

THE SANFORD HERALD MONDAY, JANUARY 4, 1926

Congratulations

HULICK and HULICK

Upon the Opening of the

HOTEL FORREST LAKE

THE CITY OFFICIALS AND ALL OF THOSE CONNECTED WITH THE VARIOUS DEPARTMENTS OF THE CITY POINT WITH PARDONABLE PRIDE TO THE MAGNIFICENT STRUCTURE—AND TO ITS OPENING AS THE BEGINNING OF A NEW ERA FOR THE ENTIRE CITY.

OUR HEARTIEST FELICITATIONS ARE EXTENDED TO YOU

The City Commission

Forrest Lake, *Mayor*

S. O. Chase

C. J. Marshall

WALKER IS SET SOUTH VIA SOON

Executive To Start Large Party Inspection Trip Okefenokee

Gov. Walker will start the trip off by taking the stump of issues to be considered at a session of the general assembly which is called for Feb. 15.

May Harness Power Of The Large Swamp Area

Gov. Walker will start the trip off by taking the stump of issues to be considered at a session of the general assembly which is called for Feb. 15.

Wins at Last



Enas Franceschini was brought from Italy to Albuquerque, N. M., by her parents ten years ago. The father was deported and a deportation order was issued against the mother, but because Enas was a baby Mrs. Franceschini was allowed to stay. Now, at the age of 15, Enas has convinced U. S. officials that the deportation order against her mother ought to be dropped.

Florida Will Be Served By Auto Transportation System Unrivalled Anywhere In U.S.

JACKSONVILLE, Jan. 4.—(AP)—Existing traffic congestions, coupled with the unprecedented development of Florida, was responsible for the mammoth transportation project recently announced here for this state, according to W. F. Fielder. Mr. Fielder is vice-president in charge of operations for the Yellow Drive-it-Yourself system.

Within a few months, according to him, the entire state of Florida will be served with a motor-transportation system unsurpassed in any part of America. In addition to being backed by northern capital the concern was promoted by some of the largest financial powers in this state, Mr. Fielder said. One entire "train load" of the specially constructed Hertz cars already has arrived in Jacksonville and two others have been ordered. Each train load consists of 100 cars. Fifty of the first shipment were sent to Miami while the other half was kept in Jacksonville for use here.

Discussing Their Meal Tickets



Here are the brothers Pyle—Ira D. Pyle at the left and G. G. Pyle at the right. G. G. Pyle is manager of Red Grange, and as such is reaping a fat harvest. Ira Pyle has Ernie Nevers, famous Stanford star, under his wing, and expects a harvest no less fat. Photo was made in San Francisco, where the two brothers met to talk things over. Ira Pyle lives in Santa Rosa, Calif.

KAOLIN MINING IS ACTIVE BUSINESS IN LAKE COUNTY

clay is shipped to potteries of the northern states where it enters into the manufacture of the higher grade white wares. Three producing companies were operating in Florida in 1923 in mining the kaolin output of the state.

Judge Carter Of Live Oak Becomes Assistant State Attorney General

TALLAHASSEE, Jan. 4.—(AP)—Judge H. C. Carter, of Live Oak, has assumed the duties of assistant attorney general, Judge J. B. Gaines, who formerly held that post, having returned to Leesburg on Jan. 1 to take up private practice.

MEMORIAL FUND CAMPAIGN WILL END JANUARY 23

Florida Is Still \$2,000 Short Of Quota For Stone Mountain Memorial At Atlanta; Many Towns Over-Subscribe

TALLAHASSEE, Fla., Jan. 4.—(AP)—With Jan. 23 set as the closing date in the Stone Mountain Memorial Fund campaign in Florida, in spite of the great activity in some sections, the state at the conclusion of 1925, was still nearly 2,000 behind in quota sales on the basis of reports received at headquarters here.

Resignation Of Wise As Head Of Palestine Appeal Is Unaccepted

NEW YORK, Jan. 4.—(AP)—Dr. Stephens Wise, rabbi of the Free Synagogue, reports of whose recent sermons on Jesus Christ, stirred nation wide controversy among Jewish leaders, continue to be chairman of the \$5,000,000 united Palestine appeal.

Russian Gets Short Term For Killing 12

TASHKENT, Russia, Jan. 4.—(AP)—Although charged with causing the deaths of 10 children when he inoculated by mistake with diphtheria germs instead of with anti-toxin, Dr. Ivan Shurokhov, chief physician of the Tropical Medical Institute, has been given a sentence of only 10 weeks imprisonment.

White Burning Clay Used For Manufacturing Better Line Of White Ware By Many Pottery Companies of North

TALLAHASSEE, Jan. 4.—(AP)—The kaolin industry of Florida, which was centered in Putnam and Lake counties in 1923, was very active as was indicated by a 28 per cent increase in the value of the production for that year over 1922, Herman Gunter, state geologist, declared in his last annual report on the subject.

RED FOX VISITS AL SMITH-ALBANY, N. Y., Jan. 4.—(AP)—

A red fox, which, uninvited, wandered into the yard of the executive mansion, apparently heard about the good food served in there, Governor Smith writes.

