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This Week in Sanford, Vol. 02, No. 06, August 23, 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 AUGUST 23, 1926. NUMBER 6

WHAT'S GOING ON

Reflection Caught on the Mirror of Sanford Life Today
(A Weekly Feature)

You'll find a most unusual article in this issue under the heading "What Others Think." We wandered through the hotels of Sanford one day recently chatting with strangers. We asked questions and answered questions swelling with pride at some of the kind remarks, flashed an unconquerable, angry look at some pretty mean remarks,—and the whole story just as we went through it is in this issue. Hold everything!

There's one advantage about talking with strangers; you get an unbiased viewpoint whether it hurts or not. And getting hurt sometimes in such a vulnerable place as pride, is good medicine. Sanford is getting immensely popular in the esteem of the great body of Americans—we can continue to improve that good will.

The effect of that radio broadcast series at New York seems to flow on like the St. Johns. This week we received a letter from Connecticut which reads: "We are wondering why the Sanford, Florida Sunshine hours have been discontinued. We are hoping to hear again some of those delightful programs."

A large real estate company in Rhode
(Continued on Page Five)



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ARTHUR R. CURNICK, Editor and Publisher.
J. HENRY WULBERN, Associate

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Class Matter

THE EDITOR'S CORNER

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

BANKS

A city is known by its banks.

Nothing contributes more substantially to a community than financial institutions which by their record, their officers and their policy gain the complete confidence of citizenship everywhere.

The basis of modern civilization is credit, and the careful dispensing of credit is a most vital factor in the growth of a city.

Sanford is particularly fortunate in its banks. The national bank has proven through many years its adherence to the principles of conservative banking, and through the financial crises in the history of Florida, this bank has never wavered.

The two younger institutions, the Seminole County Bank and the Sanford Bank and Trust Company, emulating their older sister, have steered clear of dangerous waters, and have brought prestige to the city.

When the recent whirlwind of rumor and heresy struck the state, and banks were closing in several cities, not even the remotest question was raised as to the security of Sanford's banks. What this has meant to the future of the city, its repute in the north and south alike, can not be measured in dollars and cents. Its effect will be felt when the officers who have guided their ships safely are no longer at the wheels.

In regard to the general banking situation in the state, every citizen of Sanford should read the following excerpts from the Manufacturing Record, one of the leading magazines of the country. As your friends and the friends of Sanford, we ask you to read the following comments through, digest them and be ready to tell the truth when that truth is needed:—

BANKING AND GENERAL BUSINESS CONDITIONS IN GEORGIA AND FLORIDA

A large number of banks belonging to a chain operating in Georgia and Florida, depending entirely for financial co-operation upon one

ago to be the financial agent of all this chain of banks, recently failed. They were mostly small banks of from \$15,000 to \$20,000, or somewhat larger amount of capitalization. Having no other financial connections than the one Atlanta trust company, many of these banks had to close instantly when that trust company failed, though many will probably reopen shortly.

The importance of these bank failures has been greatly magnified. The situation in Florida and Georgia is, on the whole, sound, due to the steady progress being made in the substantial things of railroad expansion, railroad traffic, manufacturing progress and agricultural advancement. The whole situation in these states is so sound that optimism, instead of pessimism, should prevail throughout the states and on the part of all people doing business with these states.

In view, however, of the general fear that the failure of these small chain banks might be of significant importance when judged by those who do not know the full situation, the Manufacturers Record, in reply to a request for their views on the outlook in their respective states, received telegrams from bankers, commercial organizations and leading newspapers showing the soundness of the situation in these states and the great progress which they are making, and is publishing a symposium of the replies.

These telegrams are of unusual interest. They are optimistic to the extreme. Their optimism is based on fundamentally sound conditions and on the spirit of enthusiasm and activity which prevails throughout these states. We have rarely published anything more inspiring as to the business outlook than the telegrams which have come from all parts of Florida and Georgia in response to our request for the views of bankers, commercial organizations and newspapers.

A POWERFUL LETTER ON FLORIDA FACTS

Tampa Electric Company
Tampa, Florida, July 24:

Editor Manufacturers Record:

There has never been in the history of this nation such a concerted effort to injure a state as the present one upon the part of many people of the many other states to destroy confidence in the stability of Florida and her institutions.

It commenced with the enactment of Congress of the communistic and bolshevistic Federal inheritance tax at the insistence of many of the other states, not for the purpose of raising revenue, but for the purpose of forcing Florida, against her Constitution, against her will and against her interests, to levy a state inheritance tax, because the administration of the affairs of many of the other states has been so wasteful and extravagant as that those states cannot raise enough revenue to pay their state expenses without a state inheritance tax. And this spite and jealous warfare has been carried on until from one end of the land to the other there is nothing now but misrepresentation of Florida and its institutions.

If the United States were reduced to a cash basis there would not be enough money in the country to pay taxes alone, for the annual tax levy—Federal, state and local—is \$10,000,000,000, whereas there is only \$8,200,000,000 of gold, silver, coin, Federal Reserve notes and moneys of all kinds in the United States. The business of this country is done on credit, not on cash, and confidence alone makes prosperity. If we have great confidence, there is an inflation of credits and great prosperity. Upon the contrary, if confidence is destroyed, we

have deflation of credits, depression and sometimes a panic.

And yet, in spite of the thoughtless effort to destroy confidence in Florida and her institutions, the published statements of the banks of Florida upon the call of the comptroller of the currency as of June 30 show these banks to be stronger, more liquid and having more cash resources against their deposits than the banks of any other state in the United States. It is simply marvelous and astounding.

