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This Week in Sanford, Vol. 02, No. 05, August 16, 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

Volume II FOR THE WEEK BEGINNING AUG. 16, 1926 Number 5

WHAT'S GOING ON

Reflection Caught on the Mirror of Sanford Life Today

(A Weekly Feature)

Speaking of successes, which seem to be getting to be synonymous with Sanford, check one high mark for the American Legion convention. In the first place, as to attendance, this community's popularity was established again as far as the boys from over there are concerned. More than five hundred guests were in the city.

And it illustrates the business value of the convention to a locality. It is a fair estimate that these visitors spent \$10,000 in Sanford during their stay, a very sizeable contribution to the welfare of the community. Let's have many more conventions. It's purely a Chamber of Commerce job.

We simply must speak personally of the announced departure of Mr. and Mrs. John R. MacDonald and son from Sanford to Eustis; they will take over the Grandview Hotel in the latter city about September 1. It has been our good fortune to spend much time at the Montezuma during the past eight months, and for all around courtesy and atmosphere of friendliness the regime of "Mac" stands high. He comes the nearest to making a home of a hotel of any man we've known. We congratulate Eustis and we

wish the MacDonald family all of the best there is.

Speaking of hotels, every hostelry in town was rushed to capacity with the guests of the Legion days. Wurt Warner was as busy as several proverbial bees in one taking care of the large number of guests at his hotels, the Valdez and Seminole. With headquarters of the convention at the Valdez, "Wurt" was vertibly swamped with duties, and his unflinching service was a credit to the community.

By the way, it won't be long now before the Forrest Lake Hotel will begin to bestir itself. How soon the summer passes and passes with summer the worry of the pessimist. The blue glass eyes are getting more rare on the streets all over Florida; the confidence of a sound commonwealth is returning as it must.

The other evening we had the pleasure of addressing the Geneva Chamber of Commerce in the town hall of that town. It was our first opportunity of meeting the folks of Geneva directly, and let us assure you for all around boosters of Seminole county you can't beat Geneva. The spirit of the meeting was excellent—so were the refreshments.

Announcement was made there, too, that electric light power will be provided the town very shortly now, necessary contracts have been signed. J. C. Bills, Jr.

has aided materially in bringing this needed improvement into positiv fruition.

With all the stories of high water have come some amazing fish stories. Here's a very recent one, one day old. A perfectly sane resident of Seminole county informed us that he had noticed from his boat the other day a fish struggling ON TOP of the water. On investigation it showed the fish had the minnow hook in the corner of his mouth, the other hook in his tail. Doubled up in this most uncomfortable and compromising position, he could not swim and awaited death as a relief from finny embarrassment. (Name of this sane resident upon request—Write on one side of the paper only.)

"Bob" Pearman, former secretary of the Chamber of Commerce, is "Somewhere in North Carolina" resting from his labors of six years in Sanford—while the other "Bob," Holly is getting into the harness. This surely is the day of bob.

We cannot help broadcasting through this column a word of thanks to the scores of friends who have wished us well in the purchase of the Oviedo Observer and Longwood News. In bringing Mr. Henry Wulbern into this new field with us, we believe we have been particularly fortunate. Our purpose, whether in Sanford or Wagner, is to serve Seminole County to the utmost.

Sanford, the city popular.

SAN LANTA

Sanford's Residential Masterpiece

DECORATIONS:—House No. 7 on Plumosa Drive will have the latest color scheme in interior decorations. You are invited to inspect this house.

KNIGHT & MacNEILL
Sales Agents. Phone 720.
C. D. COUGH, Manager Realty Dept.

This Week In Sanford

Published Weekly at 204 North Park Avenue
Telephone 236

Advertising Rates on Application

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

HIGH WATER

Residents of Sanford have been making frequent trips to the shores of Lake Monroe of late to watch the rising of the waters. Inch by inch the flood power of the river below has gained strength until at the Forrest Lake Hotel, the water has actually risen above the bulkheads— tho without damage thus far.

It is time for serious thinking, however, of what might most easily happened if, for instance, a strong wind started to blow from the southeast. There would be no serious losses probably, but there would be uncomfortable conditions, rutted roads and wet floors.

The hour has come for a united drive by Seminole County to put over the St. Johns—Indian River canal once and for all. George W. Knight and J. G. Ball, local representatives on the commission, are calling for united support on this matter, and that support must be given. The canal, according to engineers who know, would immediately solve the flood waters problem, besides opening up a transportation facility of unbounded importance to this city and county.

If it is true that Seminole County must bear the local expense of this project alone then let Seminole County do that very thing. She would reap returns a hundred fold for generations to come. Legal obstacles should be leaped over, financial obstacles met with necessary sacrifice, and engineering obstacles overcome by the best expert advice and control available in the country.

This is a man's job, but Seminole is used to men's jobs. She will do this one, too.

"THANKS FOR THE BUGGY RIDE"

We are perfectly willing to admit that this new song has had us whistling the greater part of the week, when we were in the remote places;—with all the liberties of the modern generation whistling still seems to be taboo in polite circles.

But after you've whistled and sung that

song, you know way down in your heart that after all it isn't the buggy ride, or the idea of it, but it's the tune. We're beyond the buggy ride stage.

Can you imagine one of our First Stret swains inviting a fair and rosy (there is such a combination) damsel for a buggy ride? We can't do it. Today it is the steel horse, the master driver of the gas—the automobile.

