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This Week in Sanford, Vol. 02, No. 09, September 13, 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 SEPTEMBER 13, 1926 NUMBER 9.

WHAT'S GOING ON

Reflection Caught on the Mirror of Sanford Life Today

(A Weekly Feature)

Among the promising signs of the times is "The Sanford Times," the rechristened "Signal" of other days. Mr. Charles Britt, et al. are to be congratulated on their choice of a name. It was our choice anyway only we were a bit modest about accepting the ten dollars in gold prize. May it mean good times for all!

That is one thing we always enjoy about Sanford. Folks sometime say—folks to whom the sancta of journalism are more or less mysterious—how in the world do you get enough things to print to fill up a paper. In many a community we know of that would indeed be a problem, but with all the hustling, the new plans, the social and civic club activities and church doings, we're hunting for space most of the time. Sanford has some growing pains, but her gain is rugged and steady.

We had something to say the other day about Rudolph Valentino and his hold on the American public. We chanced in a Florida city the other evening where his last picture was showing, "The Son of the Shiek." People were standing four abreast lining the sidewalk for two blocks waiting for seats;—remarkable tribute.

Wonder what Sanford will do, September 27 and 28?

If you happen to pass Architect Pierpont's house on Park Avenue in the wee small hours of the morning and the lights are burning, it may be the baby,—probably it's a chess match. Which reminds us of a story we were fortunate enough to hear at one of these learned sessions the other evening—morning we mean—narrated by E. H. Palmer, attorney, gentleman and scholar;—and amazing chess player.

It seems that Uncle Joe Cannon of Congressional and big cigar fame, was a pal of Mr. Palmer's father, and the Palmer Senior told the Palmer Junior the tale. Cannon was entertaining a friend at his hotel; a friend whom he was anxious to impress with his economical methods of living. He ordered a full dinner for his friend; for himself six roasting ears of corn. As the cobs piled up in front of Cannon, his guest eyed them for a moment and then remarked to Joe Cannon, "How much do you pay for board?" Cannon named a reasonable figure. "Tell you how you can save money on that," continued the friend impassionately. "Board at a livery stable." Which shows what you can learn by playing chess.

The Chamber of Commerce needs the support of every man, woman and child in Sanford at this moment to put it back squarely on its financial feet. The repu-

tation of a city is largely dependent on the record of its civic body, and Sanford has been looked upon as possessing one of the most active and virile Chambers in the south. Differences should be melted in the fire of common need right now. Let's get behind the leadership, and put over whatever drive is put on;—remembering that the fullest publicity is demanded of the Chamber in its every function and expense.

You should have heard the comments of the railroad officials of the Atlantic Coast Line who visited Sanford on an inspection trip last week. Every man among them spoke of the reputation of Sanford over the state for progress and of the hustling spirit apparent everywhere. Growing freight records of the road itself prove how fast this community is stepping ahead. Records like that pass the acid test of proof.

With schools opening, "This Week in Sanford" has some more good news. Helen Marentette, daughter of the live manager of our local theatres, is going to give us a chatty column weekly of doings at High School. High school social life, the "wit of the young," sports;—all the ever pungent life of our young folks will be reported. Every High school student will want "This Week In Sanford" regularly.

In the publication of a magazine, the
(Continued on Page Four)

SAN LANTA

Sanford's Residential Masterpiece

Plans have been approved for SIX new homes in San Lanta.
We have several lots for re-sale at attractive prices

KNIGHT & MacNEILL

Sales Agents. Phone 720.
C. D. COUCH, 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.
J. HENRY WULBERN, Associate

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

THE EDITOR'S CORNER

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

NOT SO MUCH FINANCIAL AS MORAL AND CIVIC

Letters are being mailed to members of the Chamber of Commerce asking for renewal of subscriptions to the maintenance of that body. We believe that these requests should be considered from the broadest possible viewpoint, that the membership and the community as a whole should rally to the support of the men who are reorganizing the Chamber activities.

It is needless to try to point out the seriousness of the financial situation of the organization; it is an obligation resting on every citizen of the city to remove any stigma that may ensue through inability of the Chamber to pay its bills.

We met a man known prominently over the state the other day in Orlando. His first question was as to the means the Sanford Chamber was using to square itself. His firm belief that we would "come through" was a pleasant reminder of the high esteem Sanford has in credit circles over the state.

And that esteem must be sustained. It is no use throwing brickbats now; the thing to throw is checks and enthusiasm. We believe that Sanford will respond to the need as she has always done.

THAT INDUSTRIAL BUREAU

Comments have come to us thick and fast on the editorial in last week's issue of "This Week in Sanford," calling for the creation inside or out of the Chamber of Commerce of an industrial organization to bring manufacturing and distributing concerns to this city. So many suggestions have been made and so much support has come that we are waiting until next week's issue to lay their report before our readers.

The point particularly is that there is not a moment to waste. We do not believe that any drive should conflict with the present Chamber's effort to get itself

financially safe, but we do believe that an industrial bureau can and will be underwritten within the next few weeks in Sanford. One payroll of a moderate sized factory would repay a year's efforts along this line.