Only 28 small banks have failed in Florida in six years, as against—

- 45 in Colorado,
- 53 in Wyoming,
- 85 in Kansas,
- 96 in Missouri,
- 102 in Nebraska.

(Continued on Page 5)

WHEN IN SANFORD, FLORIDA

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AMUSEMENT SECTION

THE WEEK IN LOCAL THEATRES—NOTES FROM STAGE AND FILM



THIS WEEK AT THE MILANE

One of the smashing stage successes of the year, "Show-Off" comes to the Milane to open this week, Monday. Ford Sterling and Lois Wilson give us the amusing slice of modern family life. If you get \$32 a week, and there are bills, and a mortgage, and things don't look so good—come see this picture and enjoy the turning of the fates. Perhaps you can make a financial coup, too. It's a good picture.

You have probably seen that irresistible farce, "Up In Mabel's Room." There has never been a greater comedy on the American stage to our way of thinking, considered from the viewpoint of entertainment alone. It is frothy, feminine foibles predominating. Marie Prevost takes the lead in the film, coming on Tuesday, and that settles it—you'll be laughing all the way home. An autographed chemise makes most of the trouble, you remember. Add a chemise to Marie!

A different sort of a comedy comes on Wednesday, a comedy of dress clothes, "Poker Faces," with Laura La Plante and Edward Everett Horton. You remember Laura in that "Skinner's Dress Suit" screaming farce. This one is even better with more comical situations than Mr. Skinner engaged in. The hero gets into a network of pseudo wife, stenographer, real wife and actress threads which would lead most any man to suicide. But Jimmy is forgiven at the end.

We leave the humorous on Thursday for intense drama. "His Supreme Moment" is scheduled with Blanche Sweet and Roland Coleman. It's a thrilling tale. Another name suggested for the film was "Loves of All Nations;" it is nearly that. Beautiful girls predominate, there comes a harem scene with all that it implies—if you are a student of sociology, perhaps that will be the main attraction of the film. Personally we wouldn't miss the plot itself. See this one.

We have never read that startling novel, "The Plastic Age," but its sale of millions of copies shows the amazing popularity of this blasé tale. It is a story of youth, the temptations, failures, successes that go into the making of men and women. The film comes to the Milane on Friday, starred by Clara Bow and Donald Keith. If you are interested in the relationship of a last-minute flapper and an old-fashioned boy, you'll enjoy this. It's red-hot love.

For positive power in drama, we believe we have enjoyed most during the past five years "The Fool." If you haven't seen this picture story on the stage, don't miss it anyway Saturday at the Milane. The play ran a solid year in New York and road companies have had the entire country talking. Raging emotions in the mind of a man held firm to his purpose by a conscience of steel; tragic beauty in the devotion of a little girl; the true meaning of religion;—that's it. Edmund Lowe and Brenda

BIG SCENES SO REAL DEVOUT PROP. MAN REMOVES HIS HAT

Very few motion picture or stage directors who strive for so-called "atmosphere" and realism for their scenes are paid the genuine and unconscious compliment for their effort that was the lot of Harry Millarde who directed the William Fox screen play, "The Fool," which comes to the Milane theatre Saturday.

One of the most pretentious settings in "The Fool" and one of the most expensive ever built at the Fox studios, is the church scene. It shows, with every detail perfect, the entire interior of a large cathedral-like church, from its altars to pews, choir stalls and on right down to hymnal boards and names on the pews. Even after days of work on it, aided by the counsel of Rev. Nathan Seagle, pastor of St. Stephen's Episcopal church, Millarde was still worried as to whether it would look like the real thing on the screen.

Then suddenly came his proof and his fears were set at rest. And a lowly property man's assistant, known only as Murphy, provided the proof, even though unwittingly. Murphy it seems was a devout Catholic and such as he was trained to always doff his hat in church. Well, there's the story. Every time Murphy passed back or forth through the church on someone of his many errands he yanked off his hat and kept it off until he passed off the church set. Millarde watched him several times to see if it might just be a coincidence, but every time the property man set his foot inside the set, off came his hat. The director knew then that he had succeeded.

SENSATIONAL BOOK IS PERFECT ENTERTAINMENT

You can't beat the campus and surrounding points of interest of an American college for a background of a motion picture.

It has romance, excitement and action that is spurred by a youthful gaiety that is always colorful. And this is the setting provided by B. P. Schulberg in his newest Preferred Picture release, "The Plastic Age," which comes to the Milane Friday.

It is a film version of the Percy Marks novel which created a stir upon its publication a year or so ago.

It is a story of youth in all of its fast moving phases, but it holds just as much interest for the mothers and dads as it does for the rollicking youngsters who are either in college or are on their way there. Also it holds much for those who have no tangible idea of what college is all about. It is not exactly a glorification of American college life, as it has a definite moral to depict, which necessitates the showing of a bit of the life that youth is apt to follow when it breaks away from the family hearth for the first time. But it certainly is a glorification of the "spirit" of American college life that which there is none finer.

The story is logical and gripping and it has a dash that is most refreshing. Also it has Clara Bow, that enticing little actress, whose

(Continued on Page 9)

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WHAT OTHERS THINK



A Synopsis of Reactions From More Than a Score of Strangers in Town

It is said that the only way by which a man or woman may gain a true appreciation of self is by the study of expressions on the faces of those you meet. If the average eye looks into yours with a warm look of friendship, and the handclasp is hearty, and the word is cheery,—you're not a bad sort. If the look is askance and the manner cool, look to your life and manners.

