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# The Sanford Herald

Section B

AN INDEPENDENT DAILY NEWSPAPER

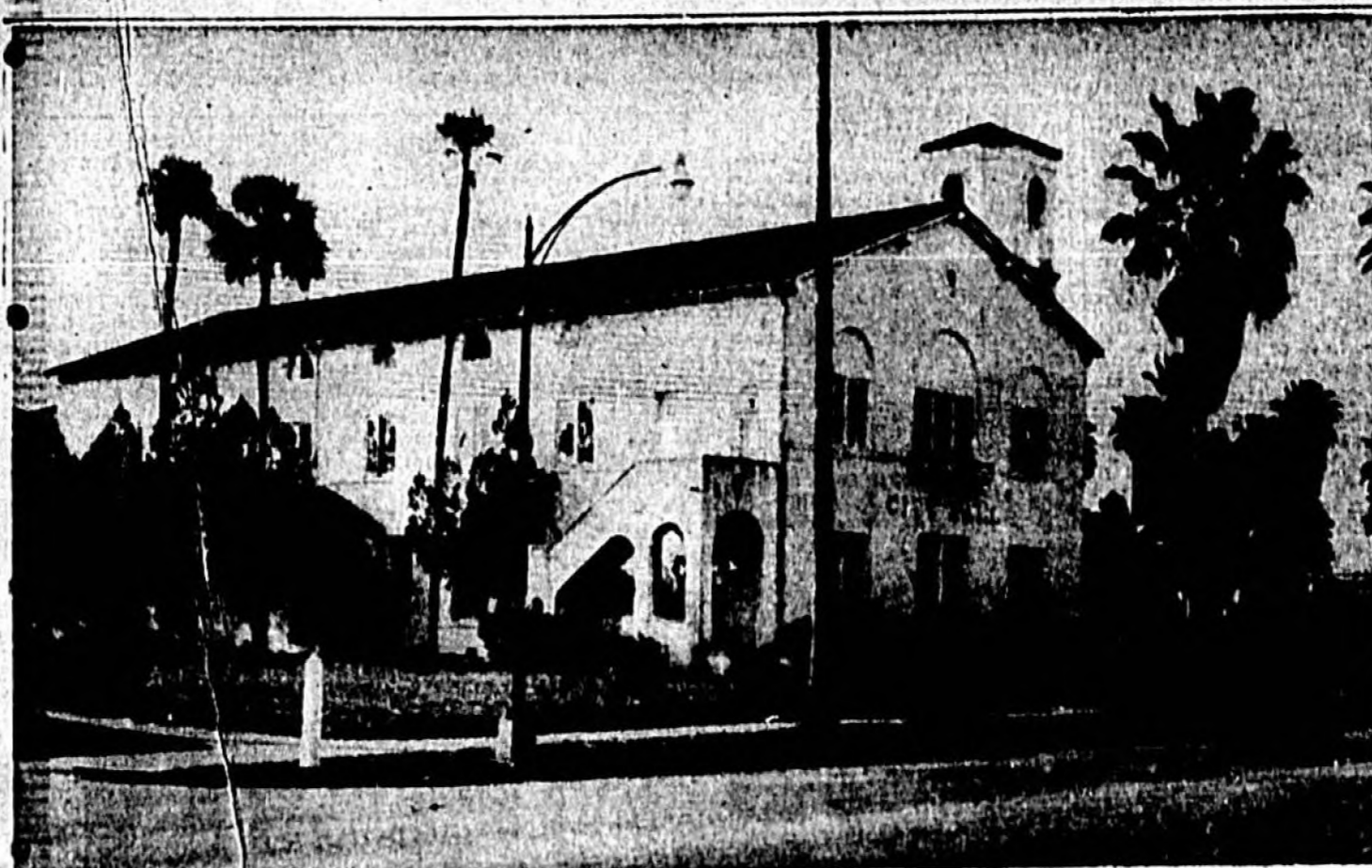
VOLUME XLVIII

Established 1908