We are carrying in this issue the announcements of several of the leading automobile companies of Sanford. You should read these announcements, for they carry interesting reminders of the manufacturers who are presenting models of efficiency never before attained.

The worthy editor of the Signal, an exponent of lighter than air travel, tells us that soon the atmosphere will be filled with racing shadows of countless aer-fliers. Maybe—but for us it's still thanks for the auto ride.



WHEN IN
SANFORD, FLORIDA

Stop at the

Hotel Montezuma

The Hotel With a Welcome
JOHN R. MACDONALD

110 Magnolia Avenue

THE RADIO AGAIN

Once again we have heard from those radio broadcast on Sanford and Seminole County, this time in the shape of a new batch of press clippings from many newspapers over the land. They come this time from as far as Iowa, many from Ohio and mid-western states. The story of Sanford has reached the millions, indeed.

COME TO

Laney's Drug Store

Service and Courtesy

Whitman's and Nunnally's Candies

Phone 103

Meisch Bldg.

We Appreciate Your Business

SWIMMING POOL

Seminole County's Finest is

PALM SPRINGS

AT LONGWOOD

Flowing 39,000 gallons of clear sparkling water every minute every day.

COME ON IN AND BE COOL!

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

BATHING 25 Cents

SUITS 25 Cents

Children Under 6 Years Free

We Serve

Seminole County Bank

Forrest Lake

PRESIDENT

Sanford

"

"

Florida

AMUSEMENT SECTION

THE WEEK IN LOCAL THEATRES—NOTES FROM STAGE AND FILM

THIS WEEK AT THE MILANE

Probably no tragedy in the history of America has been more appalling than the Johnstown, Pennsylvania, flood. Thousands of lives were lost and stupendous damage done. And now it is in pictures, opening the week at the Milane. Breathless heroism, heartrending suffering, miraculous escapes and daring adventure realistically depicted are included in the film, together with an adventurous romance which is a thriller, too. George O'Brien is assisted by Florence Gilbert, Janet Gaynor, Anders Randolph and Paul Nicholson. Don't miss this one.

Tuesday brings Rod La Rocque back to Sanford in "Bachelor Brides," an artistic comedy drama produced under the personal supervision of Cecil De Mille. Mr. De Mille's name is recognized as guaranteeing a flawless entertainment, and "Bachelor Brides" will be no exception. The story deals with a young aristocratic Englishman who is the fiance of a wealthy American girl; of course he wins her after a thrilling series of events. Mr. La Rocque is assisted by George Nichols, Lucien Littlefield and Paul Nicholson.

We have been wondering for a long time where the powers that be have secured all the new names for movies. Apparently they are getting scarce, for the quality of the names is getting weaker. We somehow can't help a whimsical smile over the name "The Cat's Pajamas," Wednesday at the Milane—but the name only, for this is a remarkable picture, with Betty Bronson and Rocardo Cortez. If you don't go home happy with the world, after laughing and sobbing, when this film is run, we will miss our guess. Theodore Roberts is back on the screen, by the way, in this film.

Milton Sills arrives at the Milane on Thursday in "Puppet." When a man steals a woman's love, someone must pay;—that's the thread of it— and a stirring thread it is. The directors have put some intense moments into the story, with the high light rescue of Gertrude Olmstead from roaring flames. This plucky star, by the way, was in real danger during the filming of this scene, and fainted when the last shot had been fired;— but she was as game as they make 'em. This is a good picture.

Big sets, beautiful costumes, glittering surroundings, fast action, absorbing romance;— that's all the advance notices say are around the "Love Thief," with Norman Kerry, at the Milane on Friday. That is a big order, but an attractive one. One of the most magnetic features they haven't mentioned at all, that is Gretta Nisson in the film. Miss Nisson is rapidly gaining world attention by her splendid acting in the silent drama. War and high society have the spotlight of this story.

Tom Mix comes racing to the Milane for the Saturday performances, this time in "Tony Runs Wild,"—and it is the real "Tony," a horse

the world has come to admire. The story winds about the Apache Trail among the picturesque Arizona mountains, where wild cattle and horses graze and roam. It is here that "Tony" runs wild, leading the mad dash of a band of wild horses. Tom Mix rides to the rescue of beautiful Jacqueline Logan on another horse almost as famous, handsome "Pronto." Desperadoes are on the chase. It's a T. N. T. thriller.

"JOHNSTOWN FLOOD" ON SCREEN MAKES GREAT MELODRAMA

Melodrama with excitement and suspense crammed into every scene, with romance running high and culminating in a momentous climax—that is "The Johnstown Flood," an epic drama based on the great disaster of 1889. The picture is a Fox Film production and opens at the Milane Theatre today, Monday.

Aside from being the most spectacular picture we can ever recall seeing, a charming and appealing human interest story unfolds as the film progresses. This has been cast with popular and capable personalities such as George O'Brien, Florence Gilbert, Paul Nicholson, Anders Randolph, Walter Perry, Janet Gaynor and Paul Panzer.

But the outstanding feature of the production is, of course, the breathlessly exciting effect which has been achieved in reproducing the details of the terrible devastation that resulted when the uncontrolled currents of water swept through Johnstown and its environs. The audience is shown houses and buildings for miles around torn from their foundations, their inhabitants drowning in the whirling floods or clinging desperately to some floating bits of debris.