A good deal of this theory can be applied to communities. We set out one day last week to study the reactions of strangers in Sanford to one simple question. It was "What do you think of Sanford?" Without a touch of editorial license, here are the answers. Lessons are crowded into them for all of us.

Remember the question then, "What do you think of Sanford?"

Answers:

One:—"Biggest feeling little city I have seen in Florida."

Two:—"A hot place but you'd expect that where people are working at fever heat. I have never seen so much activity in a city of the size, having been here only four days." (This was a lady and she was here during the American Legion Convention).

Three:—"Fine town. We were much surprised to see the improvements in the last two years. Why don't you get rid of some of the ramshakled buildings down toward the Sanford avenue end of First street? They're hurting you."

Five:—"Good place for my line of business; I come here twice a month, although my schedule calls for only once. Your merchants are hear to sell at first, but they'll stick. I like Sanford."

Six:—"Mighty nice location on the lake. Why don't you play the ball games there instead of in that swelterbox they use now?"

Seven:—"Sanford is all right. I had heard a great deal about the town before I came here, and it is more business-like than I had expected to find. I have been impressed with the many fine residences and residential streets. The houses seem so homelike."

Eight:—"It's a clean looking place." (Lion's Club attention to that. Apparently the clean-up week has not been forgotten, nor its effect minimized).

Nine:—"Can't see this town. Need some funerals here." (This had the appearance of bromide as did the old gentleman who passed the remark).

Ten:—"The most progressive community for its size I have ever seen. Have been reading your papers and they all seem crammed full of new things that Sanford is doing. You must have a mighty active Chamber of Commerce."

Eleven:—"I saw Sanford twenty years ago and again five years ago. Improvements are amazing for the size of the city. Great credit goes to Mayor Lake."

Twelve:—"I just came from Daytona and and you should hear the good words along the East Coast for Sanford. It is common talk that this is one of the most substantial cities in

Thirteen:—"Oh, Sanford is all right, but Florida is up against it now." (We left that young man in a hurry; we hope he did likewise).

Fourteen:—"Good town; good business here always for me." (Logically but we admit it was biased).

Fifteen:—"Come here every month to see my daughter. Have been trying for two years to get her to move to Jacksonville. She's certainly sold here, so I suppose it must be a pretty fine town to live in." (Also logical, and not so biased).

Sixteen:—"Looks to me like the best town in the state to grow up with."

Seventeen:—"No, thanks, no Sanford or Florida either for me. We're just going thru." (That's good for Sanford).

Eighteen:—"Yes, you have a good town, and a wonderful ball team. We came up to see a game and we sure saw one."

Nineteen:—"I like your city. It is well built and sensibly laid out. Easy to get around."

Twenty:—"This was a little girl about ten years of age, playing on a hotel porch. "I like the mens here." (Referred to the Sanford debutants for further consideration).

Twenty-one:—"Absolutely the best town I know of. We're coming here to live soon." (A charming miss from Tampa).

Twenty-two:—"I suppose it's a good town. Certainly busy looking Saturday night, but so is every town." (So is your old man!)

Twenty-three:—"I am sold on Sanford. If I could get my wife to move here, I would

beach; how long does it take to get to the come to stay. She says it's too far from the beach?" (About 95 minutes).

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SANFORD, FLORIDA

WHAT'S GOING ON

(Continued From Page 1)

Island wrote the local Chamber of Commerce to see if it were possible to get one hundred copies of "This Week in Sanford," containing the verbatim report of one of the broadcasts. The letter went on to say that these broadcasts had done tremendous good for the city and that the concern had several people interested in property here. Radio sells!

City Manager W. B. Williams and wife have left Sanford for a three weeks vacation tour in the north. Mr. Williams carries with him the best wishes of the community. He has rendered constant and efficient service here.

The decision by Judge Wright substantiating the authority of the commissioners to go ahead with the St. Johns-Indian river canal was an encouraging piece of news last week. Legal obstacles must be cleared away on the matter, but the digging we want to see is in the path of the canal itself.

One of the things going on in Sanford steadily right now is the signing of contracts for the purchase of new automobiles. Dealers report the main difficulty is the securing of deliveries,—which is a good barometer of the financial strength of this city. If you're going to get a car this season, we suggest you get at it.

With post office receipts, telegraph business, building permits and retail store trade exceeding all records up to this date for the year, Sanford business bids fair to reach figures that will astonish the state by January 1st. It pays to live in a substantial city.

If you want to see a hive of activity, drop around to the lake shore these days. Rapid progress is being made on the improvements. What a change the tourists will find on their return in a couple of months.

Have you ever seen a more comfortable week in summer time in any section of the country than the last seven days in Sanford? The cool and delightfully clear nights have been ideal for automobile riding or for the quiet porch games.

We dropped out to Palm Springs swimming pool the other afternoon. Work is progressing rapidly on the road from Longwood to the spring. This resort is getting to be one of the most popular in central Florida. It will be a vertiable mecca during the coming season or we miss our guess.

All Seminole county is on the jump anyway. Geneva gets electric lights.

church. Longwood opens a strong bank. More and more land is being planted to vegetables and bulbs. It's an inspiration just to live in a section which grows like that.

Let's do our part—all the time.

A POWERFUL LETTER

(Continued From Page 1)

- 140 in Minnesota,
- 153 in Iowa,
- 160 in Oklahoma,
- 173 in Montana, etc.