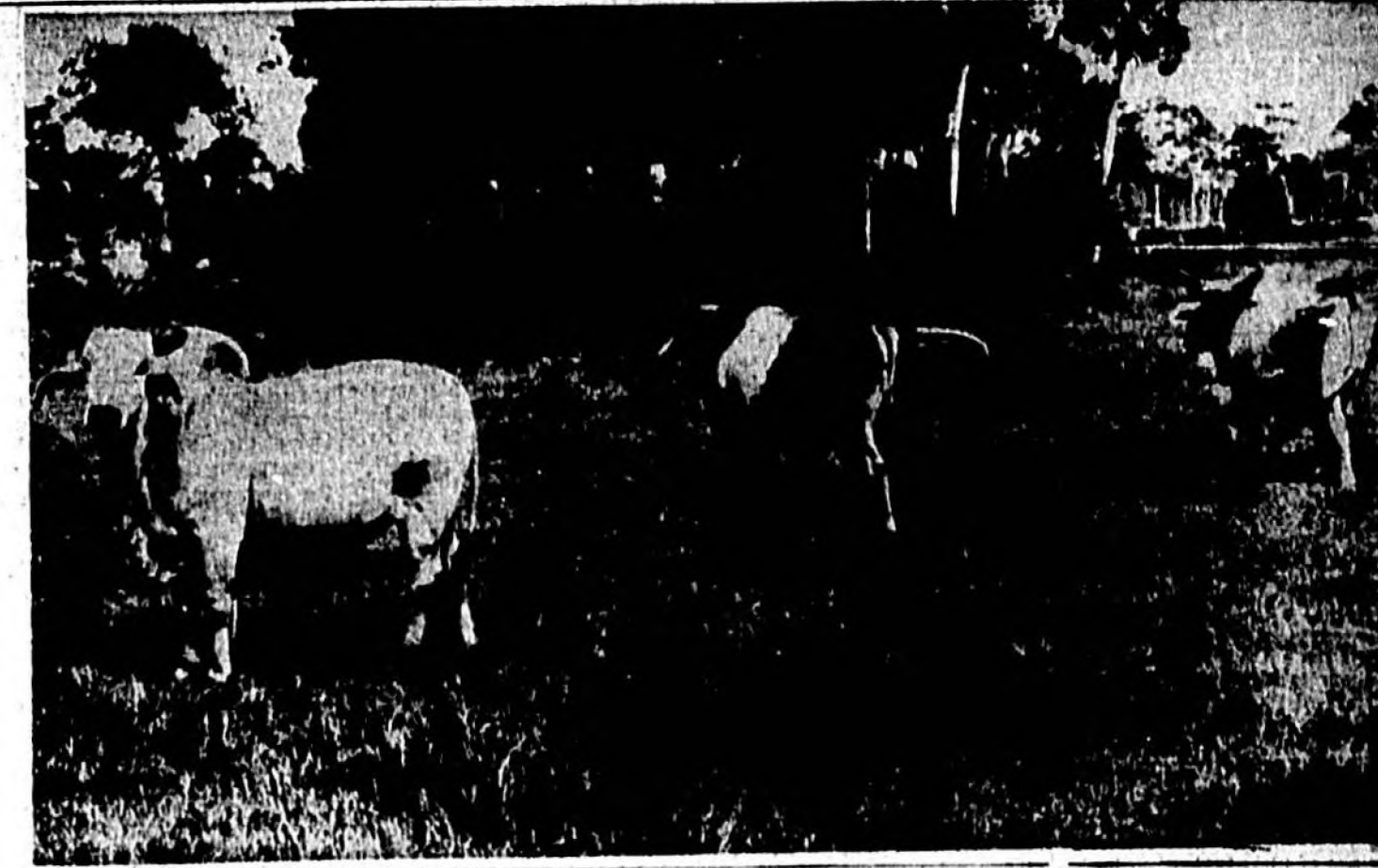
SANFORD, FLORIDA, MARCH, 1936

ANNUAL TOURS EDITION

Without Doubt City Of Sanford, Seminole County, Growth  
Can Be Seen Through New Ideas, Many Improvements