Talk it over and let us hear everybody's opinion on this vital matter. Those back of the proposition are anxious to get the best possible advice and counsel.

BY BOAT

It is a sensible statement that fifty per cent of the tourists who are coming south like water travel, especially such a trip as that on the St. Johns from Jacksonville to Sanford. We believe an intensive campaign of advertising in the north of this wonderfully scenic route would bring hundreds if not thousands of folks direct to Sanford who might never otherwise see our city.

REAL ESTATE MOVING

Indications are definite that the real estate market is picking up. It was bound to anyway, regardless of the drear and disconsolate. Sales are being consummated and inquiries are becoming more frequent. There will not be a "boom" this year—we hope not—but the realtors will have plenty to do.

VITAL STATISTICS

The terms vital statistics generally apply to such important matters as birth, death records and the like;—but if there are any more vital figures to Sanford and Florida than those below, we miss our guess. Figures can be twisted into strange conclusions, we realize, but the cold facts of figures such as these carry their own weight.

We refer to the real estate men who are directing their particular attention this winter to the sale of agricultural lands. These figures are taken from the Blue Book of Southern Progress for 1926 and

show the value of crops per acre in each state of the country. Study it.

Florida's per acre value of all crops is \$107; California, \$79; Massachusetts, \$73; New Jersey, \$73; Connecticut, \$66; Rhode Island, \$64; Maine, \$62; Arizona, \$62; Delaware, \$46; North Carolina, \$44; Maryland, \$42; Utah, \$42; Washington, \$42; Pennsylvania, \$40; West Virginia, \$40; Idaho, \$40; New Hampshire, \$38; New York, \$38; Louisiana, \$37; Virginia, \$36; Vermont, \$35; Kentucky, \$35; Mississippi, \$34; Wisconsin, \$32; Oregon, \$31; Arkansas, \$30; South Carolina, \$30; Texas, \$29; Michigan, \$29; Ohio, \$28; New Mexico, \$27; Alabama, \$27; Tennessee, \$27; Nevada, \$26; Georgia, \$24; Colorado, \$23; Indiana, \$22; Iowa, 21; Missouri, \$21; Oklahoma, \$20; Minnesota, \$20; Wyoming, \$17; Montana, \$15; Nebraska, \$15; Kansas, \$18; North Dakota, \$13; South Dakota, \$11.

Thankful indeed should Florida be of such a showing. It is true of course that all acres did not raise \$107 worth of crops in Florida, but it is equally true that some acres raised ten times that amount and more. This is a state of independence for the farmer who knows his stuff and who will dig in at this hour of opportunity,—and Seminole county is the key-stone of the arch.

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 in

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

WHEN IN
SANFORD, FLORIDA

Stop at the

Hotel Montezuma

The Hotel With a Welcome

J. A. MINELL

110 Magnolia Avenue



AMUSEMENT SECTION

THE WEEK IN LOCAL THEATRES—NOTES FROM STAGE AND FILM



ALL RECORDS BROKEN

Probably never before in the history of Sanford theatres did so many people attend moving picture performances as last week. The growing popularity of the Milane and Princess is due to the remarkable pictures that are booked. It is a fact that every week for the past month at least two of the very leading films of the country—nationally famous—have been set before Sanford film fans. The week coming is no exception.

THIS WEEK AT THE MILANE

Whenever we see the name of Zane Grey a distinct thrill traverses our spinal columns, or whatever vehicle thrills travel on in the human complex. So we're all set for an exciting two hours Monday with Grey's "Forlorn River," with such folks as Jack Holt, Raymond Hatton



and Ina Blaine. It is of course a rousing western tale of the cattle country with hair-trigger action and merry comedy. (Speaking of rivers what is the longest river in the United States?



SCENE FROM
"WHY GIRLS GO BACK HOME"

No, not the Mississippi it's the Missouri, nearly five hundred miles longer than the "Father of Waters.") "Forlorn River" will be long enough to make you remember that, too.

We're not so sure about going Tuesday, being sort of home bodies ourselves, but perhaps as a sociological study we shall take in the picture. It's "Why Girls Go Back Home," with that snapping little Patsy Ruth Miller; Olive Brook and a whole lot more help tell us why. There are white lights—no reference to Sanford's White Way;—red-heart fires and the kind of a man who loves 'em and leaves 'em. But what happens to him? That is the question we want to see answered.

Look out for Wednesday! Somebody had a dream of putting a Winter Garden show and a circus and a drama and a few other little things into a film, and the dream came true. The picture is well named "Variety," it was an absolute knockout in New York and has been called the miracle in films of the last five years. There is one breath-taking three-fold death leap that is enough thrill for a whole picture. Leading roles are taken by Emil Jannins and Lya de Putti.

You've heard of Thursday's picture. It's another of the period's greatest, "The Flaming Frontier," with Hoot Gibson, Dustin Farnum, and A. A. G. G. G. A reviewer in New York recently said that this film is "absolutely unparalled in the history of motion pictures." It gives a highly educational touch to an astounding story of pioneer days of the old West. Thousands of Indians, cavalymen, scouts, plainmen! Don't miss this one.

