

Sanford Avenue 15 Years Ago Was Knee Deep In Florida Sand

Posts and a Track Were in Evidence; Were Few

Trade Was By Merchants

Merchant Occu-Same Building Fifteen Years

years ago Sanford Avenue a spectacle of hatched a few stores, a gasoline track and knee deep trade centered near the Second Street. Of the who were in business at only one yet has his name to the public, that one

opened his department in February of 1911.

rolley line, which once on First Street to tracks of the Atlantic and thence up Sanford to the celery fields of and east, was junked ago. In fact, one of and the other could for long after that.

side of Kanner was C. J. B. Williams did a grocery business on the the hitching posts were automobiles of that not easily fight their sand.

the brick in 1911. Lettuce of the principal price was always plenty of money, that is today valued at untold, could be four thousand dollars going around either.

merchant was not wotton business as late been voted out. The did a thriving lower, most of the shipped in from Tam-

er of what is now stood scores of These were burned early one morning was put out over Sanford had been by a disastrous

substantial business

activities along Sanford proof of the contention times that it would a great business thor-

The large number of that have been built the past two years being erected at the is sufficient proof of merchandise sold

business has like the build-ness it, been improved, there are many shops

business, chain stores have been recently, three of chain stores have never to pioneer, which is proof that Sanford Ave-

very busy part of the

Is Pioneer Sanford Avenue

at their present location who established the San-Goods Company, 200 San-

Sanford Dry Goods Com-pany of the oldest stores on Avenue and has enjoyed growth of business since and opening. The has a full stock of Ladies' wear, piece goods, mil-

lions is Treasurer of the Avenue Merchants As- and is heartily in accord movement. He is in great the future of Sanford of Sanford Avenue, the general business very good.

Shoe Store Date Concern

data shoe shop known the Shoe Shop is lo- Sanford Avenue.

the owner, mov- Avenue from First installing the up-

machinery for mod-

A line of

AMERICANS TO PREDOMINATE OPERA STAGE

Fourteen of Principal Roles To be Filled With Singers And Musicians Who First Saw Light of Day in U. S.

Eleven Are New to Metropolitan Art

Turnover in Orchestra Is Not As Large As In Former Years But Numbers Over But Now Numbers Over 100

NEW YORK, Nov. 13.—The ascendancy of American musicians is reflected this season in three major musical organizations of New York. Fourteen of the approximately two score of their new artists were born in this country.

For some it is a debut into leading American musical circles. For others, who have already appeared, it marks further advancement.

Eleven New In Opera

The Philharmonic orchestra presents 14 new members and soloists. The State Symphony Orchestra, including soloists, has 13 new names in its roster. The Metropolitan Opera Company numbers 11 newcomers in its ranks. Seven of the first group, four of the second and three of the third are Americans.

The new operative figures are Vincent Bellezza, conductor; Miss Martha Attwood, Miss Editha Fleischer, Miss Louise Lerch and Miss Elda Vettori, sopranos; Walter Kirchoff, tenor; George Cebanovsky, baritone, and Pavel Ludikar, Joseph McPherson, and Ezio Pinza. The Americans are Miss Attwood, Miss Lerch, Miss Vettori and Mr. MacPherson.

Small Orchestra Turnover

Seven new players have been added to the personnel of the Symphony orchestra, which numbers 100. This represents the smallest turnover the orchestra has had in a number of years. The first cellist this season is Joseph Malkin and the first horn Ladore Berv, who is only 19 years old.

Other new members include Winthrop Sargent, American, violin; M. Livschutz, violin; Samuel Horodkin, American, assistant tympani; Harry Sacher, bass; Michel Mazzy, English horn; Albin Andring, second trumpet.

Soloists who are appearing for the first time with the Symphony are Louis Richards, American, harpichord; John Charles Thomas, American, baritone; Miss Elsa Aleson, soprano; Rudolph Laubenthal, baritone; Joseph Szegedi, violinist, and Darius Milhaud, pianist.