Palms frame Sanford's City Hall



Cattle roam Seminole County pasture lands



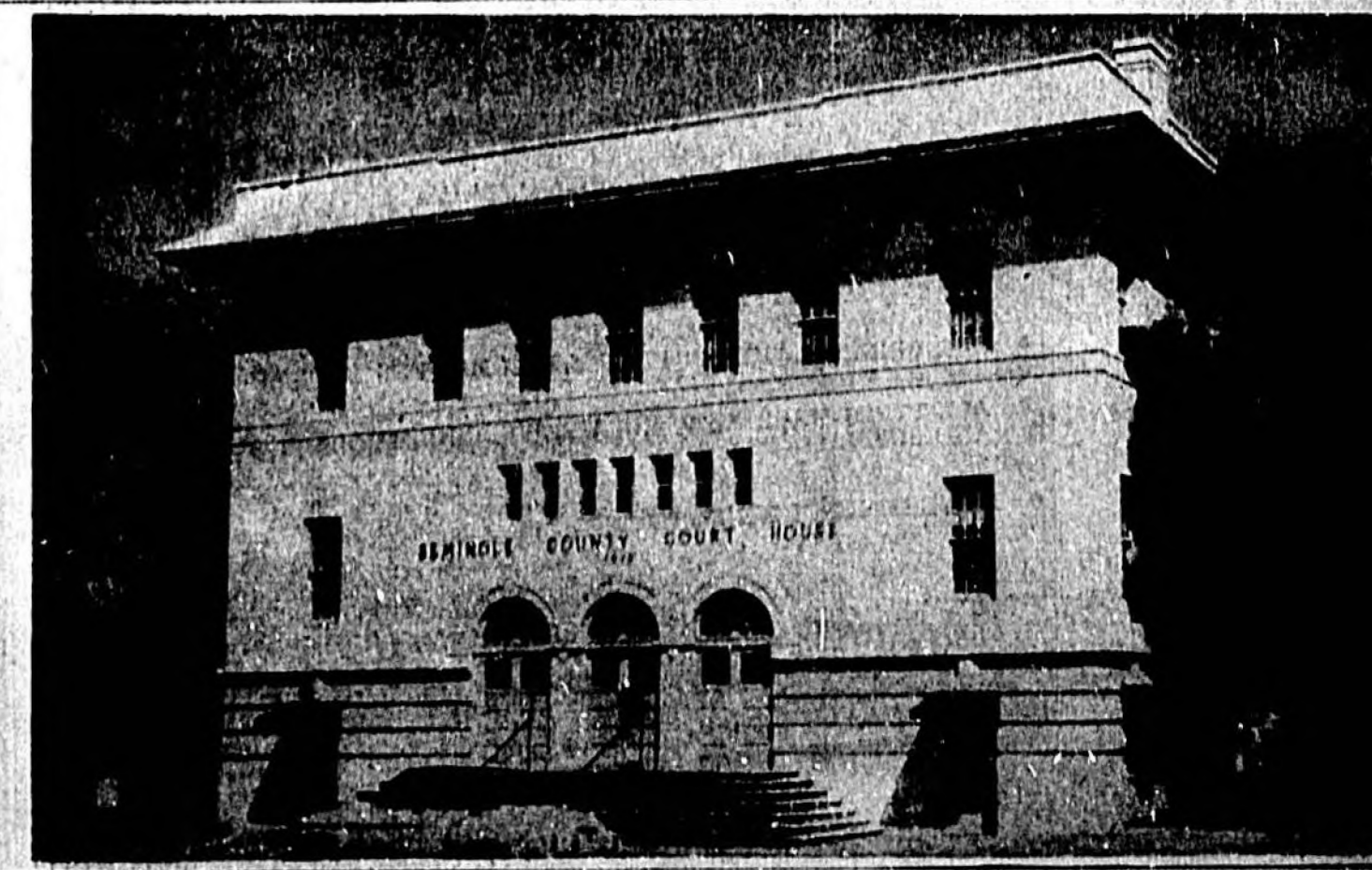
Brand New Seminole Memorial Hospital



A MILLION DOLLAR view looking over the St. Johns River and Lake Monroe.



Aerial View of Ft. Mellon Park and City of Sanford.



Seminole County Court House



GENERAL HENRY B. SANFORD

## General Sanford Was Diplomat, Scholar

General Henry Shelton Sanford was born June 18, 1828 at Woodbury, Conn. He did not attend schools but was tutored at home while in his childhood. Later he studied at Cheekire Academy and Washington College, known now as Trinity.

While at Trinity he was compelled to leave because of a serious attack of asthma. His physician suggested travel would help improve the condition, so taking his advice he made several sea voyages and later went to the far west where he lived among the Indians.

Going abroad he received the J. U. D. degree at the University of Heidelberg. Returning to Trinity he received an LL.D. degree in 1849.

He met and married Gertrude DePuy of Philadelphia, Pa. They had eight children.

Before coming to Sanford General Sanford was minister resident to Belgium, taking the office on March 20, 1861.

His diplomatic career started at the age of 23 in 1846, when he became an attaché to the American Embassy in Russia under Minister Ralph F. Ingersoll.

Besides being a diplomat he was also a scholar and throughout his entire life his foresightedness and learning proved to be profitable.

Seeing the beauty of the country and being interested in the section while on a tour of the St. Johns River he bought 12,434 acres of land at Lake Monroe known as the Levi grant.

He and Judge Wilford Tucker became good friends and formed a business partnership. From a business man's point of view the advantage of the location plus the cheap and easy transportation facilities afforded by the river they could not lose.

Captain R. H. Mark and John A. McDonald made the first plat of the town with Sanford Avenue as the first street.