If there is one actor on the stage who has stood popularity with the least increase in his band that man is Richard Barthelmess. He has a quiet confidence which has always been magnetic to theatre audiences, a magnetism unique among great actors. On Friday he comes to the Milane in a splendid drama, the high dramatic touch of the week, "The Amateur Gentleman." And by the way, the comedy that day, "The Mad Racer" is said to be a side-splitter.

The big week ends, as all weeks must—but not all end so well. Saturday comes Laura La

Plante in "Her Big Night." Frankly we don't know much about this picture, but Laura's big nights are usually very exciting affairs and we most certainly will be there. It's a comedy with more than average dramatic touches, a picture of interest to the crowd.

RUDOLPH ONCE MORE

Set aside the date now. September 27 and 28, at the Milane, Rudolph Valentino in "The Son of the Sheik," the picture released

(Continued on Page 8)

Mobley's Drug Store

"Just Around the Corner"

Prescriptions Called For
and Delivered

110 South Park Avenue

PHONE 294



The Latest and Best in
Photo Drama Attractions

WATCH THIS PAGE WEEKLY

For Announcement Reviews

EDWARD HIGGINS, Inc.

Lincoln - Ford - Fordson

SANFORD, FLORIDA

New Improved Models Now on Display.

ASK FOR DEMONSTRATION

North Palmetto Avenue

Phone 331

High School Days

A Weekly Feature By
HELEN MARENTE

School again!

High school starts Monday. Some of us have regrets, but most of us are glad to have something to do.

The main regrets are for the Seniors of 1926 whom we will miss very much. The majority of the girls are going to Florida State College of Women and the boys to University of Florida. We hate to see them leave us, but perhaps in a few years we'll all be studying somewhere together again.

The greater number of our old teachers of last year are back and we are all glad; especially our beloved history teacher, Mrs. Gladys Williams and our "pep and ginger," Miss Frances Cherry.

We want to welcome as new teachers, W. R. Fort, Mrs. Maurice Allen and Mrs. Mary K. Stone, and we sincerely hope they will enjoy teaching us.

Mr. Curnick, editor of "This Week in Sanford," has asked me to write the news from High school each week. I'll do my "darndest" to give you all the news, but I sure will appreciate it if every one in High school will cooperate with me. Give me all the facts you know.

Passing the school today you would think High school had started already. On entering you would see Professor McKay busy enrolling the freshmen for next year. They're all pretty timid, but I guess we were all in their "shoes" at one time and it isn't so comfortable. The green will wear off soon, though.

Till next week, au revoir.

THIS WEEK AT THE MILANE

(Continued from Page 3)



Scene from
"THE FLAMING FRONTIER"
A UNIVERSAL PRODUCTION

just as the great star was about to pass away. The millions are pouring into theatres all over the country to see this last scene and do

WHAT'S GOING ON

Continued from Page One)

overlay of rumors is one of the most perplexing problems;—particularly rumors of circulation. In order that the public may know the facts of our circulation;—and we admit we have trouble printing enough copies to meet the demand;—here is our circulation:—total number of copies printed, 1,700. The Milane theatre patrons pick up 600 copies on Saturday, the hotel counters take 100, 300 are carried by automobile and placed on delivery stations in Longwood, Oviedo, Altamonte Springs, Maitland, Winter Park, Geneva and Chuluota; 500 copies are inserted in the Sunday papers at Joe's Smoke House

(beginning this week), 100 general distributed around town and 200 copies mailed out of the state on subscription. These are facts. They help to explain the ever growing advertising in our columns.

If you want a real argument for sale of agricultural lands read the figures on page four this week. We have never seen a more concrete argument for Florida's future than they proclaim. Progress must continue in a state like this.

And don't forget that Sanford's post-office showed receipts for August this year of \$5,081.92 compared with August, 1925 of \$3,219.04!

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

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 eliminates worry,
No waiting for the ice man,
No Dirt.

—Let us demonstrate.

Kelvinator Platt Co.

McLander Arcade

APARTMENT HOUSE TO FOLLOW RECONSTRUCTION OF PICO HOTEL

Architects Now Working On Plans Which Will Add From Twenty to Thirty Apartments to the City

Construction will start in the near future, according to plans at present more or less incomplete, by which the historic Pico Hotel built opposite the old railroad station on Commercial street will be changed into a first-class apartment house. This information came directly to "This Week in Sanford" from Mrs. B. E. Takach and her daughter, Miss A. Takach, owners of the building.

Architects who have examined the structure say that its excellent foundation and wall construction are capable of supporting a six story building, but plans now call for three stories with about ten apartments to the floor. These apartments will be in two or three room suites, with baths, and modern conveniences, including wall beds.