ELTON J. MOUGHTON

Architect for the HOTEL FORREST LAKE wishes every success to Messrs. Howard and Bloomfield Hulick

ALL FLORIDA USES "P-Two-Fourteen" STEEL FABRIC
 10,000 Yards Used in Hotel Forrest Lake



BATHROOM FLOOR AND WALLS



PLASTER CEILINGS



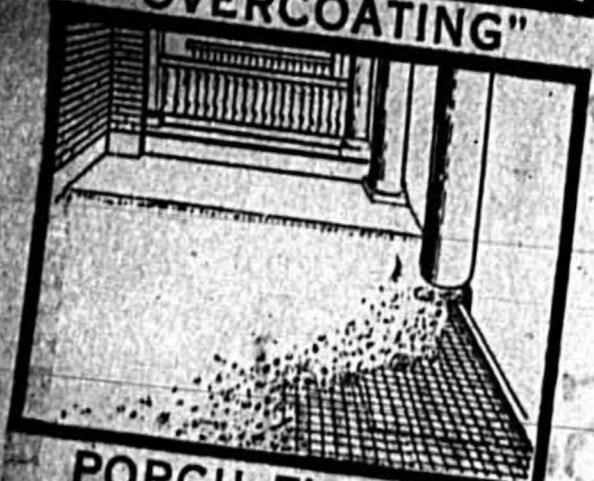
PLASTER WALLS



STUCCO WALLS



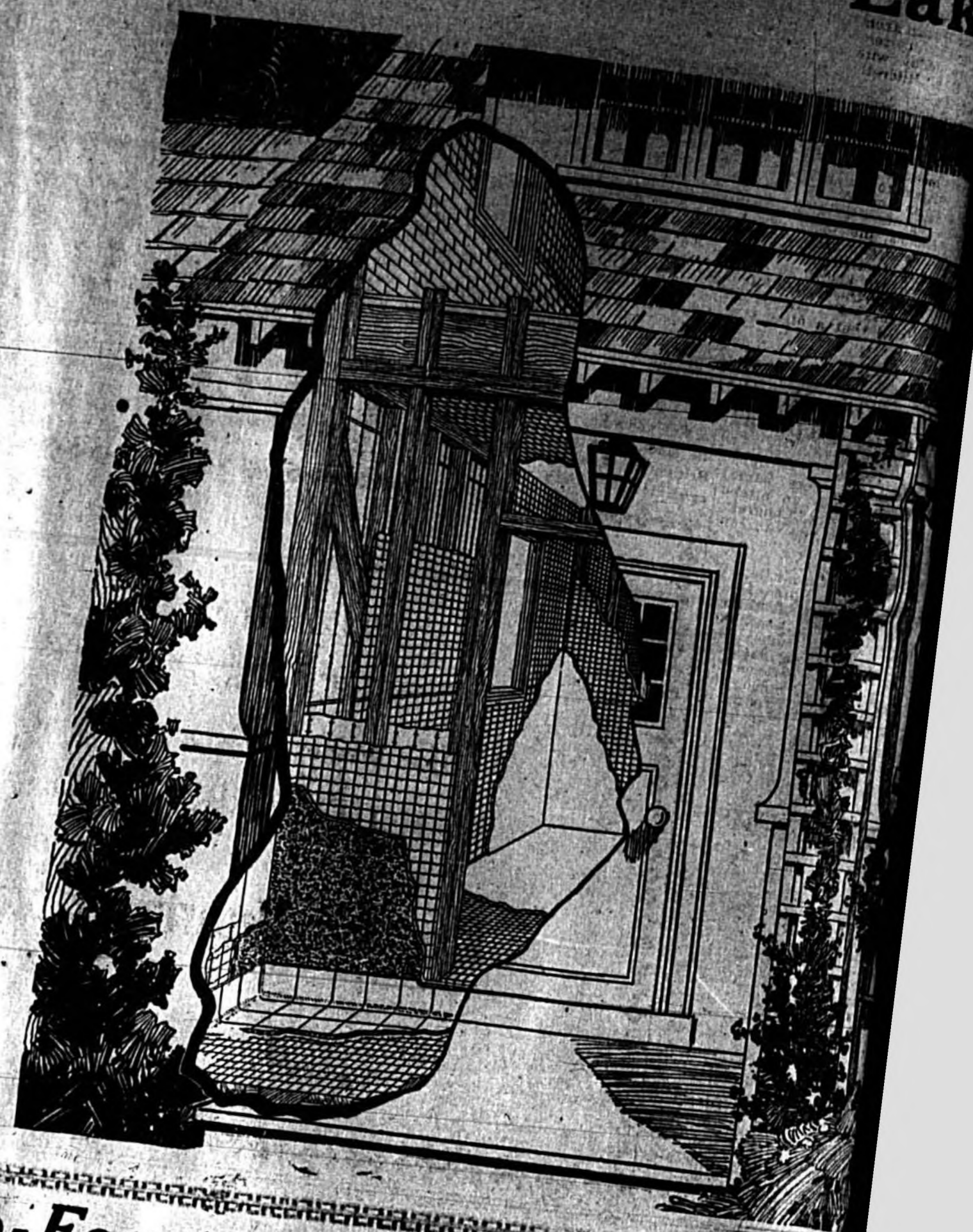
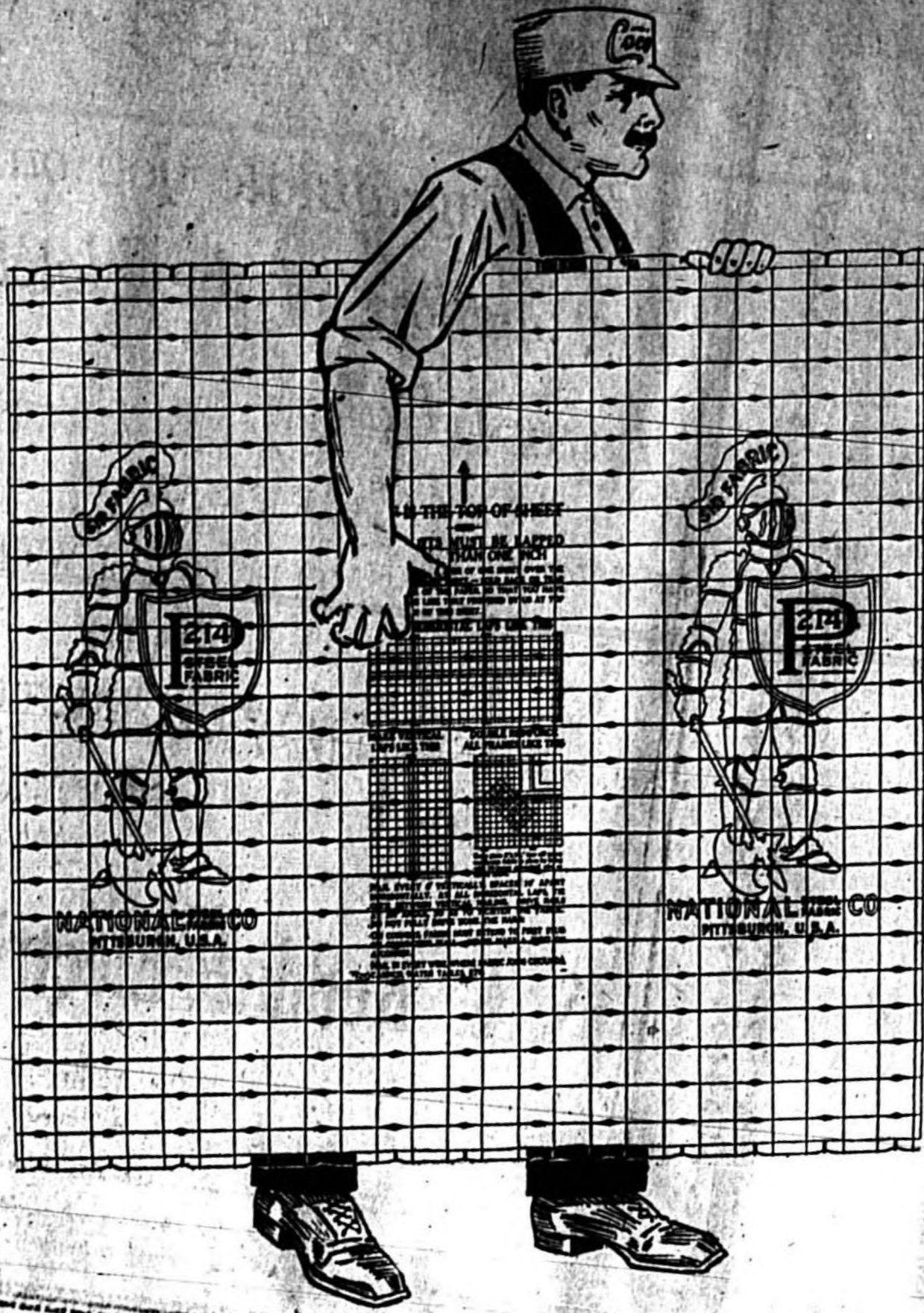
"OVERCOATING"