Thousands of extras were employed in these climax scenes. The semblance of reality that the director has created is nothing short of miraculous.

We will not divulge the whole story of "The Johnstown Flood" but we urge you to see it yourself. It is a tremendously effective, highly thrilling spectacle that is the finest thing of its kind ever done on the screen.

FIRST ACTOR TO FACE CAMERA, PAUL NICHOLSON THE MAN

Here's a new candidate for the First Club—the first movie actor! Paul Nicholson, who appears in the support of Rod La Rocque in "Bachelor Brides," "takes the bow." He is said to be the first actor ever to face a motion picture camera.

His entrance into films was with the American Mutoscope and Biograph Company in 1897. This company had been for some time filming trees blowing in the wind, fire engines under way, etc., but not until 1897 had any attempt been made to film a rehearsed incident.

The roof of the old Hackett, Carhart Co., clothiers, at 13th and Broadway, New York City served as the studio for this company. The

scenery for its initial pictures was borrowed from a nearby theatre, as was Nicholson, a legitimate actor. One picture was filmed each day. Several hours would be spent rehearsing, and then the incident was photographed. The film used was three inches wide, about four times the width of that used today.

THE Seminole Printery

Printing that Pleases
Typewriters and Adding Machines

Ninth and French Telephone 404

The Milane Theatre

The Latest and Best in
Photo Drama Attractions

WATCH THIS PAGE WEEKLY
For Announcement Reviews

Si's Place to EAT

'Not better than
the BEST
But better than
the REST

Formerly The Palms Cafe
in HOTEL VALDEZ

Si's Place

C. T. Smith and C. W. Anderson
PROPRIETORS

**AMERICAN LEGION HAS
A RECORD CONVENTION**

All records were broken for the convention of officers of the American Legion at their meeting the first of last week. More than 500 people came to Sanford for the two days and from Sunday afternoon until the close of the ball Monday night, the city was filled with happy folks who seemed to enjoy the courtesies of the city immensely.

Many kind remarks were heard on every hand for the planning of the committees in charge and for the general atmosphere of welcome by the city itself. The good will to strangers hereabouts has always been proverbial, and Sanford lived true to her reputation in this case.

The decorations of flags along the streets added a bright touch of color to the scene. A picturesque item was the sounding of taps from the Valdez hotel late Sunday night. That all the visiting Legionnaires did not obey this particular call was to be expected; the boys talked over the old days in many a group until the wee small hours.

Business men appreciated the convention too. Restaurants did a rushing business and much trading was done in the retail stores. A Creditable convention all around.

THE MEMORIAL FOUNTAIN

Work is rapidly progressing on the fountain and memorial flag-staff at the point of juncture of the pier with the lake shore boulevard. It is expected that the entire work will be completed considerably in advance of the dedication day November 11th.

We have been fortunate enough to see the design of this emblem; it will be a distinct honor to the community as well as to the boys who fought for the colors from Sanford.

**Lake Mary
Casino**

4 1-2 Miles S. W. of Sanford

**BATHING, BOATING
FISHING**

White Sand Beach,
Crystal Clear Water

**PICNIC PARTIES
INVITED**

**Electric Piano
For Dancing**

HIGHLAND PARK

Sanford's 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

**Passenger Yacht
WELAKA**

Passenger Yacht will make regular
Excursion Trips Around the Lake
Every Sunday at 2:30 and 4:30.

PRICE 50c.

Lake Monroe Transportation Co.
P. O. Box 1135—Sanford

**VALDEZ HOTEL
SEMINOLE HOTEL**

Operated by the
Rogers-Warner Hotel System

WURT W. WARNER
Manager

The Loaf Substantial

SANFORD'S

PAN-DANDY

BREAD

Taste the Difference

Sanford Baking Company

Electric Refrigeration



Kelvinator Platt Co.
McLander Arcade

WHY WE LOVE SANFORD

One of the most attractive features of the country life of Seminole County is the Spanish moss — gray draperies that wave slowly in the breezes, giving benediction.



A poet and Nature lover has said, "For truest beauty give me a Florida woods at sunset with the gay colors of western sky traced by Spanish moss hanging from the trees." That is beauty personified.

Chamber of Commerce Activities

The Chamber of Commerce is actively functioning, if last Friday's meeting can be taken as a criterion. With a good attendance, the discussions and addresses were of especial interest.

One of the most important reports was presented by S. O. Shinholser, who brought the good news that the local organization has promise of collecting a large percentage of the outstanding pledges,—and this would mean a financial condition better than many civic bodies in the state at this time.

City engineer Fred T. Williams gave a frank and thorough consideration of the condition of the city streets, and presented the good news that construction of the concrete retaining wall on the east and west side has been authorized six inches below the level of the bulkhead between the American Legion hut and Sanford avenue.

It has been found expedient to make a slope to the lake, thus saving a considerable expense. Mayor Forrest Lake scored with no uncertainty those persons who have been scolding out disquieting stories about the quality of this work; he added the City Commissioners are always glad to have suggestions.

A distinct warning was given by F. M. Davison, engineer of the State Highway Department concerning the weakness of the Monroe bridge. The foundations are weakened, it is said, although there is no present danger if auto drivers will use care and slow speed in crossing the bridge. It was suggested at the meeting that Sheriff C. M. Hand place a deputy at the scene to stop speeding.