General Sanford generously donated land to each denomination which consented to build a church and also lots and a park for each. In the winter of 1871 he arrived

## Mister, Move To Florida

### French Avenue Is Memorial To Brave Men

French Avenue stands as a memorial to men who have toiled and struggled for a much needed improvement for their community and its citizens. Many took part in the long hours of planning, procuring, buying and spending, and finally that of negotiation and approval.

How did French Avenue get its name? Many have asked that question.

In the early days of the settling of a community along the St. Johns River which we now know as Sanford, two men came, one a General, the other a Doctor, and they were friends.

The General founded the community which was later named after him. The Doctor came here from Orange City where he had large grove holdings.

General H. S. Sanford named the avenue after Dr. Seth French who had on horseback, and with a sword, hacked a path from the top of the hill where Seminole High School is located down to the river making a bridge path and road which he lined with stately oaks resulting in his property being named "The Oaks".

Dr. Seth French was a respected surgeon in the Civil War. He was the son of Ezekiel and Sally Chase French who were descended from families that came to America in 1628-40 and settled in Massachusetts, the mother at Plymouth Rock. He was born May 2, 1824.

He received his rudimentary in common schools. Working on his father's farm, teaching school, and attending college at the old St. Lawrence Academy at Potsdam and later, in 1843, attended the Castleton, Vt. Medical College, graduated in 1847 and began his practice of medicine.

After practicing medicine in California, serving with the Confederate Army, and in Wisconsin, he turned toward Florida and settled in Sanford because of a rheumatic condition.

From 1853 to 1875, he made his home at Orange City where he had purchased 7,000 acres, established the community, and engaged in the cultivation of oranges and other citrus fruit.

Dr. Seth French was elected Senator and as a result established the Florida Bureau of Immigration, the first in the south after the war, of which he was commissioner.

Dr. and Mrs. French raised three children, Aleda, the wife of Edward T. Lane of Anderson, Ind., Hattie, wife of William F. Leavitt of Sanford, and A. V. French of Sanford.

The history of Dr. French, after whom French Avenue is named, illustrates in a marked degree what perseverance, energy and integrity will accomplish. He began poor,

So you're ready to retire! What a grand and glorious feeling to be free from routine after all these years! But what are you going to do with yourself . . . live with your children, stay in the old homestead and bore yourself to death? Why not do what thousands upon thousands of other people your age are doing . . . Move to Florida! Can't afford it? Mister, you can't afford NOT to!

Did you know, for example, that you can sell your Northern home and get enough money from it to purchase a brand new, modern home with a pleasant yard, garden space, and your own orange trees swinging in the back yard . . . and still have money left over to put in the bank? And did you know that after buying your home you can live—so comfortably—on \$150.00 to \$200.00 per month, barring emergencies? All this is possible because in Sanford, and Seminole County, the cost of real estate is considerably less than in the North and the cost of living is decidedly down. Homes here are not so costly, life is simpler, fuel cost is at a minimum, clothing is light in weight and informal, recreation, for the most part, is free, and fresh fruits and vegetables grow in such abundance all the year around they can be purchased quite cheaply. But let's take a closer look at the picture!

**CLOTHING**—Cotton casuals for the most part, year around. You don't have to have a fur coat, an overcoat—event a topcoat! Nobody wears hats (except to church); women don't wear hose, gloves, or other needless accessories. Slacks and cotton sport shirts are common and accepted mode of dress for men.

**FOOD**—Priced just about the same as the North with the exception of fruits and vegetables which grow in great profusion all over the County and are very cheap.

**FUEL**—Approximately 75 per cent less than you'd pay in the North because of the mildness of the Florida winter. Most people have circulating oil heaters, with fuel costing approximately \$30.00 per year.

**TAXES**—With the Florida Homestead Exemption Law, \$3,000 of the assessed valuation of your property is exempted so long as this property is your legal residence. No state income tax. There is a personal property tax and a 3 per cent sales tax, food exempted.

**DOMESTIC HELP**—Very plentiful here and very reasonable. Colored household domestics average 50 cents per hour; yard men from 75 cents to \$1.00 per hour.

**RECREATION**—Mostly free, with admissions to movies, theaters, baseball games, etc., considerably lower than the north. Fresh water fishing license required (unless you're 65 or over); salt water fishing free.

The main trouble with retiring, no matter how much you've looked forward to it, is that sooner or later you are going to run out of something to do. In Sanford and Seminole County, however, there are many things to occupy your mind, take up your time, even augment your monthly income! There is plenty of time for gardening, or perhaps you'd like a full time job in a small, light industrial plant or a packing plant. If you've a bit of money to invest, why not buy a few acres of citrus? For example, two, three, even five acres of orange groves will not only give you something to do but will supplement your annual income very nicely. Twenty acres can support you, bring up and educate a family! The type of groves you'd probably want, which bears fruit promptly, average in price



THE BOARD OF TRUSTEES discusses problems and decisions concerning the new Seminole Memorial Hospital recently completed. The hospital had an open house Jan. 29 at which time well over a

half of Sanford turned out to view the completely modern structure. The hospital was the answer to a dream of the people of Seminole County.

around \$2,000 per acre, and you can figure an approximate 18 per cent return per year on your investment.

