of April 14, 1865, rode horseback along certain streets in Washington to Ford's Theatre and there mortally shot Abraham Lincoln, one of the greatest seers and statesmen America has produced. As long as history is taught in our schools, that long will the name John Wilkes Booth identify in the minds of pupils the assassin of one of our greatest Presidents.—A terrified audience, warm blood from a gun-wound, and a fleeing murderer,—these are inseparably tied to the name John Wilkes Booth.

WHAT'S IN A NAME

I am not responsible for the number of letters in my name or the arrangement of those letters. Others gave me the letters which form my name, and made the arrangement. But I am responsible for the influence deposited in my name, and you are responsible for the influence which moves when your name is called. My name identifies me; your name identifies you.

Some one has said that when God made you He then broke the mold; that there is not in all the world or ever will be another human being just like you. So, you understand, your name does identify you very definitely.

And this name you carry with you constantly. You cannot make a journey and leave your name at home. When you go on a business errand, or enter into business negotiations, you carry your name with you. When you write your name upon a document, you have unconsciously measured the influence of your name in business circles. In social life the very mention of your name makes certain instant impressions—either good impressions or bad impressions. When you make a social call, send an invitation, or write a letter, your name is there present and is constantly reminding

others of your temperament, your disposition, your character. But—your name does far more than identify you.

When you are introduced, the first thing is your name, and the name not only tells who you are and what you are, but it frequently tells what you have been doing. The name on the diploma which will be presented to you this evening is a resume of your history during your high-school experiences. If one wants good history to be read when his name is mentioned, he must incarnate in his own life those virtues which make a name worthy and noble.

"What is your name?" "And he said Jacob."

And to those who knew Jacob intimately the mention of the name was the reading of his history. There was the game which he played

(Continued on Page 30)

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"Not to Regret it"

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SEMINOLE COUNTY GOVERNMENT

The Commission Form Rules County and City, Successfully

By W. B. WILLIAMS, City Manager.

Sanford was one of the first cities of the South to adopt the city manager-commission form of government, and since its inception the progress made in municipal affairs has been rapid and stable to such an extent that today the City Hall is annually visited by delegations of officials from cities in every section of Florida and other Southern States who wish to learn of the ways and means by which Sanford has built up such a remarkably efficient form of municipal rule.

There are three Commissioners, and each year they elect one of their number as Mayor. The present Mayor is Forrest Lake, one of the most widely known men in the South. He was first elected Mayor of the city at the age of 22 years, and since that time has held the office, intermittently, 24 years. He is president of the Seminole County Bank, one of the strong financial institutions of Florida.

S. O. Chase and E. F. Housholder are the two other Commissioners. Mr. Chase is the head of Chase and Company, large growers and shippers of produce in many sections of the United States. Mr. Housholder is a member of the law firm of Wilson, Housholder and Boyle, is County Prosecuting Attorney, and recently was elected to the Florida Legislature.

W. B. Williams is City Manager, and under his active direction the executive work of the city is conducted. The Chiefs of the Police and Fire departments, the heads of the Street department, and of the gas and water plants (both of the latter municipally owned), are all directly responsible to the City Manager. In his office are also those of the City Purchasing Agent and the City Engineer.

The City Clerk, L. R. Philips, is also the City Treasurer. Under his direction are the Tax Assessor and Tax Collector. He also acts as Recorder in Police Court.

Wayman E. White is Municipal Judge and occupies the Police Court bench three times each week. He is recognized as one of the leading young lawyers of Central Florida.

Roy G. Williams, Chief of Police, has the distinction of being one of the youngest police heads in the United States. He is 26 years old and already has an enviable record. Eighteen men are maintained on the force and the department as a whole is a very efficient one. Sanford is practically free of the crime element.

The city officials have been highly complimented upon the success they have attained through the operation of the gas and water plants. Both are self-supporting, and recent additions to the machinery of each are estimated as being capable of fulfilling the necessities a fast-growing population will impose during the next five years.

Owning and operating its own dredge, the city has effected a saving of thousands of dollars in filling operations along the waterfront of Lake Monroe. With the recently completed \$1,500,000 stretch of bulkhead along the Lake, the city is acquiring many acres of valuable ground through reclamation of waterfront lands.

Seminole County—of which Sanford is the seat—is likewise commission-ruled. There are five districts in the County and each is represented by a Commissioner, who holds office two years. One of their number is annually elected chairman, and he presides at the meeting, regularly held twice each month.

The Commissioners are divided into committees. Under these come the supervision of

roads, County police, the Poor Farm, welfare agency, Tax Collector, Assessor, Clerk; in fact, every department of County government is operated through the committees of the Commission.

John Meisch is chairman, and Boston Steele, B. F. Wheeler, E. H. Kilbee, and C. W. Entzminger are the Commissioners. Frank Evans has been elected to fill the seat now occupied by Mr. Entzminger when the latter shall retire in the near future.