The new Sanford-Orlando road is showing progress. Ninety-five percent of the grading on that section of the road between Geneva avenue and the city limits has been done. Next

comes the rock base. The road should be opened within a year.

Great news came from J. L. Wells, a commercial agent of the Atlantic Coast Line Railroad. He declared that business on his road was unprecedented for this time of year, and a record breaking rush is expected shortly. He outlined plans for extension of rails and service.

A committee was appointed to consult with the City Planning Board relative to the type of municipal pier features to be constructed. These men were named: R. H. Berg, Viliet Williams and A. P. Connelly.

Judge James G. Sharon, Elton Moughton, S. R. Dighton, Randall Chase and W. E. Walthall were appointed a membership committee to work for increase in the chamber roster.

Here follows the itemized statement of the chamber books as read by R. W. Monahan of the firm of Robertson, Williams and Monahan:

SANFORD CHAMBER OF COMMERCE Balance Sheet as of August 1st, 1926

| ASSETS | | | |
|--------------------------------------|-----------|-----------|------------------|
| Cash: | | | |
| Sanford Bank and Trust Co. | 300.04 | | |
| First National Bank | 1,804.07 | | |
| Seminole County Bank | 1,031.41 | | |
| Petty Cash Fund | 10.00 | 3,145.22 | |
| Receivables | | | |
| Subscriptions Receivable | 20,085.48 | | |
| City Publicity Accounts Receivable | 2,750.04 | | |
| County Publicity Accounts Receivable | 824.06 | | |
| Accounts Receivable | 824.06 | | |
| Miscellaneous | 4.63 | 23,665.21 | |
| Fixed Assets | | | |
| Furniture Fixtures | | 2,828.01 | |
| Total Assets | | | 29,638.74 |

LIABILITIES

| | |
|------------------|-----------|
| Accounts Payable | 23,587.84 |
| Working Fund | 6,050.90 |

Total Liabilities and Working Fund 29,638.74
Certified Correct.

Robertson, Williams, Monahan,
Public Accountants, Sanford, Fla.
By R. W. Monahan

FIRST PRESBYTERIAN CHURCH

On Sunday, August 8th, at the morning service the laymen had charge of the program. Mr. H. J. Lehman presided. Short talks were made by Messrs. S. R. Dighton and P. B. Smith. The music was led by a chorus of young people. William DuBose sang a solo.

The night service was conducted by laymen from Park Lake Church of Orlando. Mr. Mileham, the Y. M. C. A. Secretary presided. Mr. Dye, a prominent business man, brought the message. The men's choir led the singing.

A splendid congregation worshiped at both these services. There will be special services arranged for each Sunday during the month of August.

The Sunday School Council, which is composed of all the workers in the Sunday School, met on Wednesday night at the Church. Miss Mina Howard brought the latest news from Montreal where she attended the Leadership Training School the past two weeks. The Sunday School is working toward Teacher Training Classes and complete organization for advancing the Religious Educational Program of the Church.

Circle No. 7 of the Auxiliary will meet on Monday the 16th at the home of Mrs. Henry Purdon, 1607 Park Avenue.



DO YOU WANT A PLACE TO LIVE ?

IDEAL HOMES TO RENT OR BUY

BART NASON
REALTOR

507 First National Bank Bldg.

TELEPHONE 249

'PROPERTIES OF MERIT'

MAYFAIR

DREAMWOLD

BEL-AIR

developed by

THE BODWELL REALTY CO.

214 East First Street

20 years of experience behind us

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

OFFICES

First National Bank Building

Sanford, Florida

New York Office

115 Bank Street

MID-SUMMER AUTOMOBILE ANNOUNCEMENT NUMBER

The Automobile Market in Seminole County

Reasons for the Remarkable Growth of the Automobile Industry In This Section

Seminole County is one of the richest in the world. Its financial power is based on the safest of all sources, the products of the soil. Crops come unceasingly, celery, truck gardening and now bulbs,—crops that guarantee profits that seem almost unreal to the farmers of many states in the north.

For that reason, Seminole County also is one of the richest sections in the country for automobiles. Walk down First street any hour of the day, go out to Oviedo, Geneva or Longwood, stand by the bridges that lead hither and yon from Seminole and watch the cars;—they are good cars.

A stranger epitomized the situation here recently when he remarked to us, "What a city for fine cars!" They are cars that personify prosperity; new cars everywhere.

And just at this season, when buying is steadily increasing, come the new models from the best handicraft of the nation,—automobiles with improvements and excellence of operation never before attained, automobiles that require the minimum of nervous tension in driving and give the maximum of service through the years.

In the succeeding seven pages you will find the announcements of many of these cars. The probability is that you will want a new car shortly. Here presented for you is a ready reference form in a composite story that is intensely interesting.

It is no wonder that folks enjoy automobile driving here. With the beaches at close call, with good roads spreading in all directions,—and new ones constantly added,—the automobile for the pure "fun of living" has become an essential.

But more than that has the business importance of the automobile entered into the situation. To run a business today without a car is almost an evidence of poor business judgement,—and the moral also holds that in buying a car for business purposes the car should be a new one and a good one. People judge you by the car you drive.

It's a whole lot like the suit you wear. We remember a man in the North who was absolutely "broke." He asked a friend what to do. The friend advised him to borrow enough money to get a new suit, the best money could buy. He borrowed \$100 and bought the suit. In the confidence that good dress gave him he applied for a job, got it and today hires five thousand people in one of the largest department stores in the world.