Or, if it's truck gardens you've a yen for, there are many competent farm consultants in the area. Here, the small grower has an excellent chance because of the large State Farmers' Market located in Sanford. To be fairly active, you'd need about five acres, and normally speaking, such a farm can be purchased for about \$2500 without a home on it, or \$7,000 with a house. Five acres is not too much for one man to handle by himself, or if he prefers, colored labor is

very inexpensive. You'll find many Northern people here just like yourselves, with your own interests, likes, and dislikes. Plan now to own a brand new home! Fish and swim . . . Hunt or play shuffleboard . . . Hang up your apron . . . Thrill to the sunshine on your own front porch. Why be dissatisfied with retirement, or worried because of reduced income? Here is a new challenge of enjoyment . . . here is a glorious life . . . and surely you have earned it! Best of all, you can AFFORD it . . . for your income will stretch farther here than ever you dreamed it could!



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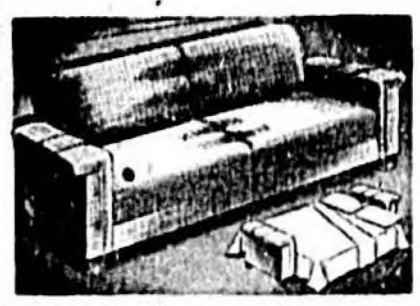
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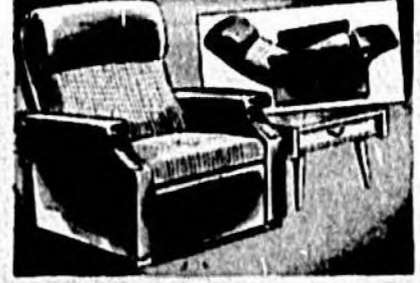
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**Double Service at a Single Price**  
A real winner—this handsome sofa makes up into a comfortable bed at a moment's notice. **\$58.**



**Red Maple Suite Priced so Low**  
How proud you'll be of this handsome 3-pc. suite: bookcase bed, chest and double dresser outfit is tops. **\$98.**



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A deluxe sale find! Adjust to the position you find most comfortable. Ideal for TV viewing. Plastic and nylon cover. **\$68.**



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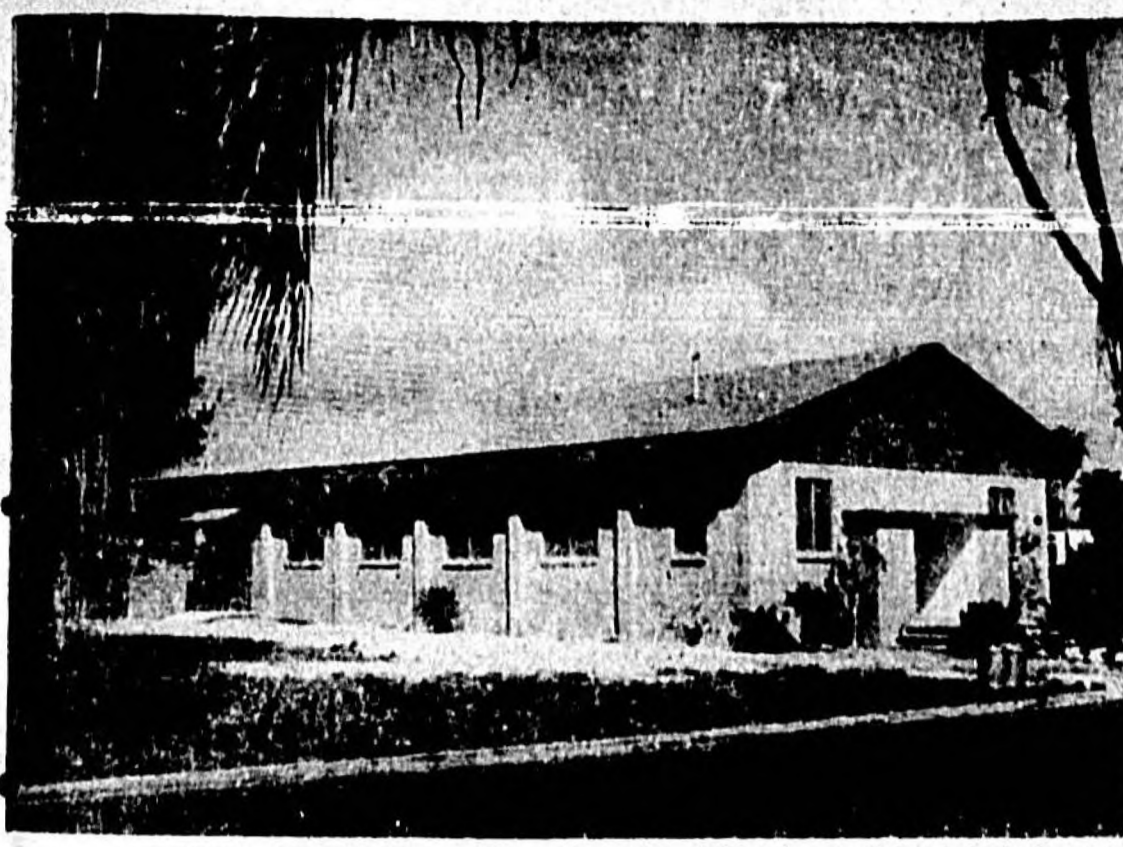
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THE NEW SANFORD SHRINE CLUB building which will be dedicated on April 6. (photo by Jameson)