PORCH FLOORS



FENCES



The Advantages of "P-Two-Fourteen" Steel Fabric:

1. Can't be SKINNED.
2. Automatically "back-plasters" itself.
3. Galvanized (non-rusting).
4. Paper backing is oil-less and tarless.
5. True reinforcement.
6. Prevents "dry-outs."
7. Eliminates fragile "keys."
8. Adds strength to the framework.
9. Combines 6 building materials into 1.
10. Applied by one man in one operation.

You get all of these things, automatically and absolutely, by simply writing this twenty-nine word Specification:
 "All exterior stucco and interior plaster is to be applied over *National Steel Fabric Reinforcement Style "P-Two-Fourteen,"* which is to be put on in accordance with the manufacturer's directions."

FOR SALE BY
 ALL LIVE DEALERS THROUGHOUT FLORIDA

MANUFACTURED BY
 National Steel Fabric Company, Union Trust Bldg., Pittsburgh, Pa.

REINFORCEMENT **WIRE FABRIC** **DURABILITY**
 WELDED STEEL WIRE FABRIC NATIONAL STEEL FABRIC

BERLIN LETTER

BERLIN, Jan. 4.—(AP)—Disillusioned after living happily and in luxury during the occupation period, hundreds of German wives of British soldiers in the British army of occupation are bidding farewell to their husbands as the British evacuation of the Cologne zone proceeds.

More than 750 Tommies married German women during the last few years, about one in every 10. The majority obtained permission of superior officers for the marriages, and provisions have been made for these families as the troops move to Wiesbaden or leave Germany. Those who did not obtain permission are in difficulties.

Then too, the unhappy wives in many cases refuse to leave home. Married when a British private's pay meant real luxury in Germany, they little dreamed that their husbands' occupation might lead them to England, India or Egypt. Housing conditions in Wiesbaden are such that few can accompany their husbands far even that short distance.

The lot of many English women, most of them widows, who came to Cologne and opened shops for the soldiers, is little better. The British Aid Association of Cologne

is helping 500 English women and children, who are virtually destitute. The aid cannot be continued long and the association has appealed to the British government for a solution of the problem.

A canary bird festival at which music critics appraise the singers in much the same manner as operatic stars are chosen has been revived in Berlin in connection with the rehabilitation of the Hars Mountain canary industry.

Thousands of canaries have been shipped here from Hars aviaries. Singing contests are conducted daily. Prizes are awarded to the owners of birds which consistently sing the best, but prize birds command high prices.

Before the World war more than 1,000,000 canaries a year were shipped from the Hars aviaries to the United States.