The Pico house has been a landmark in Sanford for nearly two generations, and its transfer from a hotel to an apartment house will be of immense value to the community. Nothing is needed more in Sanford today than places to live for families of moderate means and it is

HOFF-MAC RADIO PRIZE AWARDED

The contest by coupons run by the Hoff-Mac Battery Company was a decided success. It closed last Saturday night with the lucky winner Mrs. R. C. Maxwell of 327 West 9th street. Out of the many coupons presented, Mrs. Maxwell is particularly congratulated by this magazine as it was on a coupon from "This Week in Sanford" that good fortune came her way.

Mrs. Maxwell receives a Radiola III—a four tube set, and as she has no instrument for tuning into what the wild ether waves are saying, the set is of particular pleasure to her.



\$22⁵⁰

RICHMAN'S ALL WOOL
SUIT MADE TO ORDER
Extra Trousers \$6.00

S. W. BRADFORD

518 1st Nat'l Bank Bldg., Sanford, Fla.
Office Phone 618 Res. Phone 759-W
Office Hours: 9 to 12 A. M.,
2 to 4 P. M. 7:30 to 9:30 P. M.

BAPTIST CHURCH NOTES

The pulpit at the First Baptist Church will be filled as usual Sunday by the pastor, Dr. King, who has been sojourning for several days in North Carolina. Mrs. King and their son Theron accompanied him. Last Sunday Rev. Ben Steele, preached both morning and evening in the absence of the pastor.

A very interesting business meeting was held at this church last Wednesday. Officers were elected for the year beginning October 1st. A musical program by the Senior B. Y. P. U's was received with appreciation by all present. An adjourned meeting will be held this week Wednesday evening, at 8 o'clock.

The Sunday school shows a remarkable attendance for this time a year. As the cooler weather comes it will not be difficult with the corps of good workers to exceed all records of attendance of the past season.

Our Motto:—"We've saved a place for you"

A Short Story

"Boy, I'm Hungry!"

The Shades of Night Were
Falling Fast

"Girl, So Am I!"

It was Dinner Time on the
Shores of Lake Monroe

They Lived Happily Ever After

THEY ATE
AT

Sie's Place

WHAT SEMINOLE COUNTY IS DOING

NOTES FROM THE COUNTY

The Seminole County Commission voted to carry the bill creating the Upper St. Johns River Navigation district to the Supreme Court of the state in order to test its constitutionality at its regular meeting Tuesday.

The decision was a close one, three of the five members voting to carry the bill to the Supreme Court, and two against it. The act was recently declared constitutional by Judge W. W. Wright in the circuit court.

Those voting to appeal to the higher court were Commissioners B. F. Wheeler, of Oviedo; E. H. Kilbee, of Geneva; and Frank Evans, of Lake Mary. Against it were Commissioners John Meisch, chairman of the board and Boston Steele, both of Sanford, who were in favor of abiding by the decision of the lower court.

The question was brought up when Commissioner Steele read a resolution asking that the county commission abide by the opinion of the Circuit Court. Commissioner Wheeler said that he had been given a petition asking that the board take the case to the supreme court.

Resolutions were passed last week by the Chambers of Commerce of Oviedo, Longwood and Lake Mary in favor of the commissioners taking the case to the higher tribunal for incontestable settlement. Altamonte Springs was reported as having the same sentiment.

Following the vote, County Attorney George D-Cottes stated that he had prepared a writ of error and that he would endeavor to secure as speedy action as possible by the Supreme Court.

OVIEDO CHAMBER VOTES ON CANAL

A special meeting of the Oviedo Chamber of Commerce was held on Friday, September

3rd, for the purpose of discovering the sentiment of the community in regard to the question of whether the county commission should take the constitutionality of the bill creating the St. Johns River Navigation District to the Supreme Court of the state or abide by Judge W. W. Wright's recent decision in the circuit court declaring the act valid.

County Commissioner B. F. Wheeler, of Oviedo, presented a resolution in favor of the bill going to the supreme court and the resolution was voted on and adopted. The resolution was presented to the county commission at its regular meeting Tuesday, when it was decided to take the legislative act to the Supreme Court for final decision.

LONGWOOD NOTES

W. C. Kane has taken over the business of S. M. Waterbury at Longwood, of vulcanizing and retreading tires, near "Smile Inn" Service station on the Dixie highway. Mr. Kane is thoroughly experienced in this line of work, and gives excellent service at moderate prices.

Mr. S. S. Steinmetz, secretary of the Seminole Jockey Club arrived in Longwood Monday. Mr. Steinmetz states that work will start at once in preparation for the races in December.

The laying of water mains has been started on Church street. After this has been completed the city plans on hard-surfacing this street from the railroad to the Dixie highway.

When City Marshall Hoyt Morgan of Oviedo went to get breakfast for himself and his prisoner Wednesday morning, Willie Washington,

carcerated the day before, broke jail and is now numbered among the missing.

At the special meeting of the Longwood Chamber of Commerce held Saturday night, another resolution was adopted in favor of taking up with the proper authorities the matter of the preservation of the big cypress tree which falls on the line of the new highway being built near Longwood.

Mr. and Mrs. Fred Bailey were honored on Saturday evening by about one hundred friends and neighbors from Lake Mary, who gathered at their home on Island Lake to congratulate them on the fiftieth anniversary of their marriage.