Dux With Philharmonic

Mr. Milhaud, French composer, also will appear with the Philharmonic orchestra as a soloist. Others new among the Philharmonic soloists are Miss Helen Traubel, American, soprano; Gilda Gradova, American pianist; Claire Dux, soprano; Lauritz Melchior, Walter Gieseking and E. Robert Schmitz, pianists.

The personnel of the Philharmonic remains much the same, as last season. The seven newcomers are Saul Goodman, tympantist; Alexander Koszegi, violinist; Martin Bornstein, bass; Albert Marsh, oboe; David Glickstein, trumpet; Michael de Stefano, violin, and William Conrad, contra bassoon. The first five are Americans.

Mr. F. P. Rines, proprietor of Rines Filling Station on Sanford Avenue between Eleventh and Twelfth Streets, is well known to most everyone in Sanford.

A station located on First street and the corner of Jessamine Avenue, is a branch of the Sanford Avenue station. Rines filling stations do a general gas, oil and tire business and the Sanford Avenue station also handles Columbia Phonographs and records.

Illustrating the progressiveness of Rines filling station, a modern electric hoisting machine that will hoist a car in two minutes to a height of five feet enabling a mechanic to thoroughly inspect and grease every cap on the machine, is being installed and is to be completed within a short time.

Well Known Building Houses Just Rite Store

The Just Rite Grocery, owned by Leonard Buck, is located at 24 Sanford Avenue.

The location is well known to the people in a store

ASSOCIATION HEAD



A. Raffeld, pictured above, was elected president of the Sanford Avenue Merchants Association at the organization meeting in the Seminole Cafe last night. Mr. Raffeld has been in Sanford for the past eight years and has been identified with many civic enterprises.

Chevrolet Dealers Have Big Investment

The White-Highleyman Company, local Chevrolet agency, was established on March 20, of this year on Sanford Avenue. S. D. Highleyman is president and A. T. White is secretary. Mr. White was formerly assistant sales manager in the Atlanta zone, while Mr. Highleyman came to Sanford from Cincinnati, where he was connected with Chevrolet Motors for six years.

The business represents an investment of approximately \$40,000. A large stock of parts and Chevrolet Cars is carried.

The force of the White-Highleyman Company in addition to Mr. White and Mr. Highleyman are: H. V. Drain, accountant; Miss Elizabeth Moxey, stenographer; F. Hodge, service foreman; M. P. Murray, Holt Pruitt, and E. Keane, mechanical department, and Tom Morris, L. W. Harper and J. H. Guion of the sales department.

A meeting of the sales force is held every Monday and is featured with moving pictures and projectoscopes, while banquets are held frequently for the entire force.

Sands Company Now Handling Radio Line

The James A. Sand Plumbing Company, 323 Sanford Avenue, was opened in 1921 as a general concern in contract plumbing, house and building plumbing, selling and installing Hoffman Hot Water Heaters.

J. A. Sands, the proprietor, is well known to most everyone in Sanford. The company has done plumbing work for a great many Sanford homes.

Mr. Sands recently was fortunate in securing the agency in Sanford for Freed-Elsman Radio Sets and Parts, and in connection with the plumbing business has opened the Seminole County Radio Company, in charge of Mr. Howard Giles, who was formerly connected with the Sanford Bank & Trust Company.

Delray—\$36,000 bond issue for construction of bridge across East Coast Canal at Delray.

Latest Addition to Sanford Avenue

RAFFELD ONE OF FIRST TO START SANFORD C OF C

Head of New Merchants Body Came to Sanford Over 8 Years Ago and Has Taken Active Part in City Affairs

Is To Open New Store in 10 Days

Sanford Avenue Merchants Organization is Conceived by Association's President

One of the business men of Sanford who took the initiative toward organizing the first Chamber of Commerce and who has since been prominently identified with every move for better business is A. Raffeld, who formerly was part owner of The Outlet, and who is to open a new store on Sanford Avenue within the next 10 days.

Mr. Raffeld came to Sanford, from New York, eight years ago and has been in business here, in several locations, since his arrival.

The Sanford Avenue Retail Merchants Association, recently organized, is the child of his brain, and its immediate activities have been directed by Mr. Raffeld, who has successfully built up an organization which is expected to take a definite part in the business future of the entire city.

