## Florida Power \& Light Company

By consolidation and merger the Florida Power \& Light Company has now succeeded to all the property and rights formerly belonging to the following Companies:

## SOUTHERNUTILITIES COMPANY

 MIAMI GAS COMPANYMIAMI ELECTRIC LIGHT \& POWER CO. MIAMI BEACH ELECTRIC COMPANY DAYTONA PUBLIC SERVICECOMPANY ORMOND SUPPLY COMPANY

* LAKELAND GAS COMPANY ST. JOHNS ELECTRIC COMPANY SOUTHERN HOLDING COMPANY
and certain other properties formerly owned and operated by smaller companies or individuals throughout the State.

Before these properties were united into one company each had been operated as a separate unit. Their operation as one property by Florida Power \& Light Company with the various power stations connected by high voltage electric transmission lines will result in efficient and stable service on an unusually economic basis.

The teritory served by the Florida Power \& Light Company is growing rapidly and one of the purposes of the consolidation was to place the new Company in a position to obtain funds to provide additional facilities with which to meet the steadily increasing demands for its services. I

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REALTORS HEAR
McFarland Will Arrive In
PAUL MEREDTH
Sanford This Afternoon AT WEEKLY MEET For Golf Meet Wednesday




## JAI SEITIICES Senate Decides To FOR DRUNEEN Invoke Cloture On AUTO DRVERS WorldCourt Debate

| City Commission Pas'sos Ordinance Deaigned, To Check Dangerous60 Days For Third Case |  |  |
| :---: | :---: | :---: |
|  |  |  |
|  |  | That Final Vote On Tribunal Will Come |
| New Docking Plans Suggested By Hutton |  | Within A Few Days |
|  |  |  |
| City May Dredge Slips To Give Unloading Boats Safe And Protected Facilities | New Yorkers Home Tast | Helps Coum Might |
|  | Of An Enemy of Deering |  |
| The passage of an orminance mobile by any one under the in fluence of Iny one nn offense punlshable by a straight jug sig a finewithout the ortion of pyying for the second offense featured the reguiar mee tision hold this afterhoon.miasion |  |  |
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|  |  | final vote on the court $\mathrm{l}^{\text {isute }}$ |
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| A plan for the building of nprotected municipal harbor co clty property near the foot of PopularAvenue andthe lake front was sug. Avenuo and the City Commissionersrested to the at their regular meeting todny, byM. B. Hutton, member of the HutM . B. Hutton, member of the Hutton Engineering and ContractingCompany, |  |  |
|  | Several Theotles Adypeod | ${ }^{\text {app }}$ |
|  | $\mathrm{n}_{\mathrm{cri}}^{\mathrm{n}}$ |  |
|  |  | Wabimaton: Jan, 25-(m) |
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| Mr. Hutton's proposal was that the city develop the property for |  |  |
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| from the lake stralght south to a |  |  |
| merecial Street, thereby connectingwith rail facities which are al with rail feciltites Which are al. could be built in the nepr future, | Brainmall w |  |
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| other allps could be doded to tatike carto of the Incerigat, shlpping. r. Button. |  |  |
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| cify by water and then on to otheroites of the state by rail. The plan as augrested by Mr. Hutton recefved favorable comment fron |  |  |
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| the commissioners and the matteewas reforred to the cite engineer and tiveatigation. and investigation. |  |  |
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| A Asporoped, ethe harbor world |  |  |
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| StormWarning Issued |  |  |
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| By Weather Bureau |  |  |
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| Inks ordered 3 P. M. Delavare | rs Dame |  |
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| WASHINGTON, Jan, 25, (AP) |  |  |
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| il at a rounding home here, cati |  | A |
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| before it could | that porce ingvent |  |
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| Countess Salm's Action In Answer To Court's Onder Awaited With Interest |  |  |
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## FERIITS FILL.OPRRTOORS TO EASE FIORDA HODD JRD MEET FREGHT TIE-UP WTH STRIKRSS



Resumption or Negatiations
Toniorrow Revives Hope or
Settement of Strike That
Began Several Montlis Ago

## Procedure In Past

Miners Favorable To
Scranton Peace Plan lorida Consignces Are To
Specify Such Shipments As "Tight To Last Ditch" Wint
Be Sland Arvinst Arbita-
(icn. Says Miners' Leader

