Wilhelm von Bode, 80 years of age, for many years director of the Prussian state museums and probably the most famous museum director in the world, has been made the only living honorary member of the Berlin Academy of Fine Arts.

Bode was a senator of the academy for 34 years and now as an honorary member he finds himself in company of such great names as Goethe, the Humboldt brothers, the late Empress August Victoria and the poets Wieland and Herder. He recently celebrated his 80th

TULSA, Okla., Jan. 4.—(AP)—The Florida Railroad Commission in a notice filed here, cited the Live Oak, Perry and Gulf Railroad Company, of Live Oak, for alleged failure to file a financial report for September. The commission, the notice states, will hold a hearing here on the subject on January 4, 1935.

BIG FIRE AT TULSA
TULSA, Okla., Jan. 4.—(AP)—Fire of unknown origin last night damaged the seed house of the Tulsa branch of the Choctaw Cotton Oil Company, to the extent of approximately \$100,000.

Four thousand tons of cotton seed with a market value of \$140,000 were damaged.

Theodore Roosevelt: It is the doer of deeds who counts in the battle for life—not he who looks on and says how the fight ought to be fought, without himself sharing in the struggle and the danger.

birthday and received congratulations from President von Hindenburg and officials and artists of more than a dozen countries.

HULICK and HULICK

We congratulate you on the opening of the Hotel Forrest Lake.

ELECTRICAL WIRING
IN THE
HOTEL FORREST LAKE
BY

S. C. Reddick Electrical Contractor

Jacksonville, Florida

WE EXTEND TO
HULICK AND HULICK

Best Wishes at the Opening of the
HOTEL FORREST LAKE

Kanner's Department Store

213-215 Sanford Ave.

Phone 550

Florida's Forces

Florida's forces are gathering for a conference with the federal army to return from Cuba on board cutter, it was today with the de-

N. Hildreth, Jr., commander of the 1st Cavalry Division, and W. J. Har-

mon, strict prohibition and head of the army known to be

Congress at This Month

FLORIDA'S Jan. 4.—(AP)—Florida's were named today to attend their forestry congress, held at Richmond, Va., Jan.

selected follow:
Colt, Jacksonville; W. Mt. Dora; D. P. Okeechobee; J. G. Pace, Walter Coachman, H. H. Hama, Glen Ben Ward, Jacksonville; W. Bennett, Jacksonville; Whitman, Orlando; Mrs. Dewey Pablo Besch, Century; Mc Gevey Jacksonville; D. H. L. West Point; William E. White, Richie; C. W. Tenelick, Dr. Wilmon Newell,

EDONS GRANTED

FLORIDA, Fla., Jan. 4.—Florida's from sentences the offenders to appeal State Pardon Board for were allowed by Govern- in: They are Will Ash- in Volusia county for of liquor, and sentence \$500 and serve six and Russell B. Evenson, to the same court and charge, but to three

Other Shoes, inventor of practical typewriter and the editor of the Milwaukee, was the first man the names and addresses of members on the margin of for mailing.

We Congratulate Hulick & Hulick

Upon the Successful Opening of the

Hotel Forrest Lake

This Marks the Starting of a Bigger, Better, Busier Sanford

The officers, directors, and the entire organization of this institution extend their heartiest felicitations

FIRST NATIONAL BANK

Today's Best Buys Offered By Realtors

Your Happiness

Your happiness depends in a large measure on your prosperity and we, with pleasure, will help you to prosper. May 1926 render you a generous measure.

Britt-Chittenden Realty Co., Inc.
REALTORS
210 East First Street Phone 708-709

FOR SALE

575 feet frontage on West First Street with possibility of 900 feet railroad trackage. I consider this piece of property the absolutely best buy on West First Street, and will help develop it. See me at once as present sale price will likely be withdrawn any day.

CITY REALTY CO.
Office Phone 120 7 Ball Bldg.
Residence Phone 526.

R. C. TISDALE, Jr.
REAL ESTATE AND INVESTMENT

Sanford Office 236-38 Meisch Bldg.
Bithlo Office Fifth Avenue
One Lot Magnolia Heights—A Bargain.
Thirteen acres of Water front property—Attractive Price.
Five-room house—Cheap.
Other Good Investments In Sanford Property.

R. C. TISDALE, JR.
REALTOR Real Estate Investment Phone 23
236-238 Meisch Building

Watch This Space for Important Announcement

LOANS BONDS

Announcements For 1926

Opening of Second Section of Fort Mellon—prices decidedly low—reservations now being accepted.

Beautiful new homes—Spanish Bungalows and English Colonials—Commodious and individuality supreme.

Among our offerings of Business Property and acreage unusual values are found.

A. P. CONNELLY & SONS
Magnolia At Second Phone 48

LOANS INVESTMENTS

128 FEET FRONTAGE

on Celery Avenue cornering on Cypress one block from Sanford Avenue.

Excellent Site for Service Station or Store.

Priced the next few days at \$90.00 per foot.

Terms to Suit.

McCALL & FOX
"The Firm Substantial"

113 1/2 Magnolia Ave. Phone 745

Sales Force: R. G. Fox, G. E. McCall, R. L. Shipp.

1,000 Acres, \$60.00 per acre.
10,500 Acres, \$20.00 per acre.
915 Acres, \$25.00 per acre.

Best Buy in State

THRASHER & GARNER
112 Park Avenue Phone 632W
6042 30147

Masonic Temple Phone 73

SCRUGGS-SCOGGIN
REALTY CO.
202 FIRST ST. PHONE 77
SANFORD - FLORIDA

Higgins-Smith-Wight, Inc.
REALTORS

Sales Agents For
LOCH-ARBOR

A Country Club Property of Lakes and Hills

SANFORD GROVE
"AMID MAJESTIC PINES"

BART NASON, SALES DIRECTOR
Telephone 249, First Nat'l Bank Bldg

A REAL HOME

Start the New Year right by buying one of the best homes in the BEST CITY IN FLORIDA—SANFORD.

