

## Local Trade Body Is Responsible For Much Civic Benefit

### Many Valuable Accomplishments Result From Chamber of Commerce Activity

Sanford's Chamber of Commerce under the presidency of Harry M. Papworth has accomplished a notable record of achievement. At least 10 major problems, undertaken at various times during the past year, are now an outstanding feature of an efficiently operated organization. Attempting to secure the most valuable accomplishments in each of its various departments, when the time comes, it has considered the services of a secretary and with many of its various committees, paid their own traveling expenses, so much concentrated and valuable work has been accomplished, the year's results become a glowing tribute to the energy and industry of the persons who make up the official staff of the trade body.

Probably the most far-reaching problem which was satisfactorily disposed of was the matter of a new bridge across Lake Monroe at Monroe, and the construction of a lake-front boulevard into Sanford from the west. The committee which first met early in March 1930 to plan a concerted drive for the road and bridge, long a dream of many pioneer residents of this community saw its efforts culminate in success when this year's budget of the Road Department was adopted. Early in February, following affiliation with the State Road Number Three Improvement Committee, which is composed of residents of various municipalities in the state, the committee and federal aid for further action, the local trade body committee returned to Sanford from Deale, where the official road building budget was adopted, securing news that the two propositions were assured and that construction would begin during the summer of 1931.

Added to aid in the perpetuation of the Sanford Golf Course, a series of negotiations by a trade body committee and the City Commission resulted in success. The city board agreed to appropriate \$100,000 for the maintenance of the municipally owned course, provided any other funds necessary would be forthcoming from membership dues. A three-day campaign brought in cash subscriptions of \$1,500 and assurance that at least \$2,000 in unpaid pledges would be collected during the year. Inspection by the financial report of the Golf Course Committee reveals that it has admirably handled its affairs considerably above the budget and at the same time a very satisfactory result to the community.

The erection of flash beams on the main highway in Lake Monroe, accomplished during the Fall of 1930, is also credited to the ef-

## DUTIES OF FIELD MAN ARE TOLD BY SANDY ANDERSON

### American Fruit Growers' Expert Tells About Contact Man

By SANDY ANDERSON.  
Every shipping organization employs what is known to the celery grower as a field man. About the best definition of a field man is "the contact man." The duties of a field man begin at the time the grower is ready to get his first celery and do not end until after the celery is loaded in the car.

His first duty is to help the grower to get a celery, setting crew, and as the celery crop is growing, keep in touch with him and giving him all information possible pertaining to diseases while the crop is in the growing stage. He also advises the grower when to bleach his celery, and while the celery is in the process of bleaching, inspect it at least once a week. When the celery is bleached he advises the grower the day it should be harvested.

Upon the field man rests the responsibility of ordering out the refrigerator cars, see that his loading contractor has sufficient help to take care of the celery as it is hauled to the car, and that sufficient of a special committee which set to work on May 7 by preparing a detailed account of the need and value of such lights as navigation aids.

Official designation in the United States census records that Sanford is a city of more than 10,000 inhabitants is almost entirely credited to the trade body, which apparently complete figures obtained by official enumerators revealed that not quite 10,000 persons resided here. An advertising campaign was entered into which resulted in more than 100 persons notifying trade body heads that they had not been counted.

The matter of bringing to Sanford the proposed Veterans Home to be constructed somewhere in Florida within a few months has occupied much of the attention of the trade body during the past few months. A committee has been appointed to investigate the matter of sites for such a home, and it secured maps, blue-prints and other data which were presented to the official representative of the Veterans Bureau several days ago. Two propositions were tendered, one involving the Mayfair Hotel, the other a tract of land of more than 250 acres, located just south of the city on State Road Number Three. Both of these locations are now being considered by the bureau, and official announcement is expected early in April.

One of the most far-reaching achievements of the year was brought about by the Chamber of Commerce, with the assistance of

## SEED QUALITY IS IMPORTANT CELERY ITEM

### Farmers Very Particular to Obtain Best Brand of Stocks to Insure Good Crops

By C. R. MASON.  
There is no crop grown in Florida in which the quality of the seed is of more importance than celery, and as celery growers are more particular as to their seed stocks than the celery grower. The high per acre investment in this vegetable crop and the consequent losses that may be occasioned through the use of inferior seed stocks are sufficient reason for the care exercised.