And of these, 25 which failed in Florida recently belonged to a chain of banks having its head and parent in another state, and their failure was due to causes other than conditions in Florida. And the aggregate of the capital and surplus of the 28 that failed this year was only \$780,000, as against \$800,000,000 to total resources of the banks of this state at the present time. And the total resources of the banks of Florida at the present time are almost four times as great as the total resources of all the banks of the entire 16 southern states in 1881.

Construction of buildings and other improvements and business generally has been 40 per cent greater for the first six months of this year than for the first six months of 1925, and general business and construction work now is greater than at any other time in the history of Florida at this time of the year. In spite of the false propaganda circulated against Florida, its state finances show Florida to be in a class absolutely by itself. Its state affairs have always been and are now administered so economically as that we do not have and do not need a franchise tax, nor a severance tax, nor a corporation tax, nor a stock transfer tax, nor a tax on intangibles, nor an income tax, nor an inheritance tax. And we have only three methods of raising revenue for state purposes, to wit:

- A gasoline tax,
- An occupation tax, and
- An ad valorem tax on real and personal property.

And although the property of Florida is worth between \$5,000,000,000 and \$6,000,000,000, it is only assessed for state taxation purposes at the insignificant sum of \$750,000,000. And Florida does not owe a dollar; it does not have any outstanding indebtedness, bonded or otherwise, of a cent, and has \$18,000,000 idlet cash in the state treasury. And during the past two weeks the governor of the state reduced the state taxation 30 per cent. I challenge any state to produce its equal. It cannot be done.

In January of the present year I gave an

interview to the New York Evening Post concerning Florida and while I deprecated the real estate gambling that then existed I predicted that we would have in Florida the greatest year of its history in building, construction work, general development and business. And the figures so far more than confirm my prognostications.

And I predict now, as the detractors of Florida see her marching merrily forward, that they will be heartily ashamed of themselves and that we will have the greatest winter this coming season we have ever had.

Florida now has everything she has ever had except the real estate gamblers the binder boys, and happily they are gone and, the Florida citizens hope, never to return.

PETER O. KNIGHT,
President.

FROM OUR NEIGHBOR

(Telegram to Manufacturers Record)

Orlando, Florida, July 23.

All banks in Orlando are solid and not affected by the recent flurry. Building permits the first half of the year for Orlando total \$5,200,000. In course of construction are the new court house, depot, coliseum, auditorium and Jefferson Court addition; in prospect, the Chamber of Commerce building, Marshall Theatre, First National Bank, Y. M. C. A., new Roberts Hotel, two new apartments and hundreds of residences. City contractors are working on 82 additional miles of paving, which, when completed, will give Orlando 167 miles of paved streets.

Orange county is building 370 miles of surfaced roads and just finished \$3,000,000 worth of hard-surfaced roads; State Road Department will spend \$1,000,000 rebuilding No. 2 road; county voted \$7,000,000 to construct 340 miles 18-foot hard-surfaced roads, making total of \$11,000,000 road-building program.

Farmers of Orange county produced last year \$12,500,000 in crops which totalled over 7,330 solid car shipments; 112 carloads of water-mellors shipped this season; poultry industry brings over \$1,000,000 yearly to Orange county; value of school property in Orange county is 823,500 showing substantial increase. The sum of \$42,000 is to be expended for an advertising campaign during fall months by Orlando and Orange County Chambers of Commerce. Yearly payroll of Orange county industries estimated at \$14,000,000; \$1,250,000 worth of road bonds sold last week by county commissioners at favorable figure; county school bonds sold in total of \$700,000 yesterday at top price to Northern bankers. Great activity in farm development is being shown in Orange county.

ORLANDO AND ORANGE COUNTY
CHAMBERS OF COMMERCE
KARL LEHMANN,
General Secretary



Chamber of Commerce Activities

Chamber of Commerce members at their noon luncheon Friday went on record as favoring the adoption by the county commissioners of the special tax levy granted the canal board, without taking the matter to the Supreme Court to further test its constitutionality, which had previously been upheld by Judge W. W. Wright in Circuit Court here.

C. W. Entzinger, former county commissioner, declared that the tax levy should be passed on by the highest courts before definite action was taken in the matter, even if individuals in the county were required to stand the expense of this litigation.

"This canal matter is a public question," Mr. Entzinger said, "and should be so handled. I do not consider that the people have had much say in the matter, and I seriously question the right of the Canal Board to require tax payers to pay for a project that may in future years be found not in accordance with law. The Canal Bill should be thoroughly tested and approved, and it would be to the interest of both the county commissioners and the proponents of the waterway to have the Supreme Court decide, for all time, the legitimacy of the measure."

The right of the commissioners to spend the county's money for the purpose of testing the legality of a law given them to execute was questioned by Mayor Forrest Lake, who stated that the big question at issue was whether or not the people of this section wanted the canal. The matter should be settled in a straight-forward business manner, he said, and could best be ironed out by the selection of a committee to wait upon the commissioners at their next meeting for a thorough and amicable discussion.

In reply to President Douglass's request for an attorney's opinion on the right of the commissioners to appeal a law handed down to them, Fred R. Wilson stated that this matter was of minor importance, the main issue centering on the desirability of the canal. "If the people want the canal it can be constructed under the existing bill, which I read again carefully this morning," Mr. Wilson said. "Any imperfections that may exist can be remedied at the next meeting of the legislature."

J. G. Leonardy supported Mr. Wilson in his contention that the waterway could be built according to the terms of the bill.