MORE PROOF

September 4, 1926

Arthur R. Curnick,
204 N. Park Ave., Sanford, Fla.

Dear Sir:

Attention of Mrs. Jackson:

Wish to take this method of informing you of the benefit derived of advertising in your publication "This Week in Sanford," and wish to express my appreciation. I consider the small ad in the above weekly was money well spent.

You are at liberty to use my name as a more than satisfied advertiser.

Very truly,

Atlantic Cafe and Coffee Shop,
F. A. Howard, Mgr.

NEXT WEEK BEGINS---

"Moccasin Jeanne"

A novelette with a base of 25,000 words of thrilling action.
IN SEMINOLE COUNTY

A Sensation in--"This Week in Sanford"

LOCAL COLOR — TRUE ADVENTURE — THRILLING ROMANCE

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

SANFORD'S
PIONEER
RADIO SHOP

New Location:
2nd St. between
Park and
Magnolia Ave.

CALL
HOF-MAC
101-W



BATTERY
CO



117 PARK AVE.
SANFORD, FLA.

Sanford's Business and Industrial Status, A Study of the Future From Comparative Figures

Exclusive Interview With Gardner S. Rogers, City Consultant On Zoning System--More Industries Needed--How Sanford Will Grow

To the average citizen, the man in the streets, it has been evident for some time that the next great advance in Sanford is to be industrial, and that this advance will be in the proper course of civic development as outlined by the best experts of municipal planning. The city has been taking definite steps to investigate the general building situation and has employed Gardner S. Rogers, a thoroughly trained city planning engineer who is to present a zoning ordinance for consideration of the city authorities.

Mr. Rogers has studied in leading technical schools of the country and has made many important civic surveys. He is an expert in organization work as well and is a prolific writer on municipal matters.

Work on the plans of Mr. Rogers has progressed far enough to bring out many important facts regarding the city and its future, and it is through his courtesy in lending us all of his charts for inspection that the conclusions are drawn for this article.

Our interest in the examination of the charts was mainly industrial. All of the figures are based on study of fourteen cities, namely:—Sanford, Deland, Valdosta, Waycross, Daytona, Tallahassee, Macon, Sheboygan, Wis., Albany, Ga., Sarasota, Orlando, Pensacola, Gainesville and Ocala.

One of the first and most plainly evident conclusions from the tables and graphs is the weakness of Sanford industrially and its strength in general commercial business. In a population of 13,000 Sanford shows but 76 industries, where Orlando, for instance—still to many a tourist town—has 168 industries to 23,000 population. The model northern city of Sheboygan on the other hand shows 313 industries for a population of 31,000.

On this page are some interesting facts tabulated on the details of these industries:—

Space forbids us to run the complete list of cities, but those above will be an accurate basis for comparisons. It is evident that from a business point of view Sanford is in a most enviable position, though there are certain lines of business which are not shown with totals proportional with other cities.

A most interesting graph of Mr. Rogers shows the probable population of Sanford on the basis of past growth and present conditions. In 1930 we should have 19,000; in 1935, 27,000, and in 1940, 34,000. Remember all the time that Sanford's population in 1910 was 2,000 people.

By taking the average yearly increase of population to be expected and considering the factors of industries and businesses it is possible to arrive at some most interesting figures on the need of our expansion. Apparently we are not in want of any large increase in commercial houses with our present population, but from the industrial viewpoint we may well drive hard.

For there can be little danger of getting too many industries. As Mr. Rogers aptly said it

is safe to be in the lead of super-normal cities with industries where it may become unsafe in general business.

We asked Mr. Rogers for his viewpoint on Sanford. He stated succinctly his positive belief in the growth of the city but advised in no uncertain terms systematic study of all these major problems in city building, for otherwise

some of the folks now and generations to come must suffer.

"I believe industries will come to Sanford if the tremendous opportunities you have here are generally known," he said. "Your position is strategic for manufacturing and particularly for assembling. Get your data positive fool-proof and go after them."

Which is what Sanford is going to do.

Population.....	Sanford	Deland	Macon	Orlando	Ocala	Sheboygan
Population.....	13,000	12,000	60,500	23,000	6,700	31,000
Bakers.....	1	1	2	2	0	1
Bottling Companies.....	3	1	6	2	2	3
Building Supplies.....	9	4	15	9	2	5
Confectioners.....	2	0	0	0	0	1
Contractors.....	14	44	33	77	5	93
Drugs, Wholesale.....	0	0	1	2	0	0
Groceries, Wholesale....	4	2	9	6	3	2
Ice Cream Mfrs.....	1	1	2	2	0	0
Ice Manufacturers.....	1	0	4	5	1	0
Iron Works.....	0	1	1	0	0	5
Laundries.....	3	3	6	5	1	5
Lumber.....	8	7	30	8	1	6
Machine Shop.....	1	1	5	2	1	9
Meat, Wholesale.....	0	0	10	2	0	2
Dairies.....	1	3	8	12	0	20
Railroads.....	1	2	1	2	1	1
Tobacco Mfrs.....	1	0	4	8	1	1
Warehouses.....	2	0	5	1	0	1