A few years ago most of the celery seed for use in Florida was imported; but now the majority of the Golden Plume or "special" seed is produced in the United States—in New Jersey, Long Island or California, with some of the finest Old Golden still originating in France.

From the standpoint of both seedman and grower the handling of celery seed in warm weather presents difficulties. Celery seed germination deteriorates rapidly under the heat and moisture conditions, so that it becomes necessary to either hold the seed in the North or in cold storage until planting time approaches.

In spite of such care as seedmen now give their celery stocks, extremely hot weather such as was experienced last July during the early seeding season made it most difficult to secure a satisfactory stand of plants in the seedbeds.

Seed disinfection with an organic mercury dust or with chlorid of mercury has proven so effective in destroying the blight spores carried on the seed coat and in encouraging quicker germination, that this practice has now been adopted by some of the most progressive seed houses.

From the standpoint of celery type improvement a most important work is carried out by the plantman or plant breeder. Proper length of rib, fullness of heart, yield quality, and freedom from undesirable sports and seeders are controlled first by the breeding, selection and growing methods of the seedmen.

Efficient ice is supplied for top-icing and getting a well organized crew of laborers to harvest the grower's celery, to see that all celery is properly trimmed and packed. Harvesting is the most important operation of a celery crop. Without an attractive grade and pack the sales department cannot realize the market value for the celery. The field man should make it a point to give the celery grower all available information as to market conditions and the carrying quality of the celery. Under no condition should he be over-optimistic to the grower as to prices and market conditions. It is also his duty to keep in close touch with the sales department, advising this department in regard to quality of celery and label placed on the packed crates. Without this information the sales department cannot realize the market value.

## The Mayfair Hotel



View taken from airplane looking down on Sanford's leading hostelry which is located on beautiful Lake Monroe and which is an example of architectural merit. Many tourists have stopped here to enjoy the climate and sports diversions offered in this section.

## PART COAST LINE PLAYS IN CELERY INDUSTRY IS TOLD

### Dumas Relates Provisions Made to Give Maximum of Service

By T. L. DUMAS.  
The Atlantic Coast Line Railroad Company has played an important part in developing the celery industry in Seminole County. This industry was begun in a modest way in 1890 when a total of four carsloads were shipped. The increase was gradual up to 1910 when what is now Seminole County produced 1047 cars of celery. From this modest beginning the wonderful celery industry of today was developed, the season 1929-30 showing the heaviest movement of record, 6788 carsloads moving out over Atlantic Coast Line rails.

The celery growers are provided with most splendid facilities, trucks being so arranged as to reduce the haul between fields and cars to the lowest possible minimum. Switching service is afforded at convenient hours of the day and night, initial icing and re-icing facilities are second to none in the country, in fact the icing plant at Sanford is the largest initial icing plant in the United States which in the final analysis means it is the largest initial icing plant in the world. This plant enjoys the distinction of being one of the three of the largest ice manufacturing plants in the United States.

The personnel of the Atlantic Coast Line is ever on the alert to improve its service from year to year and provision is invariably made for the best of switching and main line power to handle the celery traffic. The main line engines are invariably in the pink of perfection and are capable of being transferred to service on the highest class de luxe tourist trains. In other words, the same attention is given to the engines drawing the celery trains as is given to the passenger power. During the season 1930-31 the

## Little Navy Parley Is Staged In London

LONDON, Mar. 18.—(AP)—A miniature naval conference was held at the foreign office yesterday afternoon after Ambassador Dawes had rushed Senator Dwight W. Morrow, who arrived on the Leviathan, to Downing street to expound to Foreign Minister Henderson A. V. Alexander, first lord of the admiralty, the American attitude toward the new Anglo-French-Italian naval agreement. It was understood the meeting was satisfactory to all concerned and with Downing street now officially informed of the American view that the tripartite accord is a matter of European concern only, it is expected the work of formally drafting the new agreement will begin Thursday as planned.

## FERTILIZER HAS LARGE PLACE IN CELERY INDUSTRY

### Extra Nourishment Is Necessary to Get Suitable Product

By L. T. BRYAN.  
The celery plant is found in its wild state in England and Ireland and inhabits marshy places and roadside ditches. It belongs to the

running time between the producing section of Florida and the eastern and western markets was substantially reduced by rail lines. This reduction in time for delivery and destination means more efficient handling, higher speed and the undivided attention of each and every member of the Atlantic Coast Line personnel. The high speed of the celery trains has been made possible by ballasting the road beds, the laying of 100 pound rails, the installation of automatic blocks, the interlocking of railroad crossings, draw-bridges, etc. All of these improvements have been made at an enormous expense.