Alfred Foster called attention to the fact that the high salaries paid to the canal's engineers and attorney were justified, and expressed the belief that a "cheap lawyer and engineer would ruin everything."

He challenged the commissioners' right to spend the taxpayers' money to appeal a law passed by the legislature and signed by the governor, and stated that an appeal would not be sanctioned by the majority of Seminole county citizens.

Kent Rossiter, L. A. Brumley, H. C. DuBose and Judge John G. Sharon made brief talks in favor of the measure, the only note of opposition other than Mr. Entzinger's being sounded by E. H. Kilbee, of Geneva, who scored the canal as a too expensive project that would fail to materially relieve the high water menace. He ventured the opinion that the cut would cost at least \$3,000,000, and declared that the overhead expense would represent one quarter of the money authorized before actual operations started.

"I don't believe that the people of the county want a canal on these conditions," Mr. Kilbee said, "and while I stand for progress in any form I will oppose this waterway until I am convinced that my constituents desire it."

Following a suggestion advanced by Col. George W. Knight that the commercial body "get the people's wishes in the matter," President E. A. Douglass, speaking in an unofficial capacity, declared that in his opinion the commissioners were required to execute any law given them without the necessity of attempting to decide on its legal points. "As servants of the people the commissioners should carry out any bill passed by the legislature and signed by the governor," Mr. Douglass said. "They are not supposed to be lawyers."

"We have been working for this canal for 15 years," he added. "It is no new project as Mr. Kilbee seems to think."

Upon Mr. Douglass's motion members of the body went on record as opposed to the commissioners spending the taxpayers' money for the purpose of appealing Judge Wright's decision on the bill's constitutionality. The motion passed unanimously with the exception of E. H. Kilbee and C. W. Entzinger.

Another motion asking that the Chamber request the county commissioners to discontinue attempts to have the lower court's decision reversed was passed.

Cliford R. Foster, adjutant general of the state, and C. C. Rolfe, secretary of the Avon Park Chamber of Commerce, attended as guests.



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SANFORD IN 1930

A Discussion of the Elements of a Beautification Program

In Four Parts

By C. S. PIERPONT

Architect

PART THREE

Zoning

ZONING SYSTEM NEEDED

A recent item from our local press gave us the good news that a zoning expert has been retained by the City Planning Commission to zone the City of Sanford. While this short news item hardly stressed the importance of this very good piece of judgement on the part of the City Planning Commission, I feel that its importance should be emphasized in these brief remarks on the business section of Sanford.

First of all, the zoning determines the location of further business, industrial, apartment and residential areas, and next, it indicates the direction of business development, and prevents the sudden shifting of the same by haphazard growth, so disturbing to permanent merchandising, either on leased or owned land, and thus stabilizes future real estate values.

The location of definite business areas also acts to the economic advantage of the buyer, through the permanent position of the merchant on the land, and the assurance that the business centers will not be disturbed.

Therefore, let us give our hearty support to such a scheme for this City, so that its fulfillment may secure for the business section the success it warrants. For all Sanford the pride

of ownership of property may, in this way, be emphasized to the everlasting advantage of the City.

Bouquets and Brickbats

Providence, R. I., Aug. 5

Gentlemen:

I think that the finest advertising that Sanford has ever done, was the broadcast from WJZ as it reached such a tremendous audience from the Atlantic Ocean to the Mississippi River, and now thousands of people know about the "celery city," that have never heard of Sanford before.

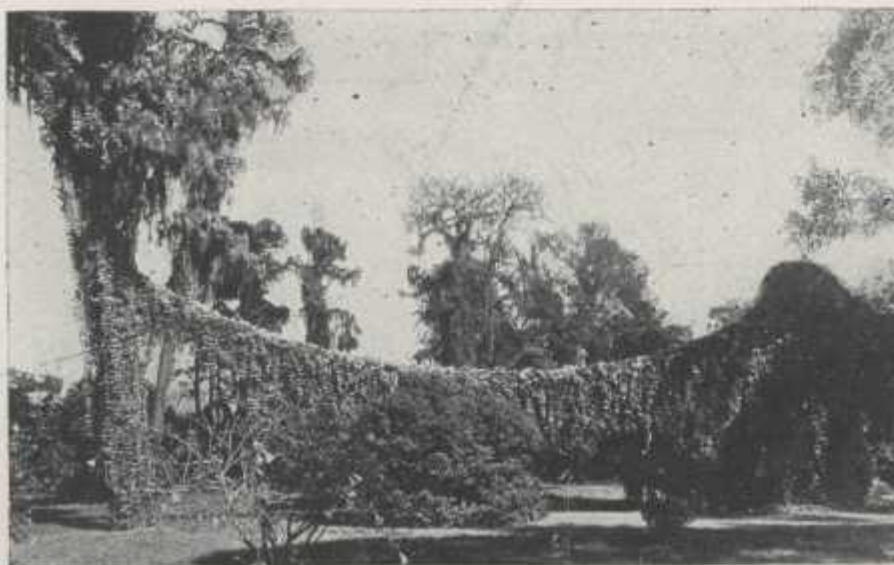
The copy of "This Week in Sanford," "How thousands heard the story of Sanford broadcast from WJZ" was most interesting, and as there are a great many people in my jurisdiction interested in Sanford I know we can place to the best advantage 100 copies of that issue, if you will have some forwarded. At any rate will be pleased to hear from you on this score.

Yours very truly,

THE BODWELL REALTY CO.

B By J. E. Crandall, Manager

Why We Love Sanford



NOTICE—This magazine is not connected in any way with any other publication. It is the original weekly magazine of Seminole County, edited by Arthur R. Curnick.