George A. DeCottes, attorney for the Sanford City Commissioners, is also legal advisor to the County. Fred T. Williams, City Engineer, acts in a like capacity. The co-operation existing between the City and County through the offices of these two men is invaluable to the proper administration of government by the two bodies.

Vance E. Douglass, Circuit Clerk, is also County Clerk. Charles M. Hand, one of the most prominent law-enforcement officers of the South, is Sheriff. He maintains a staff of four deputies.

James G. Sharon is County Judge. He has built up a reputation as one of the most fearless and capable men in the annals of the judicial bench in the State.

The County's bonded indebtedness is far below the legal limit, and the efficiency of the operation in governing affairs has cut expenses many thousands of dollars during the past few years.

The County Agent is responsible to the Commissioners only. The experimental work being carried on and the enlarged program of agricultural activities now being put into effect by this officer make this office an exceedingly important one. B. F. Whitner, Jr., has just resigned the County Agency to pursue bulb-cultivation in Seminole County, for himself. His work in office has been of a very high character.

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Sanford Paint and Wall Paper Company

Sanford -:- Florida

What Is Your Name?

(Continued from Page 28)

to get the birthright of his twin brother Esau. There was the dirty deal which was done him by the mercenary Mr. Laban when Laban declined to give him the daughter for whom Jacob had worked and waited seven years. When one hears the name Jacob he thinks of some questionable business dealings with his father-in-law. Then later comes Jacob's departure and the interesting story of his struggle with the angel. "What is your name?" came the question from the angel, and the very mention of the name gave some strange history.

Yes, the name I bear is a resume of my own life history, and the name you bear is a resume of your own life history. I am not responsible for the number of letters or syllables in my name, but I am responsible for the kind of influence produced by mention or thought of my name, and for much of the history embodied in my name.

Three days after Christmas of 1856, at Staunton, Virginia, an excellent Christian mother and an excellent Christian father looked into the eyes of their new babe. When the moment came to give him a name, the mother and others gave him "Thomas Woodrow." Many excellencies were embodied in the name which characterized and identified this mother, and she bequeathed to her new son much of this wealth. At the hands of this Christian woman Thomas Woodrow Wilson received his name, to carry with him every moment through more than six and a half decades. When he had reached the zenith of his power there was no other name among all the living people of Earth that was the symbol of such greatness, such power, as Thomas Woodrow Wilson. No marathon runner ever gave his strength in a race with more of zeal and more of earnestness than did this man in his efforts to bestow upon the world the priceless privilege of democracy. Janet Woodrow Wilson clothed the name with many excellencies; the son invested with other excellencies and genuine greatness the name given him by his mother.

CHANGING YOUR NAME.

Great was that night in Jacob's life when he came face to face with God and talked with God's messenger. That night marks a new day. "Thy name shall be called no more Jacob, but Israel: for as a prince hast thou power with God and with men, and hast prevailed."

Thank God for the privilege of changing the meaning of our names! If my name has not been making good impressions, I am privileged to change its very character. If my name has been a symbol of dangerous influences in the community, the city, the school, I am offered the privilege of spending not only one night with a messenger from God but of walking in fellowship with God day by day, and having my name invested with wholesome and very great influence. There are men and women and students all about us who are fighting great battles in their inner-thought world; they are reaching out their hands to God for help in their heroic efforts to defeat selfishness, lust, greed, and other unworthy passions, and they are winning mighty and marvelous victories thru the strength of Christ Jesus.

Members of the Graduating Class, the character of any name is not changed for the better without struggles. No student ever attained greatness, or any of the elements of greatness, without giving battle and giving battle constantly. There are the battles which are presented by books, but your major battles will be fought in other fields. High-School Graduates, I counsel you today to incarnate in your lives, at whatever cost, such virtues that the very mention of your names will give hope to the hopeless, warning to those who are wasting and wrecking their own lives, and inspiration to those who are fighting for mental and spiritual freedom. But, I remind you, this

coveted eminence never will be reached without constant and courageous effort.

"Heaven is not reached at a single bound;

But we build the ladder by which we rise.

From the lowly earth to the vaulted skies,
And we mount to its summit round by round."

Not what my name is today but what it may be thru all of life's tomorrows—that is the thought which challenges me. In the Book of Books we are given two interesting portraits of Peter, and the two offer a study which contains abounding inspiration for every student of Earth. "Thou art Simon son of Jonah: thou shalt be called Cephas, which is by interpretation a stone."

The first portrait is that of a peasant fisherman; the second is that of a "world-famed, age-making apostle." But between these two portraits are struggles in which the peasant fisherman disappeared, and out of which the age-making apostle emerged.