## St. Johns Is Only North Flowing River In America

Some 20 odd miles north of Lake Okechobee a slender thread of water begins winding its way northward with sufficient character to distinguish it from the marshy lagoons from which it emerges. It soon passes through Lake Helen Blazes, a name prettied up no doubt from a less inhibited era, and the first of a series of lakes which the river enters and leaves on its sluggish, tortuous journey toward the sea. It is not surprising that the original inhabitants of the Florida peninsula, the Timucuan Indians, named this the only north flowing river in America—the "Welaka," meaning chain of lakes.

For nearly 300 miles, then, the river steadily but slowly keeps to its course, raising to swell the waters of eight large lakes that lie in its basin. There is a difference of only 20 feet in elevation between the mouth and source of this remarkable and beautiful stream.

Jean Ribault, the French explorer, history credits the first name by a white man of the St. Johns. The date, May Day of 1565, upon which Ribault landed near the mouth of the river (about 10 miles west of Jacksonville) is supposed to him the name, "River of May," by which it was known for many years. Indeed, the River of May, from stories of it carried back by Ribault became known throughout Europe a name to stir the imagination of the venturesome. When the struggle for Florida between the French and the Spanish became so bitter the name might well have become in men's minds the "River of Blood."

In 1565 the Spanish Conqueror Menendez, whose wholesale slaughter of the French made no small contribution to the goriest period of the St. Johns' history, renamed the River of San Mateo. There are no records to tell when the River of San Mateo became the San Juan, but it is thought that late in the 18th century the river was named for the mission San Juan del Puerto (on present St. George Island) which was established not far from its mouth. San Juan was anglicized some time between the 17th and 18th centuries. But long before that time, Europeans were reading of

the great Florida River in the illustrated writings of one LeMoine, a survivor of an early Spanish expedition almost wholly massacred by their families from Spain. Much that is known today of those Florida aborigines, the Timucuan, first appeared in his writings.

The St. Johns was extremely important to the early efforts to Christianize the Timucuan. Missions were established from which the priests paddled up and down the river to perform the rites of their church and to teach the inhabitants of the St. Johns valley the European methods of carpentering and other crafts. One of these priests from the mission of an Juan del Puerto, Father Pareja, even mastered the Timucuan dialect and preserved it by translating it into Spanish. His trips southward on the river to study the habits and rituals of the Timucuan took him far up the St. Johns into the little known Florida interior. His works are exceeded only by those of LeMoine in importance as a source of authentic information about the Timucuan.

The upper reaches of the St. Johns felt little of the terrific

struggle for supremacy in Florida which continued for many years between nations. As the white inhabitants increased, the diminishing Timucuan moved farther south, burying their dead in huge shell mounds along the banks of the river. When the Seminoles (meaning "runaways") moved into the St. Johns Valley from Georgia about the middle of the 18th century, only a few remnants of the aborigines remained.

Settlements, missions and forts had been built by the white men along the spreading lower St. Johns for two and a half centuries before he faced the dangers of the wild interior. By 1800 this land drained by the broad river was in the hands of the fiercely resisting Seminoles who liked not at all the Federal government's effort to remove them, and were quick to retaliate with murderous attacks upon those hardy pioneers who pushed into the central and southern part of the territory. Indeed, so inflamed were the Indians that the Federal government established a line of forts extending from the present site of Sanford on Lake Monroe to a point near Tampa to pursue more effectively the war against the Red man.