As president of the "Shev Sholem," Orlando Jewish congregation, Mr. Raffeld has had an active part in the building of a new synagogue for the Jewish people of central Florida. He is vice chairman of the United Palestine Drive for central Florida and is one of the leading Jewish workers in the south.

The new store, which he is to open in the Cameron building, between Second and Third streets, on Sanford Avenue, is to be modern throughout and a complete line of high class ladies' ready-to-wear goods is to be carried.

In speaking of the results the newly formed merchants association hopes to attain, Mr. Raffeld said: "We are organizing for the purpose of bringing to Sanford Avenue the credit it deserves as a business street. Today, Sanford Avenue is a busy street. With the merchants located thereon working in harmony, and for the good of all, we will show many improvements to the buying public. We are not attempting to form an outlaw organization. We are looking after our own interests, at the same time co-operating in every move which is destined to aid the merchants and citizens of Sanford as a whole."

Orovitz Is From State of Alabama

From Enterprise, Alabama, to Sanford, Florida, came A. Orovitz to establish a department store. In March of this year the store was opened under his name at 312 Sanford Avenue, carrying a varied line of clothing, luggage millinery, men and women's furnishings.

Mr. Orovitz has been in the same line of business for 24 years and is enthusiastic about Sanford's future.

Sam Kennis Is Back Of New Association

The Sam Kennis Fruit Store, at 212 Sanford Avenue, is owned and operated by Sam Kennis, an ardent booster for the Sanford Avenue Merchants Association.

The present location has housed the business for the past sixteen years and an ever increasing business has been conducted. A complete line of candles, tobaccos and fruits are carried.

Gordon Store One Of Sanford's Newest

The firm of S. Gordon, Ready-to-Wear, was opened in May of this year by Mr. Gordon, who is originally from New York.

Although on Sanford Avenue only a few months, this store reports a profitable business. The line featured is mainly men's furnishings, ready-to-wear and a general line of millinery and hosiery.

Melton Electric Is Four Year Old House

The Melton Electric Company needs no introduction to Sanford people, having been established in 1922 and serving patrons in electrical equipment for something over four years.

J. J. Melton, the manager, first opened the business in the store now occupied by Hopkins Shoe Shop's later to his present location.

The firm has a general electrical business, including home and office wiring and the repair of electrical and mechanical equipment.

Business Men Form Body For Promotion Of Sanford Avenue

Association to be Formed Immediately To Promote Interests of Trade

Raffeld Elected President of Organization

Plan for "December Month" and Other Big Trade Events

Election of officers, discussion of plans on forthcoming activities and short talks by several of the in attendance occupied the session of the Sanford Avenue Merchants Men's Association at the organization meeting last night at the Seminole Cafe, on Sanford Avenue.

Al Raffeld was elected president of the new organization, which for its purpose the furthering of the business men located on Sanford Avenue. J. A. Rogers, of Stanley-Rogers Hardware Company was elected secretary and A. Irwin, of the Sanford Dry Goods Company was made treasurer.

"To better acquaint the public of the Sanford trading area, the trading opportunities afforded by the merchant of Sanford Avenue and to further out individual and collective interests by vigorous action on all problems affecting our particular neighborhood is the purpose of the organization, according to Raffeld, upon assuming the presidency of the Association.

Brief "pop" talks were given by various merchants, who were urging concerted effort on the part of the membership in making the organization permanent and one that reflect credit to the entire city of Sanford.

Tentative plans for stage-ably events during the month of December were expected that "December" will be carried out from the last day of that month. Suggestions that were adopted were met with the approval of these present.

Mr. Raffeld announced a publicity committee would be pointed before the next meeting which is set for Friday, Nov. 19, and at that time knowledge of tentative various projects would be coming.

Merchants representing the lines were at the meeting and it was announced that a list have signified their interest in joining. Practically every business on the avenue was included in the list.

Kanner to Move to New Location

A Kanner founded Kanner department store on Sanford Avenue in 1911 and has continued in business at the same location to the present time. Mr. Kanner is moving into a new store, just across the street from his present location, in about 10 days. His new store will be the most up-to-date in the city.