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SNAPSHOT COLUMN

LITTLE PICTURES FROM SOCIETY
THE FASHIONS

(By Bobbie Chapman)

If you are a blonde, and willowy, and sensible enough to dress your type, a new Paris chartreuse-green chiffon creation with subtle, simple lines will find favor, fashion molders tell us.

The back is cut with a godet and a cascade, held by a fan shaped girdle in front. The hipline is terribly trying to the wrong sort of figure, but strikingly lovely for the right.

The palatial new home of Mrs. R. A. Newman, in Rose Court, was the scene of a lovely bridge party last Tuesday evening, Sanford's leading society folk gathering to honor Mrs. Norman King McLaughlin, of New York City.

Coat dresses of twill will be featured this fall, so sayeth Mlle. Modiste. These are slightly bloused in the back, but have a straight front line, broken only by a belt or girdle. The facings are of soft colored chiffons and crepe de chines.

Outstanding among social activities of the past week was the miscellaneous shower given Monday evening by Miss Virginia Turner, honoring Mrs. S. W. Beal, a recent bride. Zinnias in pastel shades were used effectively in decorating. Readings by Miss Tressie McRae contributed to the evening's success.

Illustrative of Sanford's wealth of home talent, and varying the monotony of the general run of entertainments was the violin recital given at the High School Auditorium Wednesday evening by Miss Mary Stoinoff, assisted by Miss Madeline Mallem, pianist, and Miss Margaret Cowan, reader. Operatic and light numbers were well received.

Legal lights illuminated Mrs. W. W. Wright's recent informal party at the Montezuma Hotel, given in honor of Judge and Mrs. Cary D. Landis, of DeLand. Judge Wright was present, but "off the bench" in favor of his better half.

Another reason why Mrs. Norman King McLaughlin, of New York City believes that Sanford is a socially active community is the bridge party given in her honor on Wednesday by Mrs. A. P. Connelly. The few prominent people who had not previously had the honor of making Mrs. McLaughlin's acquaintance were on hand to meet Mrs. R. A. Newman's attractive guest.

Miss Zeita Davison, volunteer mission worker, was given a grand sendoff by the Presbyterian Christian Endeavor last Tuesday, on the eve of her departure for the mountains of Kentucky, where she goes to work among the hill people.

An engagement of unusual local interest is that of Miss Anne Earle Farmer, of Anderson, S. C. and Calvin Teague, of this city, the announcement appearing in a recent issue of the Anderson Mail.

Sartorial experts of London's smart Saville Row suggest the following new hues for fall suits; Sunchine shades, red, plum blooms, cedar wood, eccentric browns, bois de rose, dusted blues, beige.

NEW WAREHOUSE FOR SANFORD

McCormick, Hanna, Inc., wholesale Sash and Door Company are erecting a warehouse at 901 West First street, which will be under the management of Mr. I. M. Barnett. Mr. Barnett announces that the building will be completed and open for business in about three

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The
PALM GARDEN

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

SPORTS

BASEBALL AVERAGES FROM THE BEGINNING OF THE SEASON TO AUGUST 19. DUMAS AND BAILEY OVER .300 MARK.

With most of the season completed, records compiled from the official box scores as printed in a local paper reveal that the Sanford team has shown a general batting slump as compared with the first half of the season, when the Celery Feds led the league in hitting.

Three players have shown appreciable gains in their batting averages. These are Bailey, who has advanced ten points to the .300 class, now hitting .308; W. Meyers, now batting in third place on the team with an average of .278, and Rawson, who picked up five points.

Other players have suffered decrease in their averages. Of the regular players, Allen, with a drop of more than fifty points from an average of .314, and Crowe, whose average fell from .284 to .245, are the most conspicuous. The team average dropped from .284 to .270. This is higher than the average of the Fort Myers team in the first half, runners up in the batting records for that time.

The records of the Sanford club for the season, including the first half, through Thursday, follow:

	At Bat	Hits	Average	Av. 1st Half
Dumas	316	115	.364	.371
Bailey	338	104	.308	.298
Meyers, W.	273	76	.278	.271
Myers, H.	49	13	.265	.267
Cantwell	80	21	.263	.333
Allen	188	49	.261	.314
Frisbie	341	87	.255	.260
Dunbar	300	76	.253	.290
Crowe	314	77	.245	.283
BGeasley	257	60	.234	.273
Rawson	83	16	.193	.188
Williams	47	8	.170	.278
Withrow	6	1	.167	
Wilson	74	18	.143	.255



Lars Row and Donald Keith in "The Plastic Age," a featured picture

SENSATIONAL BOOK

(Continued from Page 3)

exploits are worth while in any picture in which she appears. Donald Keith, the youth who has lately jumped into the limelight of motion picture audience fancy, has a fine part in the role of Hugh Carver, the hero of the Marks novel.

Mary Alden and Henry B. Walthall give their usual fine performances in the roles of Keith's

mother and father. These players are "stable" articles in a motion picture cast. They never miss fire.

Another youth who seems due to romp into public favor is Gilbert Roland, who plays the role of Carl Peters. He has ability and a personality that should carry him to the front ranks in rapid order. All of the cast is excellent, including such players as David Butler, Joan Standing, J. Gordon Edwards, Jr., and Felix Valle.

The American Legion

"This Week in Sanford" starts a new regular feature column for the Legionnaires. It will discuss matters of general interest to the members of the organization and local notes as well.