## Garrison Withstood Many Indian Attacks

Feb. 9, 1837, the garrison on Lake Monroe withstood a severe attack by the Seminoles, mainly because the army force had been augmented just a few days previous by a force brought up the St. Johns on the steamer "Santee." The Indians suffered serious losses, but Camp Monroe's one casualty was Captain Charles Mellen, for whom the fort was later named. Of no small assistance to the arms of the garrison was the six-pounder of the Santee, a new weapon on the white man's side which completely surprised and disorganized the Indians.

Thus the first use of the St. Johns as far south as Lake Monroe had much to do with the course of war. From the time of the Santee the river became more and more a government lifeline as troops, arms and supplies were transported up the St. Johns to Ft. Mellen where they were loaded upon wagons and drawn over the deep sand roads to interior and south Florida. Civilian supplies as well were unloaded here to ease the life of those few who, in spite of the Indians, had pushed south to new frontiers.

The government's war against the Seminoles ended by decree of President Tyler in 1842, but because sporadic raids upon the white settlers continued the military posts were staffed for some years.

As early as 1831, however, the St. Johns began bringing Florida's first tourists into the upper river area. Jacob Brock, a Vermont steam boat captain, came that year to seek his fortune, and built a fine hotel on the north shore of Lake Monroe in a tropical setting of live oaks, magnolias and palmettos. Captain Brock maintained a number of steamers which made regular runs between Jacksonville and the settlement known as Enterprise, but his favorite was the *Darlington*, perhaps because of her powerful whistle with which he loved to startle unsuspecting passengers. Many famous persons in those early days signed the register at the Brock House, summed themselves upon its wide verandas, and feasted upon bass, deer, quail and wild turkey in the dining room. The Brock House remained standing until about 30 years ago.

Another to whom the St. Johns brought additional fame and fortune was Count Frederick DeBary, American representative for Mum's Champagne, who built an elaborate lodge just beyond the Lake Monroe shore line east of Captain Brock's hotel. DeBary filled his lodge with notables from this country and many others who

came to hunt and fish and risk an attack of gout from the rich fare at the Count's table. For the further amusement of his visitors he purchased a small steamer, the *George M. Bird*, which he was persuaded to run for profit one summer, a venture which soon developed into the very successful Frederick DeBary Steam Ship Line. The luxurious Frederick DeBary, one of 13 steamers, was doubtless reserved for special guests. The lodge still stands and is used by the developers of DeBary, a community which now flourishes on and near the site of the original Count DeBary grounds.

The Brock and DeBary lines not only catered to tourists. They brought pioneering families up the St. Johns, and building supplies, live stock, food, clothing and medicines. Later in return the steamers transported oranges for shipment to eager purchasers in the north, for the orange (improved from the wild seedling which had sprung up after the first Spanish conquest) proved a far more valuable gold than the elusive metal so feverishly sought by the Spanish in the 16th Century.

Plantation homes, each with its own dock and orange grove, stretched back from the water's edge along the river route. It was from these docks the sturdy little wood burning steamers picked up their fuel. If the boat chanced to come by at night the ship's captain took on his load of wood, leaving an I. O. U. for the plantation owner. These were as good as money in those early days of water transportation and circulated up and down the river.

Although in rainy seasons shallow draft boats could navigate the St. Johns into Lake Jessup and beyond to deposit their cargo for central and south Florida, Mellenville, the sprawling settlement which sprang from Ft. Mellen, became the uppermost port.

General Henry S. Sanford's interest in Mellenville which dates from 1871 gave river traffic a tremendous boost. The war between the States had been over for six years, and for those who were forced to begin life anew, Florida had a tremendous appeal. The General, a sort of one-man Chamber of Commerce, advertised extensively and communicated his enthusiasm for this section to friends and acquaintances as far away as Europe. Wharves and warehouses were built on the water front, and the town of Sanford was laid out west of the original Ft. Mellen village.

Settlers poured into the area, arriving by rail and boat in Jacksonville and making the unforget-



SANFORD STREET RESURFACING program now underway. City streets are becoming smooth ribbons for faster and more complete intra-city travel. (Photo by Jameson)

table trip up the St. Johns to Sanford. Small new towns began to dot the countryside, all dependent upon that winding brown river for contact with the outer world. It was a time of activity for the river never before or since equalled.

By 1884 the railroad into Jacksonville had been extended to Sanford to connect with the South Florida Railroad, and now the St. Johns had competition in the thin steel rails which cut through swamp and wilderness to serve

the inland city. Gradually water transportation was replaced by the new and faster shipment by rail. Life along the river became less and less marked by the haunting whistle of steamers that piled back and forth between Sanford and Jacksonville.