The truth applies to the automobile. Driving to an office in a good car, a new car, the psychological impression of prosperity is a large item; you have shown your prospect that you are a man of standing and means.

Health enters into the question, too. It has been said that we are getting to be a nation of nerves. There is nothing that will quiet those nerves more than a ride behind a smooth running motor, out into the country, to new environments, to change which is a real rest.

Your home will be happy with a new car. The smallest baby's eyes will glisten when he sees the deep, luxurious upholstery of the cushions in the new models. He'll laugh with glee at the reflection of himself in the mirror-like finish of the car. And as for the wife,—you know what she will think!

Now is the time to see the concerns listed here, before the rush for new models is so great that deliveries must be delayed. The automobile merchants of this city are uniformly anxious to be of service to you. Drop in and see the new models today.

SEE THE
GREATEST
BUICK
EVER BUILT



A-2-15

and know the thrill of the Century's greatest contribution to motor car progress—an engine, VIBRATIONLESS beyond belief.



SANFORD
Buick Motor Co.



Chandler Cleveland

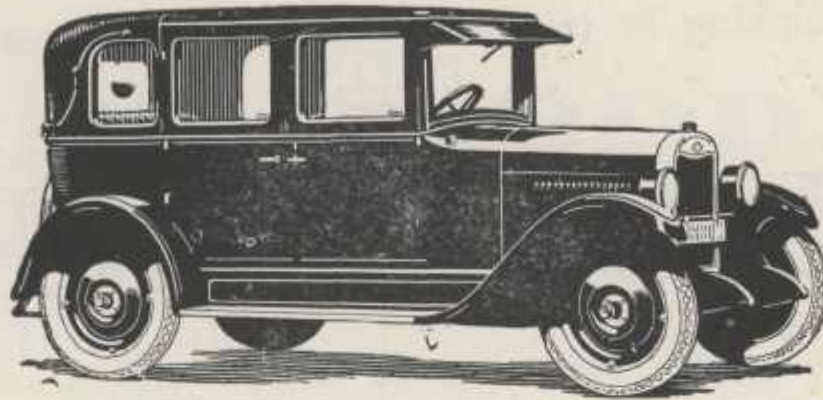
STURDY CARS THAT
DELIVER THE GOODS



Every Mile A Pleasure



CHANDLER-CLEVELAND SALES AGENCY
SANFORD, FLORIDA

for Economical Transportation

Whether you spend one hour or five at the wheel we make this emphatic prediction: you will step from the car having undergone an experience the like of which you never dreamed possible in any car of this class, regardless of size, weight, wheel base or price!

WHITE-HIGHLEYMAN, INC.

SANFORD AVE. AT 10TH ST.

Worthy of Your Closest Attention:-- A STOCK HUPMOBILE

Recently traveled continuously for thirty days and thirty nights in Florida, 18,216 miles.

Inspection of this car by Capt. S. H. HOWARD, authority on Gasoline Engines, showed

No Noticeable Wear on the Motor Whatever

HUPMOBILE A Quality Car--Beautiful in Design
Supreme in Operation

Sanford Automobile Company

Magnolia Avenue, Sanford

WILLYS-KNIGHT OVERLAND

THE WHIPPET

*The Only Light Car That
Offers Exclusive Features:*

- 1—30 miles on a gallon of gas.
- 2—4-wheel brakes. Can stop in 51 feet from a speed of 40 miles an hour.
- 3—Over 55 miles per hour; 5 to 30 miles in 13 seconds.
- 4—High-torque, 31 horse-power motor, small bore, long stroke, thereby eliminating vibration.
- 5—Will stand 45 miles an hour constant driving.

*Come In and Let Us Demon-
strate Before Buying a New Car*

Sanford Overland Co.

SANFORD IN 1930

A Discussion of the Elements of a Beautification Program

In Four Parts

By C. S. PIERPONT

Architect

PART TWO

The Lake Front

August 12th, 1926

Much might be said about the beauty and picturesque quality of the entire lake front, but space hardly permits even an entree into this interesting subject.

Therefore, the present writing is confined to that portion of the lake front forming the Civic center of Sanford, a section of the City rich in possibilities for continued beautification, anticipating the future growth of the City and its importance.

The City Hall group, pleasing and harmonious in character, forms the key-note for architectural development. The present commendable plan of the Beautification Committee and the City Commissioners in connecting and co-ordinating the work at the City Pier with the existing architecture, with proper consideration of the importance of each unit, will be worthy of study, when completed. This plan, with its Bandstand, Cascade Fountain, and Flagstaff, will serve not only for festive events, but also for patriotic functions, so important to our community.

Looking in an easterly direction this very imposing Civic center, it may not be too visionary to hope that the present planting of trees along the lake front, leading to the new Hotel, may be followed by further planting and beautification, both on the other side of Seminole Boulevard and also on First street, where practicable. By so doing, both present and future White-way systems and other improvements may be enhanced and these fine avenues that lead to the Hotel emphasized, thus creating a colorful connection to the Civic center and forming the nucleus of an attractive City plan.

METHODIST NEWS NOTES

The "All Star Class" of the Methodist Sunday School, Mr. R. U. Hutchinson teacher, went to Daytona Beach Friday on an all day picnic. This was the monthly social feature of the class and was greatly enjoyed by the boys. All the boys between the ages of fourteen and

sixteen, not in any other Sunday School class, are cordially invited to attend this class.

