

SANFORD SCORES AN EPIC HIT 'ON AIR' REACHES 8,000,000 LISTENERS WITH SOLID FACTS

Whatever else shall occur in the annals of community publicity and of radio enterprise, Sanford and Seminole County are secure for all time in the fame of being the first City and County in America to occupy an hour "on the air" in the formal program of a great Radio broadcasting station—the most powerful station in the Western Hemisphere, WJZ, the Radio Corporation of America.

This epic achievement in publicity became a fact

52d street, in time to fulfil the engagement, and he therefore designated J. C. Bills, Jr., Sanford attorney, to represent him and speak in his stead. (Mr. Bills had left Sanford Tuesday afternoon for New York, taking with him a trunkful of the Radio World-Broadcast Edition of THIS WEEK IN SANFORD for distribution from the Waldorf-Astoria Hotel in New York; an express shipment of 500 additional pounds of the edition followed to

MAYOR LAKE GUARANTEES CONTINUATION OF SANFORD-SEMINOLE COUNTY PROGRAMS FROM WJZ TO THE NATION. PUBLISHER OF 'THIS WEEK IN SANFORD' TELEGRAPHS FROM NEW YORK.—Details on Page 2.

last Friday night, June 25th, 1926, when from 8 to 9 o'clock New York (daylight-saving) time, 7 to 8 Sanford time, WJZ broadcast a prepared Sanford-Seminole program of information and music to an invisible listening audience probably totaling 8,000,000 persons west, north, and south of the Island of Manhattan and in New York City itself.

Mayor Forrest Lake, who had accepted the invitation of Arthur R. Curnick, editor and publisher of THIS WEEK IN SANFORD, to speak into the microphone Sanford-Seminole's message to the Nation, did not reach the studio of WJZ, 33 West

New York Thursday and now is being distributed throughout the North.)

Milane Theater Friday night was packed to the doors, both floor and balcony, with the people of Sanford and Seminole County keen to "listen in" via loud-speaker to the broadcasting of their name and all it stands for in solidity and attraction, to America. By great misfortune the local storm conditions of that day and night, added to the earliness of the hour here—7 to 8 o'clock—prevented WJZ's waves coming through; the broadcast was not heard here or hereabout. But the (Continued on Page 2)

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THE EDITOR'S CORNER

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

SANFORD'S EPIC HIT

(Continued from Page 1)

North and the West reported perfect clarity, and a telegram from Milane Theater received at 8:25 o'clock from "Sanford Friends" at Charlotte, N. C., said: "Sanford program came in strong here, but interference bad."

The prime object of the remarkable enterprise, to reach the individual ears of millions residing outside of Florida, was splendidly accomplished; but it would have been doubly gratifying if Sanford too could have heard.

In his talk into the microphone Mr. Bills dwelt briefly but comprehensively upon Florida as the one subtropical section of continental United States; its matchless climate, its great wealth, its superb opportunities. He described the superiorities of Seminole County and Sanford, the agricultural and business conditions, the healthfulness, the high community standing, the varied factors which place the County and City in the front rank of the State's unrivaled attractions for home-seekers and upbuilders.

Referring to some inevitable effects of outlanders' exploitations within the State, he pointed out to his millions of listeners that Sanford and Seminole County wanted no boom, have had no boom, and hence are not having to recover from any boom; but the spirit of awakening which of late has stirred all Florida to unwonted activities had touched splendidly responsive chords in this community, and these responses were become visible acts of great progress accomplished without any sacrifice of the substantial.

He explained Sanford's strategic position with regard to state-wide transportation and distribution, and emphasized its receptive attitude toward new factories, assembling plants, and jobbing houses.

Before the hour's close, WJZ studio was receiving by wire many messages of appreciation and congratulation upon its interest and excellence.

The musical parts of the program, assisted by the celebrated Walter G. Haenschens Orchestra, were songs and instrumental selections descriptive of the period history of Florida, and the vocal numbers were given by Erva Giles, soprano, and Bentley Ford, barytone, at intervals between the speaking. Daniels, the famous announcer, officiated. An interesting sidelight is that in the program of Thursday, the night before, his voice was reported plainly heard announcing in the far city of Jerusalem, just as it has become familiar in the capitals of Europe and throughout South America. Friday night WJZ, notified of bad weather conditions in the Sanford area and mindful of the earliness of the sending hour, used its full sending power, 45,000 watts, in an effort to be heard here. The effort was intensified by using simultaneously three microphones in front of sound-proof curtains in the 424-street studio.

Joseph L. Marentevy, manager of Milane Theater, had made every possible provision for

"You Forgot to Remember", "Just a Cottage Small", "Addio Napoli", "Love Sends a Little Gift of Roses", "Always", "Deep in My Heart", "Sunny", and "In Springtime".

During the hour (while the Milane's regular screen program went on) telegrams from Mr. Curnick, WJZ, and E. C. Miller of Sanford (Sanford Grove) and New York, were read to the audience, flashed upon the screen, and later repeated in a stage announcement by R. W. Pearman, Secretary of the Sanford Chamber of Commerce. This telegram was read from Mr. Miller at his home in New York:

"Sanford program coming in clearly and is an inspiration to all in the North who love Sanford. A group of my friends are here with me enjoying it. Reception continues excellent. Sanford tonight is reaching eight to ten million listeners in all parts of the country. It will be a miracle of benefit to Sanford and Seminole County to continue this series weekly for next three months. Hope citizens will make every effort at Sanford to support and carry such a program through.

(Signed) "E. C. MILLER."

Mr. Miller's telegram was preceded by one from Mr. Curnick, as follows:

"Sanford can hold this Friday-night hour from WJZ every week for three months. It would include a Florida musical travelogue starting from and ending at Sanford. The cost for artists for this tremendous national publicity would be only \$550 a week. I believe this is greatest opportunity for national publicity ever offered a Florida city. What do you say, Sanford?"

Half an hour later Mr. Curnick telegraphed: "Mayor Lake says he guarantees proposed continuance of 'Sanford Hour on the air'. Congratulations to all for tonight's success, especially to Sanford Real Estate Board. Mayor Lake is to speak for Sanford from WJZ on July ninth."

Under date June 28th Mr. Curnick telegraphed from New York that a Sanford publicity bureau had been opened in the Waldorf-Astoria Hotel, where large numbers of copies of the 32-page illustrated Radio World-Broadcast Edition of THIS WEEK IN SANFORD were being given out to visitors and inquirers.

IF

the Big Idea of a series of Sanford hours 'on the air' appeals to you as a thing too good not to be given the most serious thought—

Tell your belief to the Mayor, the Chamber of Commerce, or to the publishers of THIS WEEK IN SANFORD.

KIWANIS BARBECUE

Marvania was the scene of the Kiwanis luncheon this past week. The 40 members present thoroughly enjoyed the steak barbecue and all the good things that went with it. (Anyone seeing L. Bebout eating corn on the cob and watermelon on the rind would have known he was enjoying himself.)

After lunch C. D. Wolfe organized games for the boys, and they were entered into with