Young Americans, what will be the thoughts elicited in the classes which you will enter in the higher institutions of learning, in the homes which you will some day establish, in the offices which you may occupy, and in the circles of human activity which you will help to create?

If you would have the influence of your names to be as refreshing and as powerful as your hearts in your best moments covet, then, in

this threshold moment, I point you to Him who alone can clothe your name with power, and invest your life with goodness and greatness, and who alone can make your name a benediction to all mankind and to all generations.

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THE GATES OF JAZZ

By Arthur Rowland

Printed in this Magazine by Special Arrangement

WHAT HAS GONE BEFORE

During a terrific thunderstorm in the Berkshire hills of New England a gigantic spruce tree is struck by lightning. It falls across Granite Trail which runs between Burton Falls and Plainfield.

A dance is held under the direction of the King family of Plainfield during which a contest is put on for the best dancer.

Ruth King, a charming city bred girl, has been stirring the affections of Abel Reid as well as myself. In the dance contest Ruth is to select a partner from the crowd in the hall. There is a buzz of excitement, the floor is cleared and Abel leans against the wall by my side.

To the surprise of all Ruth chooses Abel as partner, and he enters the contest; together they win. The great storm rolls up as the dance closes and Ruth and her brother Jack start for home over Granite Trail. Jack shows signs of intoxication, but into the night at break-neck speed he drives away.

The car dashes up an incline, striking the Giant Spruce of Granite Trail which has been felled by lightning, and is hurled into an abyss. Abel and I follow, and Abel saves Ruth; Jack is dead. We rush Ruth to the hospital. Love is born in the farmer boy. Ruth talks later with me about her growing affection.

She confesses her love for Abel but wants him taken through the Gates of Jazz as a testing. So he is in New York.

I encounter a strange woman on the streets Christmas Eve, and an attempt to grant her plea for help leads me into a darkened alleyway—where I am forced to use my pistol.

NOW GO ON WITH THE STORY.

When Abel came, I told Bascom to watch him, and report to me each week. The report was ever the same, terse and decided, "Nothing new, sir, Mr. Reed is learning rapidly and never makes a mistake. I have done my best to find him in error, but to no avail."

"Do not try too hard," I liked to answer, "he may be another Bascom some day."

And how the poor chap's face would brighten for a compliment to him was nectar of roses.

The morning before Christmas that year in New York was bitterly cold, and the wind whirled around the corner of the business district in a mood that threatened death to the weak-lunged, and weak-bearded. And then came one of those changes in temperature that seems to delight nature so much, or at any rate the particular God of the Winds that abides over New York. A gentle breeze came from the southwest; the sun came out for a warm half hour before setting in mid-afternoon, and the city tremed with life. It was to be a great Christmas Eve.

Abel had gone the day before. He was to spend the holiday at home. As the darkness came over us, I wished I had gone with him, for there was no home for me, save the club, and Christmas Eve in a club to me was impossible. I thought of Florida, where Ruth was, and then hurriedly drove the memory of her from my mind.

I hate to be melancholy when all else seems happiness, but it takes a touch of sunshine in others to bring out my shadows. I left the office near the dinner hour, and took the train up town to 42nd Street. Have you ever stood at 42nd Street and Fifth Avenue on Christmas Eve? In all the world there is no spot where the contrasting elements of life are so intensi-

fied, yet withal so immutably apart. The rivers of automobiles, many aglow with colored lights, and all with the green wreaths of the holiday; seats piled high with bundles, the smiling, obliging chauffeurs, the new boyishness on father's face, the laughter of children; one great sweeping surge of wealth and luxury, four abreast and going each way.

But on other streets, along the curbsings, little children forgetting Christmas in search for discarded cigar butts, children with piles of wood to carry or pull along,—mothers with haggard, stern faces, crying in coldhearted pity at the bareness of life; the poor things from East Side, drawn into the eddy of happiness, but ever circling the outside of it.

I went to a show, there was nothing else to do, and it was nearly midnight when I came from the theatre. The streets were still crowded; here and there Yuletide candles burned steadily in contrast to the flashing radiance of signs. As I saw them, I thought how like Purity's light shining amid the blinding brightness of a city's gayety—modest, but eternal.

Where I strolled, I cannot ever remember now, but it was many a block. Long after midnight, when the last group of Carol singers had disappeared, I stopped at Lexington Avenue for a moment to watch the arrest of a celebrator who had mixed too much hell with his Christmas. There were no chimes playing in the auto patrol that carried him away, just the clanging signal that crooks know.

I had gone a few hundred feet further along the Avenue now nearly deserted, when I was stopped suddenly by a voice, low but distinct and appealing. "Say, mister, please."

It was a woman's voice, and I had lived long enough in the city to know better than to answer the doorway call, but there was a peculiar tone in this voice that held me. I turned for a moment, and a slight, apparently young woman stepped out.