As to Business Conditions

Banks.....	3	3	11	5	5	7
Barbers.....	14	16	55	40	13	39
Bookstores.....	1	2	2	3	2	2
Cleaners.....	10	10	30	6	9	5
Department Stores.....	4	1	5	6	2	4
Druggists.....	10	8	47	19	8	12
Electric Supplies.....	5	6	1	8	1	3
Fish.....	4	1	5	7	1	0
Florists.....	2	3	3	3	1	2
Furniture.....	11	3	20	17	6	11
Garages.....	7	7	18	5	2	11
Groceries.....	68	30	339	117	42	73
Hardware.....	3	3	9	7	6	9
Hotels.....	13	19	12	27	7	14
Jewelers.....	6	5	11	10	4	7
Meat Markets.....	18	15	29	25	9	29
Paint.....	3	1	3	5	0	4
Printers.....	4	3	10	7	3	2
Restaurants.....	31	19	71	56	15	17
Shoes Repair.....	7	8	41	22	4	43
Theatres.....	3	3	5	5	2	8
Transfers.....	1	3	6	5	3	13
Undertakers.....	3	3	5	5	3	7

Chamber of Commerce Activities

If there is any question in anybody's mind as to the importance of the Chamber of Commerce as an asset to the community, attendance at last Friday's meeting would have cleared all doubts away. It was a steady hour of progress reports and important planning for the good of the city and county.

Of tremendous importance was the action of the Chamber in endorsing a survey of Sanford's industries, a proposition presented to the chamber by the industrial committee which has been studying the matter for a considerable time. Col. George W. Knight outlined the plans and his words were received with enthusiasm.

The system to be used in the survey will be that of S. C. Gray, resident manager of Hall, Pentland, Cowles and McCall, accounting concern and will not cost over \$2,000.

The matter now goes before the finance committee which will act at once on the matter, according to President E. A. Douglass.

Much interest was expressed in the meeting regarding the election of a new secretary and it is to be expected that the man will be named by the time of going to press of the next issue of this magazine. Three men are now being finally considered after first thought had been given to some twenty-five applicants.

WHITE WAY WILL BE DARK

Manager Clyde Byrd of the Florida Power and Light Company announced that the white way would be dark for about three weeks while the new enlarged circuit is being laid. The new big system will be turned on about October 1.

Another "Dollar Day" is coming in the near future under the direction of the retail com-

mittee. The public showed so much interest in the first occasion that it is deemed wise to make even a more complete "day" at an early date.

Then came something of an old-fashioned "testimony meeting." Several of the leading business men of the city were asked to express their thoughts regarding the future of the city. Mayor Lake responded with emphasis on the increased Sanford bank deposits, pointing out the fact that the increase over last summer is more than two million dollars.

J. G. Ball endorsed the industrial survey and the general importance of bringing new industries to the city. Constant Miller and M. B. Hutton also endorsed the industrial plans, the latter warning against raising prices on lands for industrial uses too high.

EDITORIAL

"This Week in Sanford" wishes to take this opportunity to congratulate the Chamber of Commerce on definite action of last Friday looking toward industrial development of the city. For two months we have been using every editorial means at our disposal to stress the paramount importance of this matter to Sanford. The city will gain immeasurably for years to come.

We continue to stress our belief that hand in hand with the survey should be a definite industrial bureau, organized and functioning with a paid secretary at the earliest possible moment. Finding our best locations and laying our plans for placing new industries is but half the battle; the other half and the most difficult half is getting the industries here. Meanwhile, all up for the Chamber's action!

ARTHUR R. CURNICK.

Here's Something You Can Do

Believing that the printed page is a most effective means of telling the story of Sanford to the world, we make the following offer:—

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LITTLE PICTURES FROM SOCIETY THE FASHIONS

(By Bobbie Chapman)

Sanford sub-deps leaving for college next week were entertained at a delightful informal dance given by the male element of the younger set at the country club Thursday evening.

It finally came off! To the delight of everyone, but surprising nobody, Miss Cora Hill, popular member of Sanford's younger set, is now Mrs. James N. Robson, just back from a brief honeymoon at South Florida points. The marriage was held in Deland on Friday.

Mrs. Charles L. Britt delightfully entertained a number of her intimate friends at bridge in her new home at Pinchurst on Tuesday evening.

Simplicity in fall hats will be conspicuous by its absence according to advance data on what's what in nobby creations. They are slightly larger than those worn a year ago, but much more elaborately trimmed. Short, fluffy ostrich plumes are likely to form the most popular decorations.

Schoolmarns are buying their tickets to Sanford, preparing for the opening of the local High school, falling very appropriately this year on September 13. Many new faces will appear in the line-up.

Substituting five hundred pennies for the much fabled pieces of eight of buccaneer days, Randall Chase and Stanley Vernay were hosts at a realistic Treasure Hunt last week. The loot was found at the country club, where dancing was enjoyed until a late hour.

The Georgia Bridge Club met at the home of one of its most ardent and attractive members, Mrs. R. J. Holly, Jr. on Wednesday evening. Several progressions were played and light refreshments served later in the evening.