A five-room brick bungalow with bath and all modern improvements at corner of Palmetto and Central. Lot 70x120. South and East exposure. Price lower than any other home of its kind in the city. Terms easy. Ready to occupy.

SANFORD has the best year 'round climate in the State. It is the best city in which to live and has the best people on earth. See—

THE HOWARD CORPORATION
ESTABLISHED IN 1906
Masonic Bldg. Phone 72 Realtors

53 Acres Celery Land, part cleared. Ask us about it.

Tamiami Land Co.
Room 3, Ball Building
Phone 142

PROSPERITY

WILL ACCOMPANY THE PURCHASE OF THIS PROPERTY

Warehouse site, 125 ft. on Maple Ave. at Fifth Street, \$125.00 front foot.

One lot in San Lanta on Pulmosa Drive at \$3000.00, easy terms.

One lot in Fort Mellon on Summerlin at \$2000.00. Priced under the market.

Two bargains in Franklin Terrace lots, one at \$1,100, facing Laurel; one at \$1800, facing Elm.

LET US SHOW THESE BARGAINS TO YOU.

221 Meisch Building.

THE WHITE REALTY COMPANY

187 Acres, 15 in Grove, 10 acres cleared, balance in beautiful pines. This would make a fine subdivision as it is near present Corporate limits. Price and terms reasonable.

5 Acres, all in celery, nice 5 room house, barn and equipment. Price \$8,500 including crop.

13.7 Acres, 5 tiled and in celery. 699 ft. facing Sanford Avenue. Price \$9,000 including crop. Easy terms.

5 Acres, nice 6 room cottage, 3 1/2 in celery, 1 other crops. Price including equipment, \$8,000.00. Good terms.

10 Acres, tiled and in celery, with all equipment. For price, terms, etc., see us.

BALDWIN & BROWN
Phone 88 219 Meisch Building
"We Buy or Sell"

1.—2 5-room flats, with bath, facing East on Myrtle, between 10th and 11th streets, 50x117, double garage. \$10,000, \$4,000 cash. Now leased to Dec. 1926 at \$30 per month.

2.—100 ft. to 150 ft. facing East on Sanford Avenue between 10th and 11th Streets, \$180 per foot. Terms reasonable.

3.—15 acre celery farm—7 acres tilled—in Eureka Hammock. Price \$10,000. \$3,000 cash. 1 and 2 years on balance.

4.—Lot 50x117, facing East on Sanford Avenue. Price \$12,000. \$4,000 cash. 1, 2 and 3 years.

DUBOSE & HOLLER
Established 1910

CORNER LOT
Palmetto and 16th Street, facing East.
\$2,500.00

40 ACRES
Facing East, on lake, On County paved road—
\$250.00 per acre.

PAUL LAKE, REALTOR
Telephone 714 Room 8, Garner-Woodruff Bldg.
Salesman—E. T. Moore.

4,500 acres in Lake County, near Eustis and DeLand, good for farms or subdivision. Priced for quick sale at \$65.00 per acre. 1-3 cash. Balance 1-2-3 years at six per cent interest. Title from original grant.

DEAN-BERG CORPORATION
515 First National Bank Bldg

SAINT LOUIS HERALD-EXAMINER, JANUARY 4, 1928

MARVANIA

The last development within the city limits in the Eastern Lake Section.

Britt-Chittenden Realty Co.

Scruggs-Scoggan, Inc.

Sales Agents for

MARVANIA INVESTMENT CO.

EXTEND THEIR HEARTIEST FELICITATIONS TO HULICK AND HULICK AT THE OPENING OF THE

Hotel Forrest Lake

NEW HOTEL VERY ELABORATELY APPOINTED

'Of Three Test' Hotels Incorporates Many Innovations

ure Is Typical
mple Of Florida
chitectural Style
signer Maintains

ed, Operated
Hulick Bros.

ificent Building
ed As Sanford's
Achievement

on the new eighty-foot
boulevard that will soon
Dixie highway down
lake shore for three
miles through the main
section of the city, the
new Lake, Sanford's new
dollar resort hotel, is
accessible from all sec-
tions of town and from both
crossing highways.

the city's reclaimed land,
by bulkheading the lake
filling in with loam
lake bottom, the Forrest
Lake, a strategic position
at peninsula curving out
between waters of broad
Monroe, which is the head
of St. John's River, is
open for thousands of tour-
ists to enjoy the truly
delicious, comfortable hotel
at the foot of the city,
where Sanford is justly
prized.

Forrest Lake is designed
as a resort house, and
modern invention tending to
comfortable and without sacri-
fice has been provid-
ed to establish not
a stopping place, but a
home for the transient, a
where costly furniture, pic-
tures and portieres, beautiful
and a pleasing harmony of
color combine to furnish
a quiet, dignified splen-
doring with the type of
at the hotel will cater to
the new hotel represents
the highest standard of
part of Sanford, a dis-
tinct to become the central
activities of the com-
munity in the shape of an
out on Lake Monroe is the
Lake, Monroe and cen-
tral Extension, one of the
principal arteries, yet is far
removed from both the
city and the lake, its natu-
rality in its well ap-
propriate grounds, soon to
be filled with masses of vari-
ous shrubbery, exotic plants,
and the landscaped garden
of the nation's most em-
phatic gardeners is con-
ceivable.

part of the spacious
veranda, which will be
in which many an hour
recreation will be in-
vited by guests of the hotel.
ports will also be built
and future, and the ad-
ditional facilities for the
of those stopping here
winter months are expected
to be completed.

located on the north side,
four well where one can
cooling drink of this
healthful water. An ad-
vantage will be to have
Main Lobby
in lobby of the new hotel
42 feet and stretches
the side of the build-
ing, a wide veranda on
a still more attractive
veranda with its perfect
the lake.