Union Pharmacy Has Placed New Fountain

The Union Pharmacy, Number Two, is a branch of Union Pharmacy of First Street and was opened by popular demand for a first class drug store on Sanford Avenue.

Raymond Cason is manager of this store, which carries a complete line of all drug store supplies.

A feature of the store and one that has met with hearty approval on Sanford Avenue is the modern fountain which has been installed recently.

The store was opened about Sept. 1, and is located at 410 Sanford Avenue.

Melton Electric Is Four Year Old House

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The firm has a general electrical business, including home and office wiring and the repair of electrical and mechanical equipment.

Contenders For Southern Grid Honors Meet Worthy Foes In Today's Battles

The chasing Alabama and Tennessee gridiron squads went to battle today to make or lose in their 1926 Southern championship aspirations. The conference encounter was scheduled in widely scattered sections of the South, and the teams took on midweek aggregations in individual combat.

The football weather of the season, arranged by chilling winds early in the week, seemed to bring out the largest crowds of the season for the feature games.

Florida conceded but slighted the clash against the Alabama offense; Tennessee's fight to gain an unqualified conference record against Vanderbilt stood out in the feature clash of the day.

Florida's hopes for a victory over the Crimson Tide were based on a confident inspired eleven following that week's crushing victory over Clemson, while the Tide will lead into battle by Captains James and Winslett.

The Georgia Bulldog stormed into the annual clash with Georgia Tech, with the state university men favored to humble the Engineers. Tech counted on her "Red" over Georgia to pull her through in the absence of "Red" from the lineup, while Georgia's offense will be led by Captain Morton.

Washington and Lee's Generals and Virginia Poly., both of whom setbacks in last week's encounters, were out today for vengeance, while Virginia Military Institute sent its Flying Squadron against Kentucky's Decats.

Wayland's Yale-Humblyng gridiron went against Virginia, Louisiana State and Mississippi met their annual contest and Tulane's Green Wave was host to

McReynolds Drug Co
Sanford, S. C. Geneva Ave.
In Edgewood
Curb Service—The Kind that Serves

Fish, - Clams, - Poultry

There are many places in Sanford where you can buy Market Specials but there are very few places where you can get real service, low prices and quality foods combined. You may get one of these at one place and another somewhere else but here you are assured of all and our appreciation is your guarantee of satisfaction.

Kendall's Fish And Poultry Market
217 Sanford Ave.
We deliver inside City Limits
Members—Merchants' Association

ALL SPORTS ARE NOW PROVIDED IN 2 CHICAGO PARKS

Jackson, Washington Parks in Windy City Have Elaborate Facilities for 30 Sports Besides Many Playgrounds

CHICAGO, Nov. 13.—(AP)—That parks are no longer merely lolling places for shiftless men by day and trysting grounds for lovers at night is demonstrated today in Jackson and Washington parks.

With their connecting link, the Midway pleasure, these parks have elaborate facilities for some 30 sports, in addition to playgrounds for children.

Physical activity and healthful exercise are the aims of the South Park board more than the furnishing of landscapes and breathing spaces amid city congestions. Jackson park contains more than a square mile along the lake. Washington park is almost as large and the Midway, connecting them, is a mile long and a quarter of a mile wide, some 1300 acres.

Golf Most Popular
The largest space for sports is given to golf, and justly so according to the number of players. There are two links, one 18 holes and the other 9. Next comes tennis, with scores of courts, both lawn and clay. There are some 15 miles of driveways for motoring.

In these playgrounds, besides the many miles radiating from them, five miles of equestrian paths traverse wooded sections and along lagoons.

Water sports come close to first place in space allotment. There are two large yacht harbors, used by sail, motor and steam craft as well as canoes. The lagoons provide rowing and sculling in summer and skating in the winter. On the lake shore is an extensive bathing beach with a concrete bathhouse that cost nearly a half million dollars.

Ball Fields Numerous
The lagoons also offer fishing at certain seasons and one pond is so well equipped for flycasting contests that is the scene of national championships. Bonaparte are held by the curlers when ice comes, and there are hills for skiing and coasting and rinks in the sunken lawns of the Midway for ice hockey.