A meeting of the Sunday School Council was held on Tuesday evening and some very good work was planned for the next quarter by the Superintendent, Mr. R. W. Ware, and his corps of teachers and officers.

The musical interests of our church seem to be awakening and some fine talent is being offered in the services. Mrs. Victor Robertson, for several years director of a large choir in Knoxville, Tenn., has been secured as our church choir director. In addition to this, Dr. H. W. Rucker has been practicing a junior choir which will sing at the League and Prayer meeting services.

On Monday afternoon the Woman's Missionary Society will hold its social meeting for the month of August.

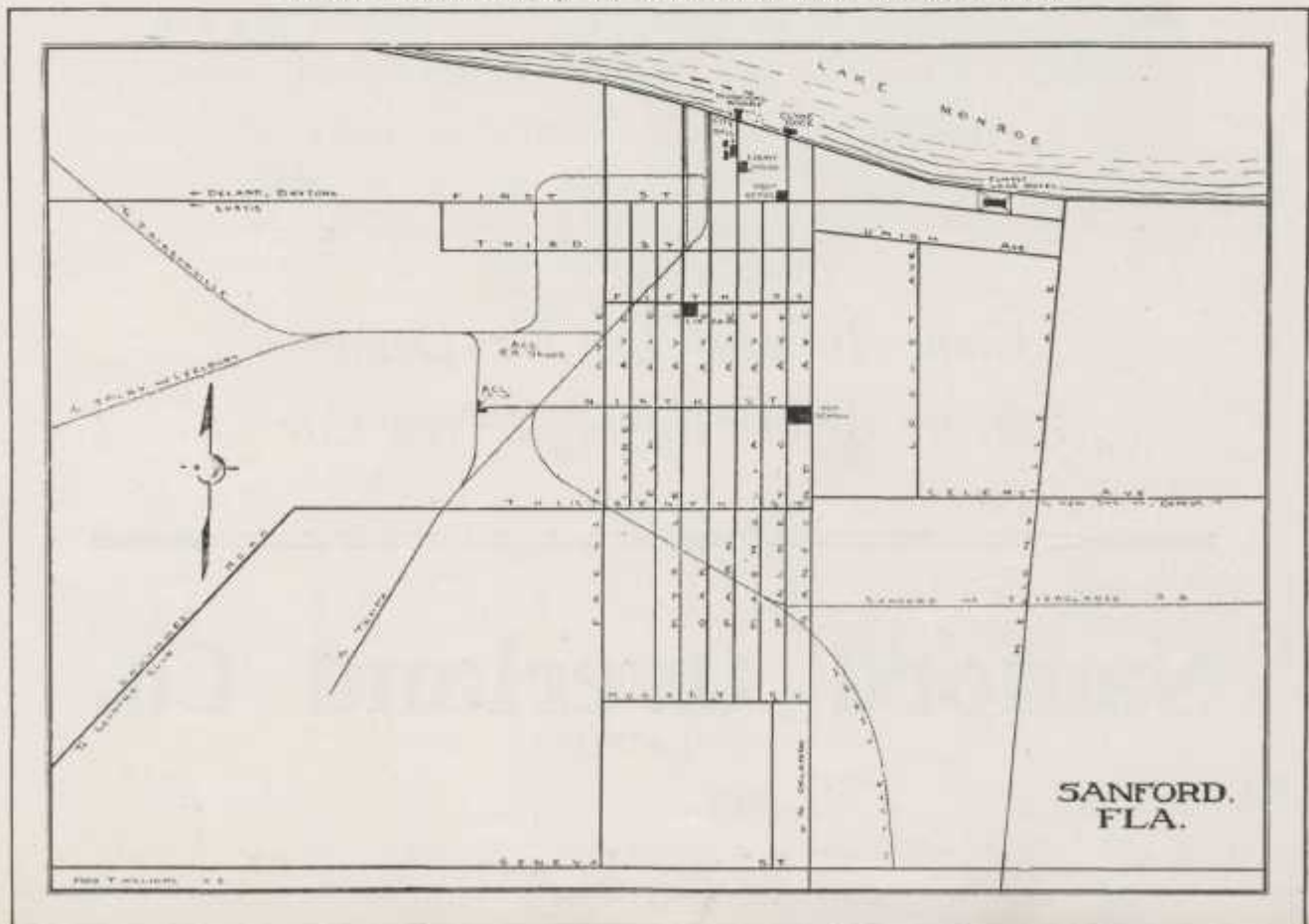
The business and social meeting of the King's Daughters' class will be held Monday evening, August 16th.

The regular social meeting of the Daughters of Wesley class will be held on Tuesday evening, the place to be announced later through the local papers.

The Epworth League held a special business meeting on Wednesday evening for the consideration of very important matters and it is hoped that every member of the Senior League will try to attend the meetings during the remaining summer months. Now is the time when your strength is most needed and when the League is looking to you for help.

The prayer meeting services are very well attended and those who miss Dr. Buhman's talks at these meetings are denying themselves a great privilege and blessing.

Sanford Reference Map For Consideration with the article above



KIWANIS MAKES THE SANFORD KIDDIES HAPPY

One of the most striking bits of public service by a civic organization in Sanford was the entertainment last Friday by the Kiwanis Club of the underprivileged children of the community.