The fur-lined ulster worn by grandpap back in '89 is back amongst us again, the 1926 models finding popularity on fall coats. The tweed or homespun materials of the coats themselves are usually plaid designs, with dark greens and reds specially featured.

Epworth Leaguers of the Deland District Institute found a cordial reception in the city on Wednesday and Thursday. Local members were hosts to their out of town associates at an enjoyable party Thursday evening.

Of interest to fashion chasers is the announcement of the opening of the New York Hat Shop in the Milane Theatre building, where creations said to be the last word in millinery will be offered a discerning clientele.

In bringing "Mare Nostrum" to Sanford, Mr. Marentette or whatever powers that be proved that this city is securing the year's best productions ahead of many a larger community. The film is interesting to a degree and very educational.

Little Sam Bradford celebrated his tenth birthday last week with a swimming party at Lake Mary followed by a matinee at the Milane, where he treated a number of his friends.

Fashion insists that it is terrible to be Victorian, although Elizabethan is permissible. Consequently the ruff about the neck is in vogue. Most of these ruffs, making a wide range of

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B. L. PERKINS

AMERICAN LEGION

A column devoted to News of Interest to the Legionnaires of Seminole County and to the General Public

VICE-PRES. DAWES WILL ADDRESS LEGION IN PHILADELPHIA

PHILADELPHIA, Sept. 11—Charles G. Dawes, vice-president of the United States, and himself an American Legionnaire, will be the guest of honor and the principal speaker at the eighth annual convention of the American Legion in Philadelphia, to be held October 11-17. National Commander John R. McQuigg announced today. Dawes will review the national parade to be held October 12, and will attend a dinner to be given in honor of distinguished guests.

The convention will be the second national gathering of the Legion which Dawes has attended, and his position in the reviewing stand this year will be in contrast to that of two years ago in St. Paul at the Legion national convention held there when he refused to be in the reviewing stand, and, instead, marched with his home delegation of Legionnaires from Evanston, Ill. At that time Dawes was a candidate for vice-president, and his presence at the convention was marked by the absence of politics and his ability to refrain from discussing political issues.

The Vice-President joined Evanston Post No. 42 soon after his return from France in 1919, and has been active in the organization, the general's bank, the Central Trust Company, temporarily financing the post building project. He also was treasurer of the Veterans' Trust of Illinois, a fund for the disabled, which is administered without expense by the general's bank.

The life of any group of veterans in which he finds himself, Dawes and his "Hell 'n Maria" pipe, will be well remembered by the Legionnaires who were fortunate enough to be in his company at the St. Paul gathering. Greeting Legionnaires on the steps of the Minnesota Club, he was non-committal on all subjects, except the weather, the convention, and his pipe.

"Running low on tobacco," he remarked.

"Lots of Bull Durham up here in the club," he was told.

"Save some," he returned. "After I get through packing the pipe this time the sack will be empty."

"Sounds like the boys are making it a real

Why We Love Sanford



convention," he went on, listening to sounds of a demonstration in the street. "I'm glad I came."

Dawes declined to speak at St. Paul, declaring he was attending merely as a private member of the Evanston post. He was entertained at a special dinner but insisted that he be accorded no more honors than were given the thousands of other Legionnaires attending.

PRIZE TO LEGIONNAIRE AUTOING THE FARTHEST

A gold trophy will be awarded to the member of The American Legion who travels the longest distance by motor car to the eighth annual convention of the Legion which will be held in Philadelphia October 11-15.

Another trophy will be awarded to the Legionnaire with the motor car which is judged the best decorated.

Announcement of the awards was made here by Col. Vincent A. Carroll, national vice-commander of The American Legion and chairman of the committee in charge of arranging the Philadelphia convention. The Keystone Automobile Club of Philadelphia, will award the trophies.

Before marriage he brings her flowers; afterward flour.—Times-Union.

Before marriage he buys her sundaes; afterward Sundays he gives her a nickle for collection.

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GATES OF JAZZ

(By Arthur Rowland)

(Continued from Sept. 6)

He stepped toward Helen. I glanced at her; she had fainted away. The excitement was terrific. Women started to run. The dancer shouted for help.

I saw Abel trying to collect himself. The instinct to protect the girl brought him to his senses and he stepped in front of Helen. The Wolf walked straight to him, his hands were clenched.

Before they met I walked out.

"Perhaps you meant me," I said as calmly as I could.

His eyes shifted to mine, and it seemed that his face became animal. He sprang toward me in the next instant. As he leaped he reached for his pistol, but I grasped his wrist in time. My own Colt slipped onto the floor as we grappled.

I am vaguely aware of what happened after that. We exchanged blows for a few seconds, and then I stumbled. As I did so he struck me a savage blow on the temple that knocked me to the floor and out of action, but even as I fell I saw him pick up the knife and aim at Abel. I also remember seeing a form rush between them, there was the flash of a revolver and the Wolf plunged to the floor beside me.