There are a score of baseball diamonds, several regulation football fields, a couple soccer gridirons, and spaces for field hockey and Lacrosse. On a velvety lawn under the shadow of the Washington park conservatory is a range for archery. Nearby are roque courts and many places are fitted for croquet.

Field meets may be held by tyros, although a regular track is not provided. Apparatus is available for gymnastics. The University of Chicago, facing the Midway, uses the park for cavalry and infantry drill, while roller skating, bicycling and hiking are common, with occasional organized meets.

FOOTBALL GAMES SHOWN TO HAVE PUBLICITY VALUE

Sanford Received Publicity From Mercer-Rollins Till Throughout the South, the Newspaper Reports Reveal

The publicity value of a feature football classic to Sanford is illustrated by the volume of news and pictures carried in newspapers in connection with the Armistice Day game here between Mercer University of Macon, Ga., and Rollins College of Winter Park, M. B. Hutton, commander of Campbell-Lossing Post, said today. The frequent use of Sanford datelines in newspapers should, according to Mr. Hutton, be one

of the prime reasons for scheduling a big football game in Sanford on Armistice day.

Five daily newspapers and two press associations were represented in the press box at Municipal Field Thursday. They were: Atlanta, Ga., Journal, Orlando Morning Sentinel, Lakeland Star-Telegram, Orlando Reporter-Star and the Florida Times-Union. The press associations represented were the International News Service and Associated Press. The reports filed by telegraph were sent to newspapers throughout the South.

For two weeks prior to the game, Florida newspapers carried pictures and news stories on the Armistice Day Game. The Florida Times-Union of Jacksonville, Morning Tribune of Tampa and the Herald of Miami, which have the

largest state circulation newspapers of the players and "cutlines" of Mercer and Rollins Sanford Armistice. The Mercer-Rollins game as described by the in its leading celebration dispatch classic in Florida. Journal sent Charles Sanford to write on the game.


Wood For Sale

Fireplace wood, two feet long, stove wood 16 inches long, all pine, \$12 per cord; immediate delivery.

H. M. RUMBLEY
Phone 190-J

Does not the luxurious thought of a comfortable future appeal to you? The trifling sacrifices necessary now will quickly fade when you become the proud possessor of your home.

A COMFORTABLE FUTURE



Phone 48
Sanford Building & Loan Association

How Is Your Roof

This is the weather that shows condition of your roof.


DOES YOUR ROOF LEAK

Sanford Roofing Company,
Call 75

Sanford Roofing Co.,
Masenic Temple Bldg.—Room 9

Firestone

Featuring Special Low Prices On Every Size And Type

30x3 1/2 Reg. Cl. \$9.65		Ext. Size 30x3 1/2 \$11.75
	29x4.40 Balloon \$10.95	

You can buy a famous Firestone Full-Size Gum-Dipped Balloon for 20 per cent less than prices that prevailed a year ago. Other types at proportionate reductions.

Oldfield

Unusual Values at These Unusual Low Prices

30x3 1-2 Fab. Cl. \$ 7.95	29x4.40 Balloon \$10.95
30x3 1-2 Reg. Cl. Cord 8.80	30x4.75 Balloon 14.75
30x3 1-2 Ex. Size Cord 9.75	29x4.95 Balloon 15.50
31x4 S. S. Cord 14.85	30x5.25 Balloon 17.00
32x4 1-2 S. S. Cord 22.20	31x5.25 Balloon 17.95
33x5 S. S. Cord 27.00	33x6.00 Balloon 18.45

Ray Bros. Wholesale Tire & Battery Supply

409 W. 1st St. Phone 548

RADIO

Means Freed-Eiseman

The Radio of America's Finest Homes

While comparatively new to Sanford, Freed-Eisemann Radio Sets are recognized everywhere as the best to be had in Radio at reasonable prices ranging from \$60.00 up. We now have a complete stock of Freed-Eisemann Radio Speakers and "B" and "C" Power Units, designed to meet every purse. "TERMINAL IF DESIRED."