The Marquis de LaFayette upon his visit to this country in 1825 was given an entire township in Florida by the state in appreciation for his assistance to the colonies during the Revolution. The township adjoins the City of Tallahassee on the east.

Jefferson County and Monticello were settled by kinmen and friends of Thomas Jefferson from Virginia just 100 years ago.

## Sporting Facilities And Diversions Of Sanford Are Varied

### WESTERN UNION NOW AGENT FOR PLANE BOOKINGS

### Purchase of Tickets To All Destinations Will Be Facilitated

An important adjunct of air travel service, effective immediately, represented by Western Union offices in all places of any importance, receiving fares and making reservations for seats on the passenger planes of a number of air lines without charge to the traveler, was announced last night by Newcomb Carlton, president of the Western Union Telegraph Company.

The cooperating air transport companies have, in effect, by this arrangement created a single, national means of making their service readily available to the public in Western Union's numerous centrally located offices in every town and city. Inconveniences in booking passage have proven a serious obstacle to the development of air travel. Not only has

### Golf Course, Shuffle Board, Hunting, Fishing, Races, Theaters Fulfill Every Need

Sanford and Seminole County have a most satisfactory answer to the tourist or prospective resident who asks the all-important question, "What has this section to offer in the way of sport and amusement facilities?" for on all sides are evidences which bear out the assertion that every demand of that type has been met.

In the city itself are facilities which should appeal to every person who is seeking a means of escaping the tedium of business and social requirements and who wishes either a vitalizing form of physical exercise or the equally as beneficial physical results which are obtained in contemplative and pleasant relaxation.

Day time activities under sunny Sanford skies finds hundreds of persons busy on numerous tennis courts, diamond-ball courts, basketball courts, baseball and foot-

## The Story Of A GOOD CRATE

SEVERAL years ago we felt that the celery crates as built at that time were showing too much breakage due to the increasingly heavy bulge pack which the buyers were demanding.

AFTER much study of the subject and many conferences with farmers and shippers we brought out our present type of four-slat ventilated celery crate head, back nailed to insure strength at the corners.

THIS head has proven so popular because of its superior rugged strength, its beauty, and the further fact that it does not require special packing of its contents, that today fully eighty per cent of our output is of this type. Within the past two years five other mills in Georgia, Alabama and Florida have put in machinery for making this crate to meet the demands of customers who had seen the Shinholser crate in the fields of Seminole County.

WE wish to thank our trade for this endorsement of our product and assure them of our constant efforts to keep Shinholser quality and strength second to none.

# S. O. SHINHOLSER

Maker Of

## GOOD CRATES

# HATHAWAY'S

## "Most Complete Shop In State"

Awings  
Hemstitching

Window  
Shades

Anything in Curtains or Drapery

Phone 41—SANFORD—Park & C

## Celery Growers Investigate

- Kilgore's French Grown Old Golden Heart
- Kilgore's American Grown Old Golden
- Kilgore's Long Ribbed Special
- Kilgore's Wonderful Pearl Special

These stocks have shown up exceptionally well in our trials on R. F. Cooper's farm, with numerous celery growers at Sanford, and in Sarasota and Manatee Counties during the last three years. See us before booking celery seed for next season.

We have a complete line of insecticides, A. A. C. fertilizer, celery bleaching paper, wires, etc., for celery growers. Disease-free Western grown bean seed, \$3.50 per bushel. Corn—Kilgore's Red Cob Prolific, Cuban Flint and other varieties, \$4.50 per bushel.

## The Kilgore Seed Co.

PHONE 248 SANFORD

## Local School Library Efforts

### Traffic Manager Relates Duties Of His Department

(Continued From Page One)

with relation to containers described as Standard Containers by that particular commodity, and when the commodity is packed in a Standard Container recognized by such by the carriers as published in the tariffs carrying such rates, it may result in a higher rate being charged, which loss can be avoided by using the type of container required to obtain the lowest legal rate.