TWELVE PULLMAN VILLAGES PLANNED

PHILADELPHIA, Aug. 21—Twelve villages of Pullman cars on railroad sidings in and immediately adjoining Philadelphia will appear overnight October 11 when the eighth annual convention of the American Legion gets under way in the Sesqui-Centennial city.

The transportation committee under General W. W. Atterbury, president of the Pennsylvania Railroad, has been perfecting arrangements in the convention city for several months, and in-so-far as possible, all of its plans are completed for arranging the safe and rapid movement of about 100,000 persons who will attend the convention.

ranged also for the quick movement of great number of motor cars which will bring perhaps 25,000 visitors from every corner of America.

The Pullman villages will have everything except a police force. Although located on railroad sidings, the little community on wheels will have modern municipal improvements such as "pavements," water supply, and electric light system. City firemen will make frequent inspection of the little "towns."

The Pullman cars will be backed into the sidings upon their arrival in Philadelphia, connections will be made with special electric lighting and water supply systems, and the travelers will not even have to have to move their baggage.

Accommodations will be provided for 475 regulation Pullman cars.

Florida will have a remarkable delegation according to present indications. A large number of Legionnaires from Sanford are planning to make the trip. Further details shortly.

Eight Stars of Local Team Hail From State Producing Famous Ty Cobb

Eight stars of the "Celery Feds" hail from Georgia, according to a proud sports writer of the Atlanta Journal, who eloquently throws the palm to the Sanford club in a recent article



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or luncheon there's no better place than this restaurant. We will make you feel at home the minute you enter our doors. And you'll find the food so delectable, the service so prompt and courteous and the check so very reasonable that you'll go away thoroughly satisfied and resolve to come again.

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PUBLIC FORUM

From time to time letters on many subjects come to the office of "This Week in Sanford." Many of these communications are valuable. You are free to use this department anytime.

THE WOMEN OF SANFORD

We are constantly being reminded of the influence of women in the development in our City.

Unlike the frontiers of the West where towns were created by men alone, Florida has had the inspiring influence of the woman's hand and Sanford indeed has been blessed in this regard.

Let us first mention the wives and daughters of those men who settled here and planted the first of the trees and shrubs for which this vicinity is famous, who truly pioneered, yet stayed on making it possible for us to enjoy this, the most promising inland City of Florida. Think how much more difficult it must have been for them to have visualized what we have today than for us to dream the Sanford of tomorrow, and yet they must have been positive of their mental picture or they never would have selected this strategic location and clung through all the years of discouragement.

Evidence of the efforts of the mothers and daughters of today are on every hand. A woman's influence is being felt in no small way in our religious and educational growth and we may well be proud of these institutions in Sanford known by men commercially as "The City Substantial."

When the plans now under way for the beautification of Sanford are mature, we may lay claim to a companion word for "Substantial" which indeed should be fairly competitive to our sister city, "The City Beautiful." Who among the men I wonder could if they plan and carry out to conclusion those requisites so necessary to the city we visualized Sanford to one day become, than the women?

Aside from the religious, educational and social activities, it is my belief that the present beautification program rests with no little weight on the women. That they appreciate this responsibility has been shown in the result of their effort, both individual and through the medium of organization,—the splendid Woman's Clubs.

Our City Management as always is cooperating in every way to aid the advancement of this cause and the hearty cooperation of the citizens themselves will be most appreciated.

MARIE TOTMAN

METHODIST CHURCH NOTES

At a recent meeting of the Epworth League Council, many changes were made in the personnel for the coming year, due to the fact that so many leaguers are leaving soon for college. There were many plans made for the new year also which will greatly increase the interest in the meetings and raise the standard of the chapter, if they are carried out.

Dr. W. P. Buhrman and family spent Tuesday at Daytona Beach.

The congregation greatly enjoyed the duet last Sunday morning by Mrs. Victor Robertson and Mrs. T. C. Loveless and also the solo Sunday evening by Mrs. Robertson. The choir is giving some excellent music now and it is being appreciated by all who hear it.

Miss A. D. Mitchell, Church Secretary, left Wednesday for a two weeks vacation at Espiritu Springs, Safety Harbor, Fla.

Mrs. W. P. Buhrman will have charge of the Intermediate League for the next two weeks.

The Sunday School class of Mrs. R. U. Hutchison have been enjoying many picnics and swimming parties this summer. All boys between the ages of fourteen and sixteen, not in some other Sunday School class, are always

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Classified Section

: THE GATES OF JAZZ :

By Arthur Rowland

Printed In This Magazine By Special Arrangement

(Continued from August 16)

A half dozen wierd oriental incense pots were giving up their offerings to the general stupidity of the Unreal. Three electric lights marked a sign "Exit" in obedience to law, otherwise candles were the sole sources of illumination. There were plenty of them.

At 12:30 I saw two persons approach the vacant booth and I recognized Abel instantly. His high and broad shoulders stood out as the athlete's always do. But the girl—I had never seen her in gay apparel. Truly I had told her to spend what was necessary to look her part, but the bill of a few score dollars had not warned me of what I saw. As Abel removed her cape a creation of black silk appeared. The waist was cut daringly low, and there were no sleeves. The gown fitted her too closely. Her shoulders and neck stood out of the blackness of the gown in the smoky light as though they were a bust done in white marble on an ebony stand. She had added color to her cheeks, she was emphatically beautiful, and I could see the effect on Abel. Her cape slipped through his hands to the floor as he took it from her. Even when seated waiting for service, his fingers moved nervously over the woodwork. They ordered a considerable meal and I thanked heaven for country appetite, for my hour had not yet come.