Grant us the privilege of demonstrating the Freed-Eisemann set in your home without obligation, you will never regret it. We have a set installed in our store ready for inspection at any time and invite you to call and "Tune in." A radio is the one gift that the whole family can appreciate at Christmas, give a Freed-Eisemann and please everyone!

We carry a complete line of accessories including the popular DeForest Tubes, Ray-O-Vac "B" and "C" Batteries, Aerial Kits, etc.

Free Delivery

Seminole Drug Company

403 Sanford Ave.

Phone

8
3
9

Prescriptions filled accurately and promptly by experienced pharmacist.

We carry a full line of Drugs and Sundries.

RETAIL STORE—EASTMAN KODAKS UNITED CIGAR AGENCY

Seminole Radio Co

323 S Sanford Ave. Phone

Authorized Dealers Seminole County

CLASH IN OHIO
Carries Squad of
to Backs Camp
Game of Year;
Are Confident

Nov. 13.—(AP)—Michigan fans and thousands of spectators gathered today for the annual clash between the Wolverines and the Buckeye varsity, which had the benefit of a night before the game, which was the last home appearance of Karow and several of his teammates. The return of injured players brightened spirits at Champaign. The Purple is a decided favorite to down the battered Maconsin. It is a battle with keep out of the collar and homecoming event. The game devoted a long final today to his youthful in-coming, bracing against Mis- and M. after a fall of the Big Ten starts. The Purple, Minnesota and Pur- day's encounters with

To Purchase Road
WASHINGTON, Nov. 13.—(AP)—Setting aside a protest of the Seaboard Air Line, the Interstate Commerce Commission approved today the application of the Atlantic Coast Line for authority to buy control of the Columbia, Newberry and Lauren Railroad in South Carolina.

The purchased line is 75 miles long and the commission ordered the Coast Line, in taking it over, to maintain facilities for co-operating with the Southern and with the Seaboard in operating.

The Atlantic Coast Line already owns 9,000 of the total of 20,000 shares of stock issued by the Columbia Company. It will require 8,856 additional shares at an average cost of \$14 each.

Chamber Ordered To Study Budget
PARIS, Nov. 13.—(AP)—Premier Poincare today demanded the indefinite postponement of all interpellations of political and financial matters and the immediate discussion of the budget forthwith when the Chamber of Deputies reconvenes this afternoon.

He made the postponement of interpellations a question of confidence, thus immediately making the vote a test of strength of his government.

Tampa Pilots Must Appear Before Court
TALLAHASSEE, Nov. 13.—(AP)—The State Supreme Court has issued a writ of quo warranto for A. T. Manson and Chester L. Williams, of Pinellas county, to show reasons why they are representing themselves as pilots of Tampa bay and bar, it was announced today.

The writ, returnable before the court November 24, was issued upon the petition of Attorney General J. B. Johnson, who alleged that Manson and Williams had been appointed without authority by the board of pilot commissioners of St. Petersburg.

Butler, Wabash and Franklin, comparatively weak opponents from outside the conference, serve as preliminaries to the final Big Ten a week away.

Notre Dame was in foreign territory today, after a monster setback to battle army, Rockne's major engagement in his campaign for a national title, such as the four horsemen brought to South- band two years ago.

Georgia Must Abstain From Use of Tobacco
ATLANTA, Nov. 13. (AP)—Young ministers applying for membership in the Southern Methodist conference must take a solemn pledge to abstain from tobacco in all of its forms before their application will be considered, according to a ruling yesterday by the North Georgia Methodist conference, in session here.