The earliest minimum is another important factor in the determination of the lowest rate and the traffic department must be properly informed as to the exact minimum required on the various commodities.

After the shipment has been properly packed and loaded into the refrigerator car it is the duty of the traffic department to keep informed as to the best available diversion points to which the shipments should be billed in order to advise with the sales department and thereby obtain the widest possible distribution. During the heavy shipping season it is impossible to sell all the shipments and bill them to final destinations the same day they are loaded. For this reason it is necessary to bill them to diversion points and the traffic department must be informed as to the best diversion points in order to reach certain territories, the length of time the shipment may be held without incurring additional transportation cost, and the long haul points being used.

After the sales department has advised the shipment, it again becomes the duty of the traffic department to determine the best route that will lay the shipment down at destination without delay and at the lowest possible transportation cost. It is necessary, therefore, for the traffic department to be constantly informed as to the best available routes, including the lowest legal rates, which rates are being changed frequently by new tariffs being published and amendments being made to tariffs already published and still in effect. It often happens that there are two or more legal rates in effect between a shipping point and a certain destination, there being a variation of as much as fifty dollars or more on a certain route and the lower rate is dependent upon the route used. In other words, the lower rate applies via a certain route or via certain routes, but unless these designated routes are used the higher rate automatically becomes the legal rate to be used in assessing the freight charges at destination.

The terminal deliveries required by the buyers in the consuming markets is another important factor in the efficient distribution of these perishable commodities. It has had its redeeming results: Sanford arose in brick; the old wooden buildings were gone forever. Quickly following this was the Great Freeze on February 9, 1900. The citrus groves were utterly destroyed. It seemed as though Sanford's very existence was threatened. It was evident that the people could not depend wholly upon citrus production for a means of livelihood.

Therefore, to avert another such disaster, they began to experiment with truck farming. Pineapples were first tried, but the soil and climatic conditions were not favorable for them. Tomatoes, which were tried next, met with little better success. Various vegetables were grown. Almost despairing, the farmers planted small bits of celery and lettuce. Their search was at an end. These two crops were found to thrive so well that all the farmers began to plant them. Soon, Sanford was recognized in the celery center of the United States, and she also became noted for her fine varieties of lettuce.

During the first quarter of the twentieth century, Sanford has grown immensely. A great aid to her expansion has been the opening of Orange County in 1917. This County and Riverside County, which had been in 1923, today are a modern city with every

modern amenity. The population of Sanford has grown from a few hundred in 1880 to a population of 10,000 today. The city is a modern city with every

modern amenity. The population of Sanford has grown from a few hundred in 1880 to a population of 10,000 today. The city is a modern city with every

Following its construction in 1926, the mammoth High School has been the seat of higher learning among the schools of this City. Nearly 450 students are taught there daily by 17 teachers, headed by Prof. G. M. McKay. The largest auditorium in the City, seating almost 1000 people, is a suit of the huge building.

competitive sections will reveal the fact that a producing section having to compete with other producing sections that enjoy a much lower freight rate. Where such a situation develops and it can be shown by competent evidence that a producing section is being discriminated against in favor of some other producing section handling the same products, such a situation will be corrected if it is properly brought to the attention of the Interstate Commerce Commission.

The proper methods of refrigeration to be used under various weather conditions prevailing throughout the shipping season is another highly important factor in the efficient distribution of these perishable commodities. Like all other phases of the business, changes are constantly taking place. Refrigeration methods that were considered highly efficient 20 years ago are looked upon as inadequate today. Only a few years ago top-icing was in the experimental stages, whereas today top-icing, or body icing as it is sometimes referred to, is used on a large percentage of the celery shipments and other leafy vegetables being shipped from the state of Florida.

While it is generally believed that the methods of refrigeration being employed today in the handling of these perishable commodities are highly efficient, there are certain phases of the business at the present time which, if successful, will bring about changes in the refrigeration methods in the next few years that will make the present appear obsolete. It is essential, therefore, that this highly important phase of the industry be given careful attention in order that the best methods may be employed, thereby applying waste by delivering these perishable products into consuming markets in the best possible condition.