There was no light close by, but I noticed a hesitancy and modesty about her that stirred my curiosity. "You're a gentleman, sir, aren't you?" she said in a quiet tone, though her breast was rising and falling rapidly. "Will you help me?"

No man could do other than agree. I answered her that I would if I could.

She grasped my arm suddenly and urged me on. She did not speak.

(Continued on Page 32)

IF YOU MUST LEAVE SANFORD

BUS SCHEDULE

South Bound	To Orlando
A. M.—8:00; 9:45; 10:45; 11:45	
P. M.—1:45; 3:45; 5:50	
North Bound	To DeLand-Daytona
A. M.—9:15; 10:15; 11:15	
P. M.—1:15; 3:15; 5:15	

A. C. L. TRAINS

	North Bound	
82	2:15 A. M.	
86	10:20 A. M.	
80	11:25 A. M.	
84	3:50 P. M.	
	South Bound	
85	2:45 A. M.	
27	8:35 A. M.	
81	12:25 P. M.	
89	3:25 P. M.	
85	6:55 P. M.	

THE GATES OF JAZZ

(Continued from Page 31)

As we neared the light I saw her face, and it was deathly white.

"This way, quick," she said, and darted into an alley. For an instant I hesitated, then followed. I was thoroughly aroused now,—but my right hand grasped the Colt I always carried at night in New York.

She walked only a few steps, then turned. "Did you see the man behind you as you passed me?"

I shook my head.

"I belong to him, sir, and my God, sir, he said he will kill me tonight if I did not get money for him. But I can't at Christmas time, sir, I can't—and they will be here soon. Can you help me please, please, sir?"

She took my hands in both of hers and yet I could not see her face distinctly. It was awkward, decidedly so, but her hand clasp was strong and her body was lithe and swaying a little in her earnestness. I decided quickly.

"Come on then," was my brief answer, and this time I led.

The alley was apparently one half block along, and dimly lighted. I had only the faintest idea of my direction, but we moved along.

The girl clung closely to me and I have often wondered why I had such sympathy for her then. The coat she wore was dark, and her hat, though attractive in design, was of somber shape. Her head was bowed. Indeed I pitied her, and I wondered more.

As we neared an intersecting alley, I heard foot steps, faint but certain; then they died away.

What happened in the next moment I never can accurately describe, but I heard the girl scream, felt her push me from her, and then there was the silver flash of a revolver and the answer of my own. I fired three times before looking back; there she lay, life blood streaming down her face mixing with tears that had not yet dried.

Then came lights, police, the hospital, station house, my freedom on my recognition. My request was granted that no publicity be given the matter for the time being.

From the police station I hastened back to the relief hospital. The girl had regained consciousness, but word came that I could not see her till the morrow. I called a taxi and went out to the club with my mind in a chaotic state, and my pipe was filled and emptied over and over again before I could get those words she spoke sufficiently out of my mind that I might sleep—those words, "But I can't at Christmas time, sir."

The next day was the birthday of Jesus Christ, and I prayed to Him that night that He might bring rest to one who had fled to me for protection I had tried but failed to give.

(Continued in June 21 Issue)

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This Week's Calendar

MONDAY

The Milane—"The Sea Beast" with John Barrymore—Milane News.
The Princess—"The Homemaker" with Alice Joyce—Comedy, "Crowning the Count."

TUESDAY

Rotary meets at Seminole Cafe, Noon.
The Milane—"The Sea Beast"—Milane News.
The Princess—"The Scarlet Saint" with Mary Astor and Garreth Hughes—"The Ace of Spades."

WEDNESDAY

Kiwanis meets at Seminole Cafe, Noon.
The Milane—Marion Davies in "Beverly of Graustark"—Comedy, "Trifles with Time"—Aesop's Fables.
The Princess—Jacqueline Logan in "White Mice"—Comedy, "Black and Blue Eyes."

THURSDAY

Lions meet at Seminole Cafe, Noon.
The Milane—Raymond Griffith in a hilarious comedy, "Wet Paint"—Hal Chase comedy, "Mum's the Word"—Milane Review.
The Princess—"His Majesty Bunker Bean" with Tom Moore and Dorothy Devore—Mack Sennett comedy, "Hayfoot Strawfoot."

FRIDAY

Chamber of Commerce meets at Seminole Cafe, Noon.
The Milane—"Born to the West" with Jack Holt—Merchant's Gift Night—Harold Lloyd in "I Do"—Milane News.
The Princess—"Steel Preferred" with William Boyd—"The Fire Barrier" and comedy, "Tight Cargo."

SATURDAY

The Milane—"The Sporting Lover" with Conway Tearle—Mack Sennett comedy, "Fight Night."
The Princess—"Top Hand" with Bill Bailey—Comedy, "Bright and Early."

SUNDAY

Services in all our Churches.
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