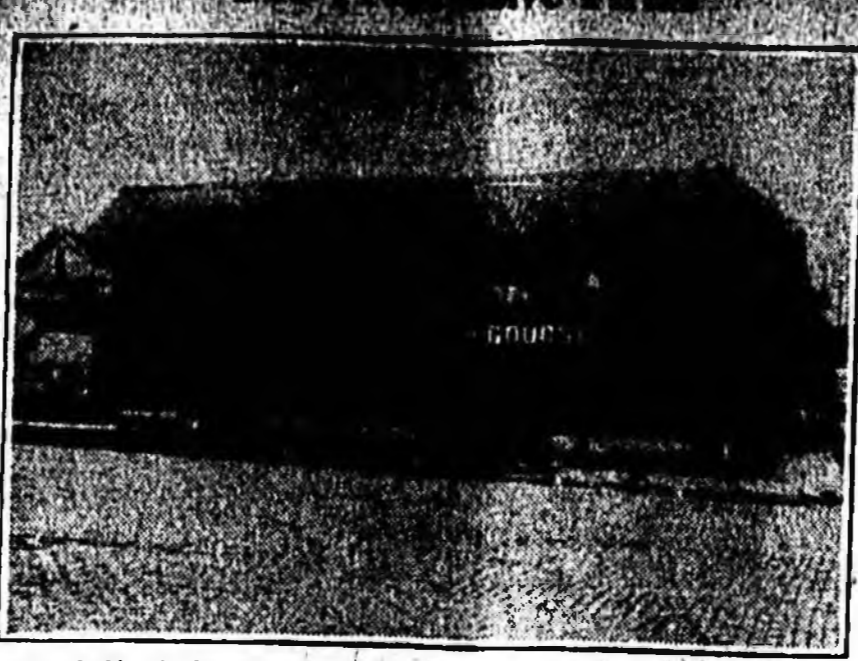
The decision was handed down in connection with the application for admittance to membership by a young minister who admitted he used tobacco. Asked if he could give it up, he said he would "try."

This answer, however, was not sufficient with several of the conference members, and the young man finally promised to abstain from the use of tobacco.

The ruling of the conference is an enforcement of a church law enacted some years ago, providing that Methodist ministers shall refrain from the smoking habit.

NATURAL VENTILATION
 Ventilation of corn cribs by natural means is the most practical method for farmers to adopt in guarding against spoiled corn in a backward season such as the present one, says E. W. Lehmann, of the Illinois College of Agriculture.

State highways in Michigan are laid out along old Indian trails.



One half of the above building is occupied by the Sanford Dry Goods Company, the other half by the Stanley-Rogers Hardware Company. The owners of these stores are leaders in the move to make Sanford Avenue a great business street.

A blow at the American film industry is seen in the formation of an Australian company with £30,000 capital to distribute British made pictures in New Zealand.

A noiseless automatic rifle capable of firing 25 cartridges two miles in half a minute without reloading has been invented by a Berlin fire-arm expert.

Hans Lange of Leipzig in fifteen years of steady flying as an air pilot has piled up a total of more than half a million kilometers along way and peace airways.

Airplane Is Killed
VAN NUYS, Calif., Nov. 13. (AP)—Donald Rossiter, 21, of Los Angeles, a passenger, was killed when a northbound six mail plane crashed from an altitude of 3,800 feet into Whitley canyon, three miles south of here early today. The pilot, Charles E. Widmer, also of Los Angeles, jumped to safety with the aid of his parachute. The crash occurred shortly after

Widmer told police he was flying at an altitude of 3,800 feet when he ran into rain clouds. He said he saw his ship was about to go into a tail spin, and called to Rossiter, who also was wearing a parachute, to jump. He said he shouted to Rossiter twice more to jump and then he himself leaped from the plane.

Widmer landed unhurt about a half mile from where the plane fell. He found the body of the passenger in the wreckage.

Log Cabin
 DeLand and Dayton open for the season. Steaks, Chicken Dinner, days; dine and dance. time. Special a Day Tuesday, Thursday, plenty of amusement.

F. Babcock, Pres.

FRESH FLORIDA ORANGES

Fresh Sweet Florida Oranges \$3 per box of three hundred large size. Sound fruit and satisfaction guaranteed or money back. We pay express charges. A box of these makes an appreciated Christmas gift.

ACME FARMS, Gainesville, Florida

Attention Dairymen

A progressive Dairyman is always ready to test new ideas—Here's a tip to try — Feed Dairymen's Delight to your cows and note the added milk supply.