All parts of the walls merge
colored ceilings, which are
of ivory finish. The walls
are of a buff tone, tint-
ed deep red and green, carry-
ing the color scheme of the
building.

Bloomfield Hulick



east wing and are also reached
by way of the corridor.
The men's smoking room is fur-
nished practically the same as the
other lounging rooms of the hotel.
It lies on the right of the west
corridor, directly across from the
public parlor, and its windows
open out on the north veranda,
overlooking the lake.

The public parlor is luxurious
in its furnishings and is easily the
most beautiful of all the rooms.
It is reached by way of the west
corridor and is at the west end of
the lobby.
The furniture, while more ex-
pensive than that of the other
rooms, is of the same material
and general design as that used
in other parts of the main lobby.
The windows are draped with
green and a deep shade of reddish
brown.

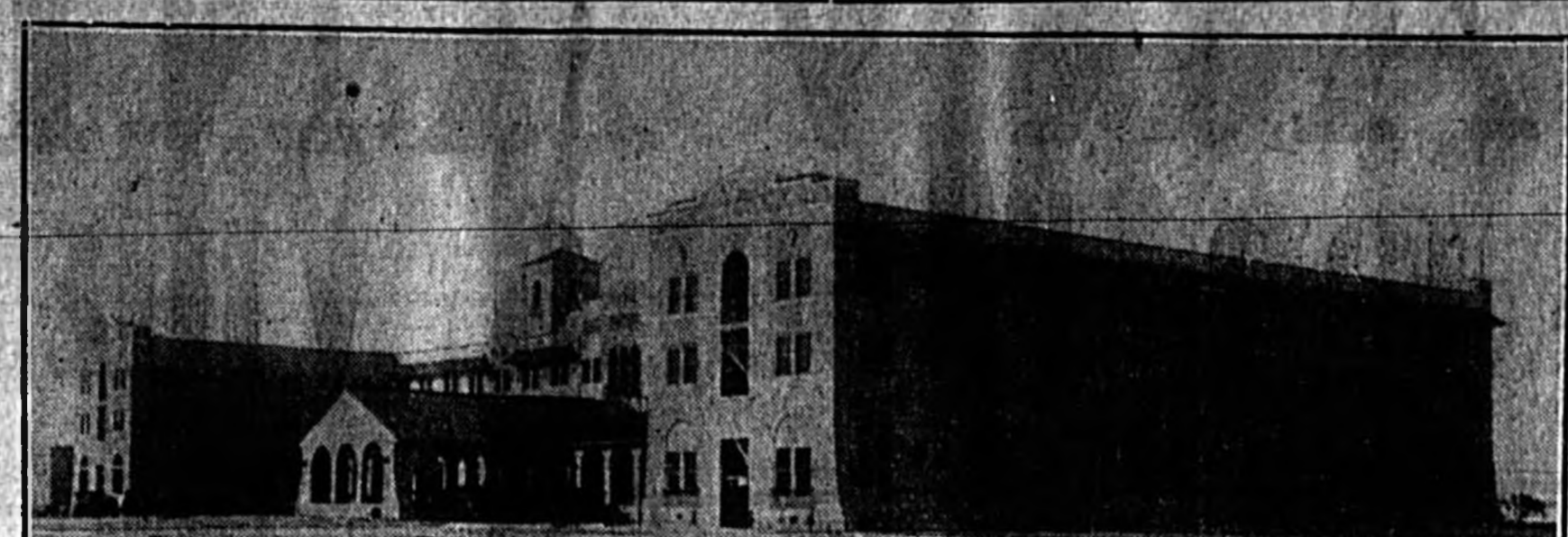
Ball Room
Stretching 80 feet along the
north side of the hotel and looking
out on Lake Monroe is the spaci-
ous ballroom. It is 40 feet wide
and has several entrances from
every side.
The floor is of carefully selected
and polished white maple, and
interior electric light fixtures and
that quiet good taste, exhibited
in all parts of the new structure.
The large French windows lead-
ing onto the north veranda afford
an opportunity for the dancers to
stroll out and enjoy the cooling
breezes from Lake Monroe.

The fair patrons of the hotel
may be accommodated, the build-
ing has installed a beauty parlor
on the south side of the east cor-
ridor and complete equipment for
its operation.
A noteworthy feature of the new
hotel will be a thoroughly modern
beauty parlor, under the personal
supervision of P. Paul of New
York.

Mrs. Paul, years of experience
in this country and scientific Eu-
ropean training is expected to in-
sure the ladies of Sanford and vic-
inity the same expert service, in
all branches of beauty culture so
characteristic of the fashionable
New York shops.
The latest methods of permanent
waving and hair drying, the most
scientific facial and scalp treat-
ments and electric hair cutting to
suit every contour.

Permanent removal of superflu-
ous hair and moles by electrolysis
and everything in the field of
beauty culture has been provided
for.
Machines for marcelling and per-
manent waving are a part of this
equipment and the appointments
of the parlor are elegant.
The woman's parlor, on the
north side of the main corridor,
is furnished very quietly, though
with luxurious pieces, and several
comfortable looking lounge chairs
are placed at strategic points look-
ing out toward the lake.