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SIATE LEADS IN HOUSE OPPOSED COMMERCE BODY Eight Prisoners Who KILLED, INJURED TO REVISED TAX APPROVIS FATR IN AUTO MISHAPS REDUCTION BILL EXHIBTI PLANNED

| And 49 Injuries is Ah of 10 Other States; So Carolina Has Fewest H |  |
| :---: | :---: |
| ATLANTA, Gin, Jan. 25-(P) |  |
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| te was shown ty a survee made |  |
| off, especially in the number |  |
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| abamn reported no deaths fromtraffic causes. |  |
| South caraina reported the rew. |  |
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| recorded in the Paimetto state. second, with 46 injured. |  |
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| There were no outstanding ne idents of the week, the toll rep renenting the general run of cas-unlties. A tabulation by हitates follows: |  |
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| Virsinin Rilled Injured |  |
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| Three Prisoners |  |
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| Taken To Raiford |  |
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## he World of Sport




$\mathcal{A}$ countrr chlb property or fates and hills

As is not at all uncommon in other states than Florida, the sudden disclosure of Florida's many attrac-s tions has been followed by countless projects, some of which will materialize-some fail.

The building of a complete residential community -more than that, a community of exceptional social attractiveness as well as conspicuous architectual beauty in ALL its structures, is a monumental undertaking.

It is'an undertaking which brings rewards, however, that compensate the effort.

Most visitors to Loch Arbor express first their surprise at the very advanced stages of the development.

Then the plainly evident expenditure of vast sums - of money necessary to have reached such a level of completeness.

In other words, they are not told merely of the great program ahead they ate SHOWN the results of a prggram already well worked out.

## Hicerissmithemith, RC: <br> sate



## SOCIAL AND PERSONAL ACTIVITIES





## Kensington Gardens <br> A Residential Lake Front Pârk

## LAKE MARY

cita
KENSINGTON GARDENS presents to the public a highly restricted residenitâl park, with all improvements, on the high shores of a beautiful lake.

In the heart of a growing community, with constantly increasing land values, it offers to both the homeseeker and the speculator GREAT OPPORTUNITY.

Prices range from $\$ 500$ to $\$ 2,000$. Terms, 20 per cent cash, with 36 months to pay the balance. The representives of the firms listed below will be pleased to show you KENS. INGTON GARDENS.

## Kensingtoft Developirient Comimatiy

Owners and Developers

## *ene <br> Robert J. Holi, Jt, Sales Director

Room 415 First Natióial Bank
Bayard Realy Co.
Pail G. Biggers
14.411
Sraw



[^0] 15. Story FLEETWOOD Hote
to be erected at DAYTONA SHORE

Commodore J. Perry Stoltz willybuild a magnificent hostelry costin8 $\$ 2,000,000$-Work will be started at once and the hotel will open its doors next New Year's Eve--Water front location rivals that of the famous 



HE MANAGEMENT of Daytona Shores announces a contract has been signed by Commodore J. Perry Stoltz, President and General Manager of the Fleetwood Hotel system, for the immediate erection of a fifteen-story Fleetwood Hotel costing $\$ 2,000,000$ on Fairyland Point in Daytona Shores. The new Fleetwood will be the most magnificent hotel in Florida north of Miami and Palm Beach and the second Pleetwood in this state. It will be finished befcre the end of the present year. and the formal opening will take place New Year's Eve.

The location selected is on a wooded promontory of high land and great natural beauty. On one side is the broad bosom of Murié Bay, outlet of the picturesque Tomoka. On the other lies the majestic Halifax River. Opposite is the juncture of the Florida East Coast Canal with the Halifax; and, as it is down this waterway that 5,000 yachts pass on their way from Jacksonville to Miami, the new Fleetwood is destined to become a rendezvous for yachtsmen as popular as its famous sister hotel at Miami Beach.

As thousands of yachting enthusiasts now spending the winter in Florida turn northward in April, they will see the framework of the new Fleetwood already towering skyward. And when they turn south again next winter, they will be greeted by sight of the completed hotel, its warm colors shining in the sun or its vast bulk a-gleam with myriad lights looming against the evening sky--an architectural gem in a setting of rarest natural charm.