"Your Money Back If You Not Satisfied"

Is it what a cow EATS but what she DIGESTS that produces milk and butter fats

DAIRYMAN'S DELIGHT DAIRY FEED
 (Guaranteed 25% Protein)
 Contains more than 75% DIGESTIBLE nutrients.

Sanford Feed & Supply Co.
 Jno. W. Sneed
 Phone 539
 Myrtle Ave. and 4th Street

Just Received

A new shipment of 10 Ladies Silk Dresses in all sizes and all wanted winter shades.

Values Up To \$35.00

On Sale While They Last at only \$9.95 to \$18.95

Look these over before you buy.

DAVE'S Department Store
 326 Sanford Ave.

To You Who Have Not Yet Visited Our Store

A cordial welcome awaits and a very delightful surprise is in store for truly our line of fine furniture is worth seeing.



BETTER HOMES

Out of the High Rent District

Enables us to give you still greater values for your money — to those who are under the impression that fine furniture prices are prohibitive we invite comparison.

IN THE CENTER OF SANFORD

Out of the high rent district with plenty of parking space and our motto is: "A SQUARE DEAL"

Special This Week

Three piece Reed Living Room Suite in French Cretonne **\$50.00**

Three piece Reed Living Room Suite in Tapestry **\$60.00**

We extend to you a cordial invitation to visit our establishment where you will find one of the most complete furniture stores in The State.

Everything is marked in PLAIN FIGURES and ONE price is made to all.

Investigate our dignified credit plan and we will be pleased to have you open an and prompt service. Do your Christmas Shopping now.

We take this opportunity to express our thanks to the good people of Sanford who have favored us with their generous patronage which has exceeded our fondest expectations and it is our intention to always give our usual courteous and prompt service.

Special This Week

Three Piece Ivory Bed Room Suite **\$100.00**

Full Size Wool Blankets **\$10.00**

MILLER FURNITURE COMPANY

"Your home should come first" Sanford Avenue at Geneva "Your home should come first"

The Sanford Avenue Merchants Association

Was formed for the purpose of securing greater and closer co-operation between the merchants of Sanford Avenue, enabling us to offer the people of Sanford and surrounding territory, high-class merchandise at reasonable prices; to awaken the people to the fact that Sanford Avenue is a real live factor in the business life of Sanford and to promote in every way possible the interests of Sanford Avenue and of the City of Sanford generally.

Out of the high rent district, on a street that is destined to play a leading role in the future growth of Sanford, with shops that offer a wide variety, practically every line of business represented, we feel that we merchants of Sanford Avenue have much to offer the buying public. High-class merchandise, moderate prices and real service awaits you.

The Following Firms are Members of The Association :

AUTOMOBILES	DEPARTMENT STORES	FURNITURE STORES	JEWELRY AND NOTIONS
Charles T. Fuller Motor Co.	The H. and A. Store.	Miller Furniture Co.	W. O. Russell Supply Co.
Rines Filling Station	The Fashion.	T. W. Russell & Co.	
Rockey's Tire Shop	S. Gordon.	FRUIT STORES	LADIES' SHOPS
Sanford Used Parts Co.	The Hub Department Store	Sam Kenis.	Raffeld's Ladies' Shop.
Sanford Filling Stations	A. Kanner.	GROCERIES	MARKETS
White-Highleyman, Inc.	The Leader Store.	Edgewood Grocery	J. H. Tillis.
ARMY STORES	A. Orovitz.	Just Rite Grocery.	J. V. Kendall.
Sanford Paint and Army Store	Sanford Dry Goods Co.	Piggly-Wiggly Store.	PLUMBING AND RADIO
CLEANERS AND DYERS	The Style Shop	Stone's Market.	Jas. A. Sands.
Royal Cleaners and Dyers.	DRUG STORES	F. Schwartz.	SHOE REPAIRING
DEPARTMENT STORES	Seminole Drug Store	HARDWARE	W. A. Hopkins.
Dave's Department Store	Union Pharmacy No. 2.	Stanley-Rogers Hardware Co.	
H. Bandel.	ELECTRIC SHOPS		
	Melton Electric Co.		

"Shop on Sanford Avenue For Savings!"