As that hour neared, I became decidedly nervous. Again the question of fair dealing came to me. Truly, I had helped Abel in many ways, and now he was happy surely. His eyes were flashing in victorious accomplishment; money, health, success, celebration, a beautiful girl his companion at the hour when ghosts walk. And yet I wonderd. I thought of the 4,000 homes in New York just then in which

Death was coming, for that many die here every day. I thought of the murder going on, the children being born, the accidents, the breaking bones, the good influence at work, the majesty of the law—I had time to think of all these things.

But not much more.

Then I saw Helen fill his glass and her own. There was no hesitation and he drank. A girl stumbled against their table and passed by; he paid her no attention. I saw Helen's hand rest midway on the table, and I saw him lay his own on it. I saw her laugh gaily, and some of the waves of her hair were misplaced. I saw him suddenly reach over to kiss her, only to be pushed back with a laugh that but teased the more.

"Ah, Helen, you know the part too well," I thought. Yet I admired her, for it was real acting. It suddenly occurred to me it was for my sake she acted. I looked nervously at my watch, three minutes of two. He was holding her hand in his, and kised it repeatedly. A distant clock—could it be a church?—tolled two.

The time had come.

Chapter Ten

We must retrace our steps for a moment. On that same afternoon I had sped along Riverside Drive to a spot just beyond Grant's tomb a spot that for one-half dozen years had been sacred to me. For it was there on the high shores overlooking the beautiful Hudson that I had first asked Ruth if she would share life's journey with me. I remember how she laughed and bid me "be serious, Dick," and

(Continued on Page 12)

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THE GATES OF JAZZ

(Continued from Page 11)

then how she became more serious herself. How she took my hands and told me how she loved me as a pal, how she could never marry because she could never love in any other way. I said no more, only I remember we sat there on the bank till the sun set, hand in hand, "pals" with life understanding and friendship—and no more.

On this afternoon in the spring it was no wonder that my memories wandered to that other day, for by my side in the car sat Ruth again. She had reached New York the previous evening in response to my telegram. As we reached the rendezvous of the days gone by, I slowed the motor down gently, and stopped. She smiled.

"Always romantic aren't you, Dick?" she said. "Yes let's go down to the old rock."

And we climbed down.

Five years seemed long that afternoon. We sat for a while in quiet thought. My mind wandered over all the sweetness of our friendship back to the days I had known Ruth as a child when she tossed her curly hair and called me "my Dick." Her eyes were directed toward a steam yacht moving gracefully glistening snow white, up river. I thought her thoughts were on the boat, too, but I should have known better.

"Dick," she said, "there is something about you today that I can't understand. You are older and younger at the same time. What have you been doing all these long months?"

I hesitated—then that desire to confide in the woman whose confidence I had always sought and trusted overwhelmed me. And I told her. I traced my own devotion for her and business failures and successes and then I told her of Helen of the mystery, of the power she held over me, the struggle I had made to put her out of my mind. I talked on and on, my face turned away from hers till finally I had from the beginning, rampled over college days told her all, for she pressed my hand suddenly, and I turned towards her.

"Look at me," she said. "Do you love her?" And I confessed.

"Ruth, dear girl," my head was bowed. "I cannot expect you to understand. You will think me ridiculous and I cannot blame you. I can't explain, either, but I love her. I watch over her as I would a child of mine, I dream of her, I plan for her. I try to keep it from her, and I think I have succeeded in that."

Tears were in her eyes, but she brushed them away.

(To be continued August 30th)

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This Week's Calendar

MONDAY

The Milane—Paramount's "The Show Off," with Lois Wilson and Ford Sterling — Comedy, "Wide Awake," Milane News.

TUESDAY

Rotary Meets at Seminole Cafe, Noon
The Milane—"Up in Mabel's Room." Al Christie's Laugh Special with Marie Prevost, Harrison Ford, Phylis Haver. Comedy "The Sky Jumper."
Troop 2, Boy Scouts, Methodist Church, 7:30.

WEDNESDAY

Kiwanis Meets at Seminole Cafe, Noon.
The Milane—Another roaring comedy, "Poker Faces," with Laura LaPlante. Comedy, "Meet My Dog." Aesop's Fables.

THURSDAY

Lions Meet at Seminole Cafe, Noon.
The Milane—Ronald Colman and Blanche Sweet in "His Supreme Moment," see the entrancing love of all nations in Technicolor. Comedy, "High Gear." Milane News.
The Princess—Richard Talmadge in "The Better Man." Andy Gump Comedy "The Smash Up." Felix Cat Comedy.
Troop 3, Boy Scouts, Baptist Church, 7:30.

FRIDAY

Chamber of Commerce Meets at Seminole Cafe, Noon.
The Milane—Clara Bow, Donald Heith, Mary Alden, Henry B. Walthall in "The Plastic Age." Comedy, "Solid Gold." Milane News.

SATURDAY

The Milane—Channing Pollock's startling social melodrama, "The Fool," with Edmund Lowe, Mary Thurman and an all star cast. Comedy, Felix the Cat comedy, "Keep on Walking."
The Princess—Pete Morrison in "The Escape." Fighting Hearts Serial "Plain Jane" Comedy, "Do or Bust."

SUNDAY

Sanford Churches Invite you to worship.
BASEBALL—Monday, Tuesday, Orlando here.
Wednesday at Orlando.
Thursday, Friday and Saturday, Sarasota here.

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