Daytona. Beach the New Focus of Florida's Prosperity
Commodore Stoltz's decision to build a new Fleetwood at Daytona Shores was influenced by the beauty of the surroundings and the geviality of the winter climate, but also by the significance of the
tremendcus new, development going on in and around Daptui Bcach. He realized that chis charming region, long known as o of the Nation's outstanding wigeter playgrounds and the win home of John D. Rockefeller and other wealthy Americans, ist day forging rapidly ahead as a year 'round center of commerien industry as well. The new Fleetwood, therefore, will be open only during the winter season but every day in the year.

That the Fleetwood will be a magnet attracting home - builder goes without saying. Its noteworthy entertainment programs. its facilities for delightful dining and dancing--its separate Casin and Pool-- all will be features adding materially to the attractiv ness of community life in Daytona Shores. The surrounding prop erty, to be fully improved and carefully restricted, under the Dap tona Shores program, of course will be exceptionally desirạble.

## Fairyland Point, a Glorious Place to Live

This property---an elevated narrow peninsula between the Hallfax and Tomoka rivers---traversed by Fleetwood Concourse, a mile long double boulevard, 120 feet wide, running from the Dixit Highway to the terraces of the Fleetwood---is platted for residential purposes with sections reserved for business and apartment house sites. While not yet placed before the investing public, re quests for reservations are already youring in, as apparently news of such importance as the building of the new Fleetwood could not be kept secret. So preliminary plats bave been placed in the hands of our representatives. and they can be seen at our local office by anyonc interested in sottine information shnut the Fleetwood Unit in advance of its formal spening.

k will be started immediately on the new Fleetwood Hotel at एayton es, and the formal opening will take place on New Year's Eve. The plan drawn by Beacham, Le Grand and Gaines of New York and Asheville, N ho have been working on them for the past three months. Complete in detail, they are now in the hands of the builders for execution.
en stories high, the Fleetwood will have accommodations for 600 guests, tub and shower in every room. Looming 175 feet above the waters of the fax, the Fleetwood will be surmounted by a radio tower an additional 100 high.
main floor will be a small city in itself, with shops and offices supplying ry need of patrons from the services of a physician or dentist, barber or beauty tor, to exclusive shoes, hats and gowns. Dining and entertainment will be the fourteenth floor, overlooking the Atlantic Ocean for fifty miles. On the of Gardem will be a dance floor swept by ocean breezes where the smart set of
the Nation will gather. Other features will be the separate Casino and Pooi and the secondary hotel of 100 rooms for accommodation of the maids. and chauffeurs of guests.

## Where This Hotel Will Be

Fairyland Point, site of the Fleetwood, is in Daytona Shores but a few miles north of Or mond and Daytona Beach.
A splendid city in the making is Daytona Shores. It has fifteen miles of natural water front on rivers and ocean, more than six miles of Dixie Highway frontage, and a mile of Florida East Coast Railway frontage. It will be a fully improved property, with asphalt schools, an 18 -hole golf course, and many other notable features

Natural location and beauty $-\cdots$ restrictions that enhance values $-\boldsymbol{- a}$ complete developmen program now in full bloom--make Daytona Shores worthy of closest study by far-sighted.
investors.

## Daytona Shores

E.C. GRADY

410,221 E. First St , Sanford, Fla.



## Central Florida Open Championship Sanford Golf Club

 January 27 and 28Featuring Professionals of International Fame, Including: COMPSTON, British Open Champion. MASSEY, French Open Champion. HAGAN, British and American Open Champion. SARAZEN, Former American Open Champion. BRADY, DIEGEL, LOOS, NICHOLAS and Others.
The Greatest Gathering of Professional Colfers Ever Assembled In Florida




Orange County represents the best there is in Florida. And Florida, today, holds forth by far the greatest opportunity of any state in the Union. It is America's Last Frontier.
Instead of Raw Gold, she offers the greatest citrus crops in the world. In place of Silver Ore, Florida holds the wealth of overflowing acres of lettuce, cucumbers, cabbage, tomatoes, beans, potatoes and other winter grown vegetables. Better than Crud Oil, she has marvelous climate-outdoor opportunity the year round. And unlike the Gold and the Silver and the Oil, Florida's natural resources are inexhaustible! They are diffused throughout her length and breadth, but Nature has connived to focus these advantages upon the center of the


## And the center of it All is BITHLO

Lying between Orlando and the East Coast, BITHLO basks in Florida's most productive belt. Analysis shows soil about BITHLO to be equal in productivity to any in the State. Unsurpassed for celery and truck. Its rich Norfolk sand is the secret of Orange County's success as a citrus center.
And coupled with an equable climate BITHLO has the transportation facilities necessary to make it a commercial center and an ever-growing community of homes.