The Kiwanians gathered in front of the Seminole Cafe at two o'clock where instructions were given them by C. D. Wolfe secretary of the Y. M. C. A. Addresses of the children to be taken care of by each volunteer were given out and the kiddies were then brought to the Milane Theatre to see Reginald Denny in the famous picture, "Rolling Home."

All of the children were the guests of Joseph L. Marentette, manager of the Milane, and they enjoyed the two hours to the full.

Following the show, the children were taken to the Sanford Drug Co. where they enjoyed ice cream, generously supplied by Kiwanian

Poe. They were then put in the automobiles for a sightseeing tour of the city, and many were the bright comments of the little ones on the beautiful community they call home.

President "Ed" Lane was in active charge of the entertainment. He made the statement that "giving pleasure to the underprivileged child is a fundamental principle of Kiwanis," and the splendid work of this day Kiwanis lived truly up to that ideal. It was an experience that the children will never forget.

Pictures were taken of the group for insertion later in the Kiwanis International Magazine.

TRAFFIC SIGNALS

It will not be long now before the red and green flashes will be seen at the interjunctions of Sanford's busy streets. Careful study is being made of the signals in many other communities, and it is safe to say when the system here is selected it will be the best that can be found.

The money is already appropriated for this work, and the completion of the work assured.

J. R. MAC DONALD LEAVES MONTEZUMA

About September 1, Mr. John R. MacDonald will leave his long accustomed management of the Montezuma Hotel to take over the Grandview Hotel at Eustis. Mr. MacDonald and his family have been prominent citizens of the community and have rendered invaluable service to the city in their hospitality.

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LITTLE PICTURES FROM SOCIETY THE FASHIONS

Judging from the many recent engagements and marriages in our beautiful city we think that Sanford's substantialism is made more certain because of the fact that most of the young couples intend making Sanford their home in the future.

Among the recent announcements of interest is the engagement of Miss Lillie Ruth Spencer, one of Sanford's charming young society girls, to Mr. George Cyrus Hardin, a prominent young business man of this city. This popular young couple have hosts of friends here and elsewhere.

Crystal Lake is the scene of a merry camping party this week, given by Miss Olyru Newman at Magnolia Manor, the summer camp of Mr. and Mrs. W. C. Hill. Those enjoying this delightful little outing are: Misses Maude Lake, Mary Elizabeth Puleston, Georgia Mobley, Mae Holly, Mildred Holly, Mary Elizabeth Sears, Alva Wright, Margaret Layton, Olive Newman.

We heartily endorse the movement under way for the organization of a Pan-Hellenic Club for the fraternity men of our city. Larger cities have these organizations and we feel sure that the City Substantial should have a club of this kind. Plans for the summer activities and the election of officers will be taken up at the next meeting as preliminary plans have already been discussed.

Milady will be pleased to know that the flattering large picture hat is quite the vogue for early fall. Beautiful effects are obtained through the combination of velvet and satin in two tones. A striking creation for the brunette is rose colored velvet combined with flesh satin; while for the blonde a hat of black velvet richly embroidered in jet beads is very becoming.

A group of Sanford's younger society contingent enjoyed the fraternity dance given Saturday evening at the DeLand Country Club. They were Misses Mae Holly, Georgia Mobley and her guests Miss Dorothy and Elizabeth Sears of Jersey City; Miss Olyve Newman and Naomi Scroggan and Messrs. Bob Dodson, Bill Check, Bob McKeowan, Jim Sharon, Carl Pinson, Warner Scoggan. The group was chaperoned by Mrs. Forest Lake and Mrs. Robert Newman.

Another item of Milady's wardrobe this fall will be the smartly tailored coat suit of soft woollens in the many different new shades so much in vogue. Jumper effects are also quite popular for sport wear.

Well, "Our Buddies" have gone back to their respective homes and we sincerely know that they are taking with them many pleasant memories of their little stay with us.

Have you noticed how they are coming along with the new Seminole boulevard along the lake front?

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In The Basket
Magnolia at Second

You'll Feel At Home

Notice

To Readers and
Advertisers

Arrangements have been completed by which copies of "This Week In Sanford" will have distribution on Saturday night of each week in Longwood, Oviedo, Osceola, Lake Mary, Geneva and other towns of the county.

This Week in Sanford

Seminole County's Weekly Magazine

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THE SEMINOLE
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: THE GATES OF JAZZ :

By Arthur Rowland

Printed In This Magazine By Special Arrangement

Continued From Aug. 9th

(Chapter Nine)

There is not much more to tell, for the plans were soon carried out and the answer given. Five weeks later Abel returned from Florida. It was mid-afternoon of an entrancing spring day, and the warm sunlight brightened my window office. I stood at the window, looking out through the man-made caverns bounded by sky scrapers out beyond to a glimpse of blue sky from the Hudson. I was just admitting for the one-thousandth time to myself that I hated city life anyway, when there came a knock on the door.

It is still incomprehensible to me how the tapping of a human hand on a door can thrill me,—but I had come to know that knock. It had insistence, decision, yet a woman's gentleness in it.

"Yes, Miss Mears," I said promptly, and the door opened.

As I looked at her again I was impressed with the changes that had been wrought in a few brief weeks. She wore a neat navy blue dress with white collar and cuffs, and with just a dash of color on her breast. Her face was alive with emotion, and her eyes showed the excitement under which she was laboring,—for our plans were all laid for Abel's coming.