Ruth had picked up my revolver and with rare nerve, fired. The knife fell at Abel's feet and the body of the Wolf rolled in the death struggle at his feet. Then I lost consciousness.

It was told me afterward that the first thing that dear girl Ruth did was to take Helen's head in her lap and put water to her forehead. Abel fell in the chair across from her, completely bewildered, but game to the last.

* * * * *

Two weeks cleared up the legal settlement as result of the justifiable homicide.

Abel never has known until now the full story of his testing, nor the strange result of it all. The fact is that Ruth and I were tested more than he.

I tried to make amends by taking him into partnership with me, and he has since become a powerful factor in honest business in New York. He and Ruth were married just before the following Christmas.

Helen, yes, you will find her at my house on Long Island, out near Garden City, and near Aunt Etta. And our house is enriched with two little mites, the older is Abel and the smaller is Ruth.

And every summer since then we all go up to Plainville in the Berkshires, where the thunderstorms still roll, but where we find the truest expression in the eternal hills and the happy brooks of the love that means so much to us.

THE END.

**NEXT WEEK
ON THIS PAGE**

The first installment
of

"Mocassin Jeanne"

Seminole County's
OWN NOVEL

**SANFORD
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NOTICE—"THIS WEEK IN SANFORD is the original weekly magazine of Seminole County, edited by Arthur R. Curnick. It covers Seminole County completely.

KIWANIS

Kiwanis stepped out with another excellent move for community interests at its meeting on Wednesday with plans for immediate establishment of a forum with well-known speakers. A committee named to take care of the matter was selected, W. R. Smith, R. V. Chapman, J. G. Sharon.

The Open Forum movement has grown with great force over the country during the past ten years, fostered particularly by that great Forum leader, George W. Coleman, of Boston. Mr. Coleman will be glad to hear of this movement by Sanford Kiwanis.

R. L. Christenberry was invited to give a vocal number which he did with grace and talented punctiliousness. He announced the song as "The Bottom Will Not Fall Out of Sanford,"—adapted, plagiarized, used, or whatever you wish to call it, from the poem in last week's issue of "This Week in Sanford" "It's the Top," by Bennie Pinkston.

Four new members joined the club, Dr. C. P. Vincent, J. L. Hurt, John A. Pittman and S. J. Nix.

Discussion was general of the big Kiwanis convention at Lakeland to which a large delegation of Sanford members will go. It is a suggestion of this magazine that when the local club gets all its paraphernalia for the march and has been properly trained, a dress parade be given on First Street behind the city band. Seriously, why not? Let's see how Kiwanians can step.

The Rev. John Bernard Root, of the Congregational Church delivered an excellent address on "Education to Prevent Crime," with particular reference to the boys and girls problem.

WARNING SIGNALS NEEDED

Many folks have asked us in the past few weeks why bright red warnings are not placed in front of the railroad tracks on First Street. We believe they should be there. The roughness of the tracks, let alone the danger from trains, demand careful driving. Let's have some signs there.

WONDERFUL FLORIDA

If you don't believe what Florida sunshine can do, drop around to the old hotel back of the former railroad station on Commercial street, look up to the roof and see several flourishing bushes growing out of solid brick walls. It's beyond us, frankly,—but this is Florida!

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This Week's Calendar

MONDAY

The Milane—Zane Grey's Paramount Production "Forlorn River," with Jack Holt, Raymond Hatton, Arlette Marchal. Comedy "Kiss Papa." — Milane News.

TUESDAY

Rotary Meets at Seminole Cafe, Noon
The Milane—"Why Girls Go Back Home," — Patsy Ruth Miller, Olive Brook and a special cast. — Comedy, "The Feud."
Troop 2, Boy Scouts, Methodist Church, 7:30.

WEDNESDAY

Kiwanis Meets at Seminole Cafe, Noon
The Milane—"Vanity," The film miracle that astounded New York, with Emil Jennings Lya De Putto, A Special Paramount Novelty, "Take A Chance," — Aesop's Fables. and an extra comedy, "Hanging Fire."

THURSDAY

Lions Meet at Seminole Cafe, Noon.
The Milane—That stirring Epic of the great open spaces "Flaming Frontier," with Hoot Gibson, Dustin Farnum, Anne Cornwall. — Comedy "Buster's Girl Friend." Milane Review.
The Princess—Pola Negri in "The Crown of Lies." — Harold Lloyd in "Now or Never." — Felix the Cat, "Spots The Spooks."
Troop 3, Boy Scouts, Baptist Church, 7:30.

FRIDAY

Chamber of Commerce Meets at Seminole Cafe, Noon.
The Milane—Richard Barthelmess in "The Amateur Gentleman." — Comedy, "The Mad Racer." — Milane News.

SATURDAY

The Milane—Laura La Plante in "Her Big Night," — Bobby Vernon Comedy, "Bright Lights."
The Princess—Richard Talmadge in "The Night Patrol." Fighting Hearts "The Whispering Chorus." — Comedy "Who's Next?"

COMING—Monday and Tuesday, September 27 and 28—Rudolph Valentino in "The Son of The Sheik."

SUNDAY

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