Hotel Forrest Lake From a West Side View



Located on the shores of Lake Monroe and facing First Street on the south and the proposed Seminole Boulevard on the north, the new hostelry is erected on one of the most desirable and attractive locations in Sanford.

steps are so placed that scarcely
any effort is noticeable in climb-
ing.

Dining Room
The dining room of the new
Hotel Forrest Lake lies near the
west end of the main floor and
faces Lake Monroe on the north
and First Street Extension on the
south. Its dimensions are 42 by
154 feet and it is capable of seat-
ing 380 diners.

The windows facing on Lake
Monroe are arched, and a recessed
wall allows for tables in that
end of the room to enjoy view
and privacy. On the south end of
the room, an arrangement of door-
ways allows the cutting off of this
section for use as a private din-
ing room, and this room is ex-
pected to take care of parties, recep-
tions, banquets and other special
occasions.

The room is furnished through-
out in the same design as that
which characterizes the entire
building. The walls have a base
of buff with which has been mixed
a light green and deep red mix-
ture. The ceiling is of ivory and
the draperies and tapestries are
of a pale green.

The beds are of the famous Eng-
lander type popular at all resort
hotels, and the mattresses are
a special type manufactured by the
Simmons Spring-Mattress Com-
pany specially for the Hotel For-
rest Lake.

There are 110 twin bed rooms,
and 42 double bed rooms. Each
room is equipped with a large
roomy clothes closet in addition to
numerous little innovations that
have been incorporated into the
design of the building for the first
time in the history of Florida hot-
el construction. The corridors run
east and west 202 feet and north
and south 154 feet.

The appointment and equip-
ment of the desk office and adminis-
tration rooms is of the most modern
design, the many little labor sav-
ing devices pointed out in the
plans having been included in the
Forrest Lake's design.

These Firms Helped Build The Forrest Lake Tourist Hotel

W. D. Gerbrick Company, general contractors, John Huddleston, superintendent of construction, John Haugard, contractor's engineer, Mahoney-Walker Company, plumbing and steamfitting, S. Redick, electric wiring, Peninsula Electric Company, electric fixtures, H. Smith and Company, iron work, C. H. Johnson, roofing and water proofing, Robert Elman, painting contractor, John Franling, mason, and S. S. Seldin, millwright, C. H. Johnson, millwright, Hill Hardware Company, hardware, John Wanamaker Company, furnishings, Branch-Duane Company of New York, kitchen equipment, Otto Schmehl, masonry, Jacksonville Marble and Tile Company, tile work, Dixie Elevator Company, two elevators.

ELTON MUGHTON IS DESIGNER OF HANDSOME HOTEL

Local Architect Says New Structure Embodies Many Distinctive Features Of Advanced Construction

In discussing details of con-
struction in the new hotel, the ar-
chitect, Elton J. Moughton, whose
office is in the First National Bank
building, stated that several new
ideas of hotel designing had been
incorporated in the plans of the
Forrest Lake. The new hotel is
one of the three in the state of
Florida, and one of 27 in the en-
tire country, which have been dis-
tinguished by the American Hotel
Association as a "test" hotel.

The word "test" is applicable in
the sense that many ideas and fea-
tures are being tried in this new
structure, which are believed to
be the latest and most modern in-
ventions for the comfort and con-
venience of the hotel guests and
features which will, should they
prove satisfactory under all con-
ditions of service, be installed in
the hotels of the association all
over the country.

Mr. Moughton, who was the ar-
chitect for the Sanford City Hall
and other municipal buildings, as
well as numerous fine residences,
and prominent business buildings
throughout the central part of the
state, believes in adopting the
name "Floridian Architecture" as
being a fitting description for the
new hotel and for other buildings
of the same type.

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being a fitting description for the
new hotel and for other buildings
of the same type.

has become symbolical with con-
struction in Florida and is not
properly fitting to the style of
architecture now being used in
the state, he satisfactorily proved
Spain being drawn into buildings
in Florida and where the word
"Spanish" originates in descrip-
tion of local architecture I am at
a loss to explain.

"Florida has a style all its
own. We can see many improve-
ments in the plans for buildings
yet to be constructed which, while
they help to reproduce the atmos-
phere of the tropics, do not in any
way resemble Spanish architec-
ture. A combination of all the
best features in building which
have been developed in the past
century and a half are incorporated
in the Florida style, and nowhere else
in the world can one see such beautiful,
yet practical and substantial build-
ings as those now being erected
over the entire state," Mr. Moughton
concluded.

"The new Hotel Forrest Lake is
of this style, and in designing the
plans for it we have tried to in-
clude every late improvement. I
feel proud of having been the ar-
chitect for a new structure that is
designed to bring more and more
visitors to our city and to receive
the hospitality of Sanford."

All Employees Experienced
The office staff of the Hotel
Forrest Lake has been carefully
selected from the ranks of experi-
enced resort hotel men, and every
employee entrusted with the pro-
vision of guest needs and the ad-
ministration of the desk office has
had many years of service in this
kind of work to equip him for his
duties.

Eugene Hendrickson, chief clerk,
was for many years clerk and
desk man of the Berkeley-Carter-
ete Hotel at Asbury Park, one of
the leading resort hotels of the
east. He has been in hotel work
for more than 12 years, and is
said to be thoroughly conversant
with the duties of his office.

Charles Dittmar, who was as-
sociated with the Hulick brothers
at the Loch Arbor summer hotel
in Allentown, N. J., has been ap-
pointed assistant clerk of the For-
rest Lake, and Mrs. Mabel Beech,
an experienced office worker, who
will for several years bookkeeper
for Cheney Stores has assumed
her duties as private secretary to
Howard and Bloomfield Hulick.