Regarding the care exercised in selecting the best routes and the grading and packing of the shipments for market, it sometimes happens that a shipment will arrive at its destination in a damaged condition. In such cases it is the duty of the traffic department to make a careful investigation as to the handling of the shipment in transit in order to determine whether or not there is any liability with the carriers that could have caused the damaged condition, such as defective equipment, delay in transit or a combination of factors in market and deterioration resulting from delay in transit. When liability is located with the carriers, it is the duty of the traffic department to file a claim and recover the loss at the earliest possible date by a speedy adjustment of the claim. In order to perform this important function properly the traffic department must be familiar with the law governing common carriers and keep informed as to court decisions with respect to carrier liability in the handling of these perishable commodities.

And last, but by no means least, the traffic department must be familiar with the Interstate Commerce Law, which governs the publication of tariffs, the rules and regulations governing the handling of these perishable commodities.

Not only is it necessary that the traffic department be familiar with the Interstate Commerce Law, which governs the publication of tariffs, the rules and regulations governing the handling of these perishable commodities.

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## Woman Wife, Killed

WASHINGTON, Mar. 18.—(AP)—Responding to a plea for his wife that he not die alone, William H. Von Bayer, Indian business official, yesterday shot his wife, killing himself with a pistol.

Police here took the body of the 40-year-old Von Bayer to the morgue and found Von Bayer's wife with a bullet wound in her neck. She was in a serious condition.

The woman told police her husband's health had been bad and he had informed her yesterday morning he intended to kill himself. She said they talked for several hours and she tried to dissuade him.

Falling in that she said she told him: "If you must kill yourself, kill me too."

Before carrying out the compact, they wrote checks covering all their debts. The checks were found on the floor.

Von Bayer was associate treasurer of the Indian Bureau and his wife was a social worker.

Knowing what is required to deliver shipments into the consuming markets in the shortest possible time, in the best condition and at the lowest transportation cost, keeping in mind at all times the well established principle that in every business and in every department of a business prevention of losses is fundamentally more profitable than the recovery of losses that might have been prevented.

## STOKES SEEDS

"THE PROOF OF THE PUDDING IS THE RESULTS SECURED"

### STOKES GOLDEN PLUME

Has the Necessary Combination of  
LONG RIB—FULL HEART—HIGH YIELD  
FREEDOM FROM SPORTS AND GREENS

### STOKES GOLDEN SELF-BLANCH

"The finest type of Old Golden I've ever seen declared the field representative of one of the prominent marketing agencies."

ground and field tests before offering for sale

You'll Play Safe by Planting

## Stokes Celery Seed

# "I Endorse Your Attitude Against Spitting"

Says  
**DR. JOHN L. LAVAN**  
Commissioner of Health, City of Toledo, Ohio

...and 56 health officials  
from 50 different points  
approving Crème's crusade  
against spit or spit-tipping.

Every smoker, every wife whose  
husband smokes cigars, should read Dr.  
Lavan's letter.

"Who are the friends of 'Spit'?"

YOU MAY WELL ASK THIS  
QUESTION WHEN 56 IMPORTANT  
HEALTH OFFICIALS HAVE WRITTEN  
SO STRONGLY AGAINST THE EVILS  
OF SPIT OR SPIT-TIPPING.

Dr. Lavan writes: "I...endorse  
the service you are rendering by warn-  
ing the public against the common mis-  
takes of spitting."

The war against spit is a crusade of  
decency. Join...Smoke Certified  
Crème—a really wonderful  
smoke—mild—mellow—nut-  
sweet! Every leaf entering the  
Crème...Crème Crème Crème is  
...Crème Crème Crème Crème  
...Crème Crème Crème Crème

CITY OF TOLEDO  
DEPARTMENT OF PUBLIC WELFARE

JOHN L. LAVAN, M. D.  
Commissioner of Health  
501 N. Erie Street, Toledo, Ohio 43604

July 19, 1930

Gentlemen:

I can heartily endorse your attitude against the spitting  
rule. I refer to your advertisements against the "spit-tipping method"  
in the manufacture of cigars. There can be no doubt that spitting,  
whether it be in a manufacturer's establishment, in the public highway  
or elsewhere, is dangerous, and contributes a great part in the spread  
of disease.

I do not wish to recommend your product over that of any  
other manufacturer, but only wish to endorse the service you are render-  
ing by warning the public against the common mistakes of spitting.  
You may make public use of this letter if you so wish.

Very truly yours,  
John L. Lavan,  
Commissioner of Health.

American Cigar Company  
111 Fifth Avenue  
New York, N. Y.

Certified