Values throughout Orange County are built on the solid foundation of dividend paying agriculture.. Close study of prices at BITHLO will convince you that investment opportunities here are outstanding. Lots,on improved streets, only five blocks off the Cheney-Dixie Highway, as low as $\$ 275$. Business lots-Cheney-Dixie frontage-at $\$ 1,000$. Call at our new office and arrange for a trip to BITHLO-TODAY


## the Want Ads for Profit, Use them for Results



# Seminole County Building and Loan Association 

## "Seminole County's New Financial Institution"

OFFICE

## 210 East First Street

The organization of this financial institution was made possible through the efforts of a group of Sanford business and financial men, who have the growth and welfare of Sanford at heart. Filled with a spirit of civic pride they have realized that in this fast growing community there is an ever increasing demand for funds, loaned on easy terms, to finance the building of homes.

The Association will serve two classes of clients: receiving the savings of thrifty and far seeing people, and loaning these funds to members who wish to buy or build a home. The outstanding advantages for the saving members is safety, yield and availability; for the barowing member, the opportunity to finance the building or purchase of a home by, easy monthly, payments of principle and interest.

These men will direct the affairs of this association

## OFFICERS

F. L. WOODRUFF, President
J. D. DAVISON, Vice Pres
C. L. BRIT? Secretary
A. L. BETTS, Treasurer
A. L. BETYS, Treasurer
E. F. HOUSHOLDER, Attorney

DEPOSITORIES
First National Bank
Seminole County Bank

DIRECTORS

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MF.L. WOODRUFF,
Retired Capitalist
J. D. DAVISON;
C.L. BrITT, (ritt-Chittenden
    Mrealty Co,, Inc.
    A. L. BETTS,
    Ass't Cashier'First Nat'l Bank
    Proprietor Hill Hardware Compan
    l
    l
        W.S. HAND,
        Retired Capitalist
        President Seminole Security Co
        Mresident Seminole Security Co.
        J. D. CHITTENDEN, Chittenden
    Realty Company, Inc.
    Vice. Pres. Bond, Hill Lumber Co.
    Retired Capitalist
    E. F. HOUSHOLD
Attorney at Law
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The Seminole County Building and Loan does not accept deposits in competition with the banks, but co-operates with them in supplying construction money for home building.
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Read what these prominent personage have to say:

President Coolidge "No greater contribution could be made to assure the stability of the pation and the advancement of its deals than to make it a nation of home-opning families, and his and are deserving of encouragement".

| U. S. Senator Calder |
| :--- |
| Chairman of the Senate Housing |
| Committee, says: "For the solution |
| of house shortage problems we must |
| look to the Savings and Loan Asso- |
| ciations. These pslendid institutions |
| have to date assumed most of the |
| burden of financing home building, |
| in adition to their wonderful work |
| in promoting thrift." |

U. S. Senator Calder Chairman of the Senate Housing
Committee, says: "For the solution of house shortage problems we must保 have to date assumed most of the
burden of financing home building, in addition to their, wonderful work
in promoting thrift."

| Herbert Hoover, Sec. Com. |
| :--- |
| "Your Associations-true peoples |
| banks-encourage thrift throughout |
| the nation-having made their assets |
| sound and worthy of confidence. It |
| is my earnest desire that the Savings |
| and Loan Associations of the United |
| States shousld bee encouraged by the |
| publice spirited citizens in every lo- |
| cality." |


| Sec. Treas. Mellon |
| :--- |
| No greater service could be rend- |
| ered the country than to increase |
| the number of homes owned by those |
| who occupy them. Building and |
| Loan A\&sociations in countless in- |
| stances have made such ownership |
| possible. |

citizens of the communities in which they operate,
The Seminole County.Building and Loan Association, under State Supervision and Examination, is a mutual co-operative financial institution in which all members investing or borrowing, are stockholders.

Its funds are secured by First Mortgages on homes.

Building and Loan Associations have been in successful operation since 1835. In the United States there are now over 11,800 associations with combined assets of more than $\$ 4,765,000,000$ representing the savings of over $8,500,000$ members share holders.

This remarkable showing is only made as a result of the whole-hearted support and co-operation by the



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