All other employees of the ho-
tel, including waiters, cooks and
housekeepers and maids have had
years of experience in their re-
spective positions, the majority
having been brought here direct
from the Loch Arbor hotel, where
they were thoroughly familiar with
the preparation and serving of won-
derful southern dishes garnished
and seasoned as only southern cooks
are capable of doing.

Promoters Of New Hotel Speak Of Its Value To This City

Howard Hulick



HULICKS FAMOUS AS RESORT HOTEL ADMINISTRATORS

Owners Of The Forrest Lake Hotel Have Operated Resort Hostelrys In All Sections Of This Country

Howard H. and Bloomfield Hulick, owners and operators of the new Hotel Forrest Lake, have been identified with the hotel profession for more than a score of years and both are well known in hotel circles in all sections of the United States.

Howard Hulick began his chosen career 23 years ago when he built the Hotel Brighton at Asbury Park, N. J., and operated the house under the firm name of Hunt and Hulick.

Six years later his brother, Bloomfield became associated with him in the building and manage-
ment of the Loch Arbor Hotel at Allentown, N. J. The two brothers have managed this hotel suc-
cessfully for the past 17 years,
during which time they also be-
came identified with leading re-
sort hostelrys in various parts of
the nation.

Howard Hulick was for two years president of the New Jersey Hotel Association, and was treasurer of the same organization for one year, resigning to give his attention to private affairs.

Wider Popularity As Tourist City Will Come According To Leading Citizens

Hulick Brothers Warmly Praised

Mayor Forrest Lake Says Opening Is Memorable Event

The men who were largely responsible for inducing the builders of the new hotel to select Sanford as an ideal location for such a modern tourist home were interviewed this morning by a representative of The Herald and their statements on what benefits the city will derive as a result of the building of the hostelry are given as follows:

Mayor Forrest Lake
Mayor Forrest Lake, the man for whom the new hotel was named, and one of the original instigators of the movement to provide the city with a modern tourist hotel, today gave out the following statement:
"With the completion and the opening of the new hotel, another solid block is added to the structure of substantially which this city boasts, and I believe I am expressing the sentiments of every citizen when I say that we are proud to call this magnificent edifice, whose visitors to our city may receive and enjoy the hospitality for which Sanford is noted, our very own."

"For several years past it has been evident that the need for a modern tourist hotel was very pressing and that one of the greatest means of selling Sanford to the rest of the nation would be had through the erection of such a hotel. Through the efforts of several of our leading citizens a movement was launched in an endeavor to interest experienced hotel men in the city of Sanford as an ideal location for a modern tourist hotel."

"The efforts of these earnest workers have borne fruit to such an extent that today we have this beautiful new hotel directly in our midst."
"It seems fitting that at this time all praise and all credit should be extended the Hulick brothers for their ceaseless and untiring efforts to complete the hotel on scheduled time and without sacrific-
ing any of the essentials in making it a thoroughly modern and comfortable hostelry, comparable to the urban hotels of the state and nation."

"And now that the hotel is complete, I feel that we should gaze upon it with a deep feeling of satisfaction which is derived from a deed well done. I believe that the new hotel is an inspiration for the citizens of Sanford to spur them on to future deeds of greatness for the city. Other outstanding improvements will follow, more hotels will be built, our business and social life will prosper, and Sanford will take its rightful place among the metropolitan cities of the South."

Edward Higgins, president of the Chamber of Commerce, and one of the first to suggest the need of a tourist hotel here, today issued the following statement relative to the opening of the new Hotel Forrest Lake:
"After long months of effort on the part of citizens interested in the welfare of the town, Howard and Bloomfield Hulick were induced to come to Sanford to investigate the possible leasing here of a modern tourist hotel. That their efforts were successful and that the Hulicks were impressed with the possibilities of such a structure in this city, the completed hotel today stands as testimony."
"Magnificently rearing its beauties within a stone's throw of shimmering Lake Monroe, the Forrest Lake is a completed monument to the untiring efforts of those loyal sons of Sanford and to the Hulick brothers, who have overcome many difficulties and who had many trying hours during the past months while the hotel was in process of building."

"That this magnificent home for tourists and travelers will greatly enhance Sanford's value as a winter resort and add to the wide spread publicity of the city is a foregone conclusion, and not only in the hotel one of which Sanford alone will boast, but it is of greater value in 1926. The club has two candidates for first base in George Grantham, a comparative youngster, and Shuffy McIntosh, the veteran whose leading in-
fluence was starting the ball to rolling."
SMOOTH PROPOSER FROM WASHINGTON, Jan. 4 (AP)—A congressional investigation of the long standing case of the new hotel to select Sanford as an ideal location for such a modern tourist home were interviewed this morning by a representative of The Herald and their statements on what benefits the city will derive as a result of the building of the hostelry are given as follows:

Pittsburgh Pirates Believe They Will Repeat Next Year

PITTSBURGH, Jan. 4 (AP)—The Pirates of Pittsburgh, think they will capture the National League championship and the World Series again.

Hal Rhyne, fielder, and Paul Waner, infielder, expensive prospects of the San Francisco coast league show ability to break into the regular lineup.
Rhyne started as a shortstop but became second baseman, where Eddie Moore held forth for a great part of last season. Waner, who has a 400 batting mark, is expected to be a strong rival of Clyde Barnhart in left field. Kremer and Aldridge, who shared the main pitching burden of the World Series battle, are relied upon to be the main stay while Meadows, Yde and Moran will round out the list of veteran dependables.
Wright at short and Traynor of third are expected to display even greater ability in 1926. The club has two candidates for first base in George Grantham, a comparative youngster, and Shuffy McIntosh, the veteran whose leading influence was starting the ball to rolling.