"He is here," she said simply.

"All right, show him in," I answered.

She turned an inscrutable feminine glance on me, smiled, and went out. I seated myself at the desk and lighted a cigar. When she returned with Abel, I never saw him look so

well as he clasped my hand in his. I longed for the surge of youth in my own veins. He had wired ahead, telling of his success and I hastened to congratulate him. "I was sure you'd make it," was the way I put it. "Great work, old man!"

"The happiest hour of my life, Dick, was when he signed," he replied. "I can hardly believe it yet. Did the confirmation come?"

"Yes, and a check with it, and by the way, Miss Mears,—"

She had been standing by my desk meanwhile, and I saw that Abel had scarcely noticed her. His enthusiasm in reporting his success was paramount. But now he turned towards her, and his eyes met hers fully and frankly, as I introduced them. Then hers fell, and they both shook hands. "You are new in here since I left," was the unimportant statement of evident fact which Abel made. It amused me, for his embarrassment in New York in the presence of women seemed to grow instead of lessen.

"She is confidential secretary to me Dick," I interrupted, "and she was hired with emphasis on the confidential. I have learned to trust her fully and you can do the same."

I saw her eyes close for a second as I said that, and she blushed just a little.

"Miss Mears, will you get the check," I asked, and Helen stepped out.

"Quite a girl, Dick," Abel ejaculated, "if I may add my surprise, though at the change. I thought Bascom was the whole insides of this office."

(Continued on Page 16)

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THE GATES OF JAZZ

Continued From Page 11

"Don't bother, Bascom is taken care of," was all I said. Then she returned.

"Here, Abel," I handed him the paper, "is a perfectly good check for three thousand one hundred dollars. You have earned it—and I am delighted at your success. Now, we have planned a bit of a celebration for the rest of the day. I have planned it for a week, and there's no way out of it for you. Miss Mears will give you the particulars. So sorry I can't go along, but I am compelled to go to a director's meeting."

"But Dick," he said in confusion, "I don't even—"

"I'm boss here, Abel," I began emphatically. "Do as you are told." Then I was compelled to smile. "It won't be so bad," and as in a daze, the forgotten check in his left hand, he walked out with the girl.

Below Herald Square is the New York that most tourists miss. They probably see it from the rapidly moving sight-seeing busses, see its fantastic doorways and signs, its strange lights, its littered streets—Greenwich Village. But they miss the life of it, the atmosphere of it. You can't describe the village—neither can you understand it. A dozen years migration from tea house to tea house would never let you know just what it is. As there are mountains that must be tallest and some seas that must be deepest, so there are some men and women who must be extremest. I have talked with them there, artists in paints and clay, but floundering in an intelligence which is Uncertainty. Many are atheists, agnostics, immoralists; many brilliant in expression and argument, sure of their ground, however treacherous it appears to the outsider; great pals, planted together in self-defense and world defiance, as they laugh at convention and law.

At just midnight that night I entered the "Spice House." The sign itself was radiant. It blazed in bright red lights a foot high, except that the bulb in the first "e" panel was dark and close inspection showed that most of the glass protection for the sign was cracked or gone entirely. A narrow rear gallery made room for four tables a flight up and one of these in the corner I took. Cheese and crackers and black coffee I ordered, and a bottle of dangerous colored liquid was at my disposal.

There was but one booth vacant as I looked down the main floor. In fifteen or sixteen booths men and women talked quietly and smoked steadily. The air was permeated with a strange and rather fascinating scent of Egyptian tobacco, powder of the toilette and incense. A half dozen wierd oriental incense pots

(To be continued Aug. 23)

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This Week's Calendar

MONDAY

The Milane—A thrilling epic drama, "The Johnstown Flood," with George O'Brien and a big cast. Comedy, "Opera House." Milane News.

TUESDAY

Rotary Meets at Seminole Cafe, Noon.

The Milane—Rod LaRocque, Elinor Fair and Julian Faye in "Bachelor Brides," Comedy, "Sweet Marie."

Troop 2, Boy Scouts, Methodist Church, 7:30.

WEDNESDAY

Kiwanis Meets at Seminole Cafe, Noon.

The Milane—"The Cat's Pajamas," with Ricardo Cortez, Theodore Roberts and Betty Bronson; Comedy, "What a Wife"; Aesop's Fables.

THURSDAY

Lions Meet at Seminole Cafe, Noon.

The Milane—Milton Sills and Gertrude Olmstead in "Puppets"; Hal Chase Comedy; Milane Review.

The Princess—Bob Custer in "The Valley of Bravery"; Andy Gump Comedy. Felix the Cat, in "Felix Spots the Spook."

Troop 3, Boy Scouts, Baptist Church, 7:30.

FRIDAY

Chamber of Commerce Meets at Seminole Cafe, Noon.

The Milane—"The Love Thief"; Greta Nisson and Norman Kerry; Comedy, "Excess Baggage"; Milane News.

SATURDAY

The Milane—Tom Mix, Tony Himself and Jacqueline Logan in "Tony Runs Wild"; Comedy, Those Gang Rascals in "Shivering Spooks."

The Princess—Hoot Gibson in "The Phantom Bullet"; Fighting Hearts No. 2; Com. dy, "Mixed Doubles."

SUNDAY

Sanford Churches Invite you to worship.

BASEBALL—Sanford Abroad all this week.

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