Freight shipments by water continued for many years (oil is still brought up the river by barge) but the St. Johns was no longer the important link between central Florida and the eastern seaboard. Passenger service was

also maintained, but as the tempo of life speeded up, fewer and fewer of Florida's tourists chose the leisurely and unbelievably beautiful trip by water. In 1929 the one lone remaining passenger steamer made its final trip to Sanford.

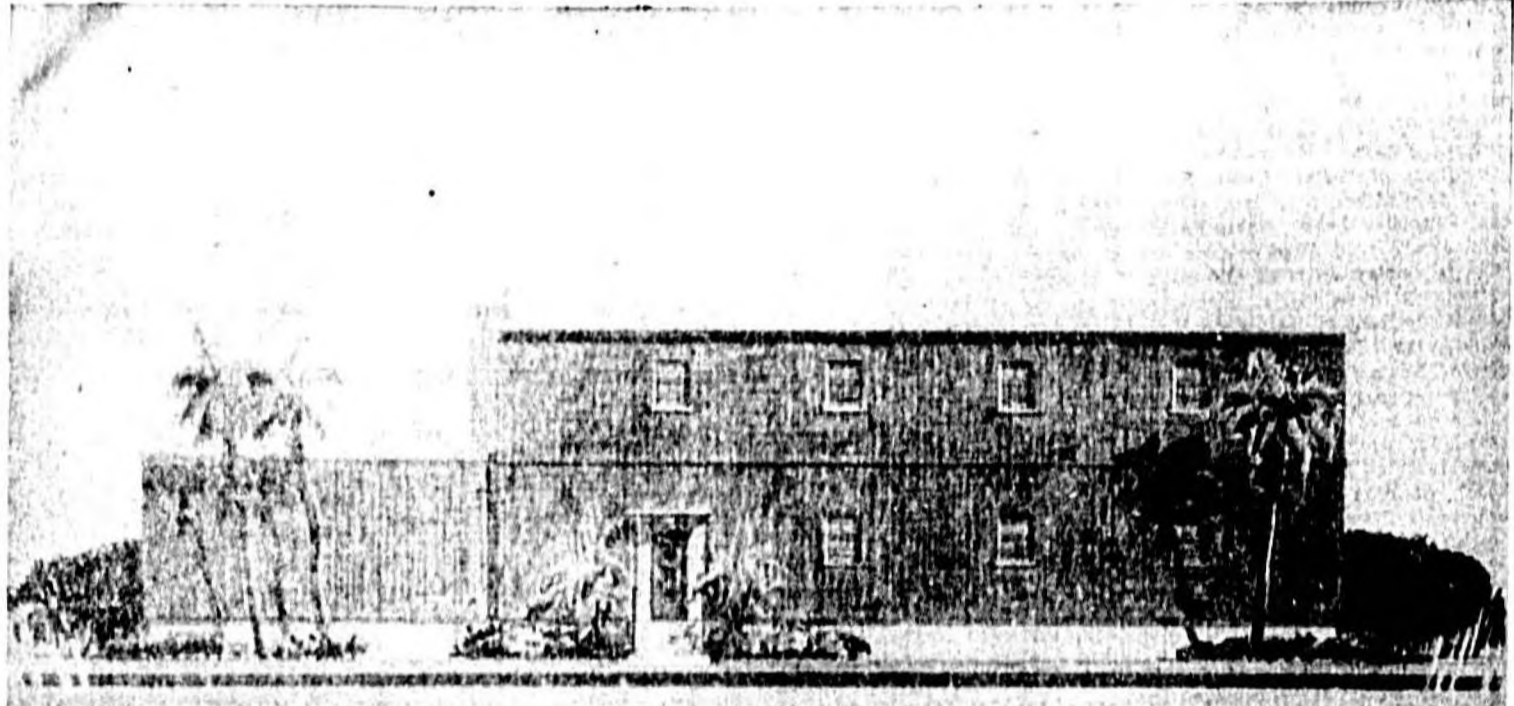
Welaka, River of May, San Mateo or St. Johns, its slow winding course weaves in and out of Florida's history from the 16th Century.

The Minneapolis Millers, a triple-A team of the New York Giants sprawling Farm System, are in Sanford for their Spring Training.

Using the modern Sanford Memorial Baseball Stadium, declared to be one of the finest in the South, exhibition games are played

here with other teams training in the Sunshine State.

W. D. "Rosy" Ryan is General Manager of the Club, Ed Stanky is the Manager.



The Proposed Telephone exchange now under construction for Southern Bell Telephone & Telegraph Co.

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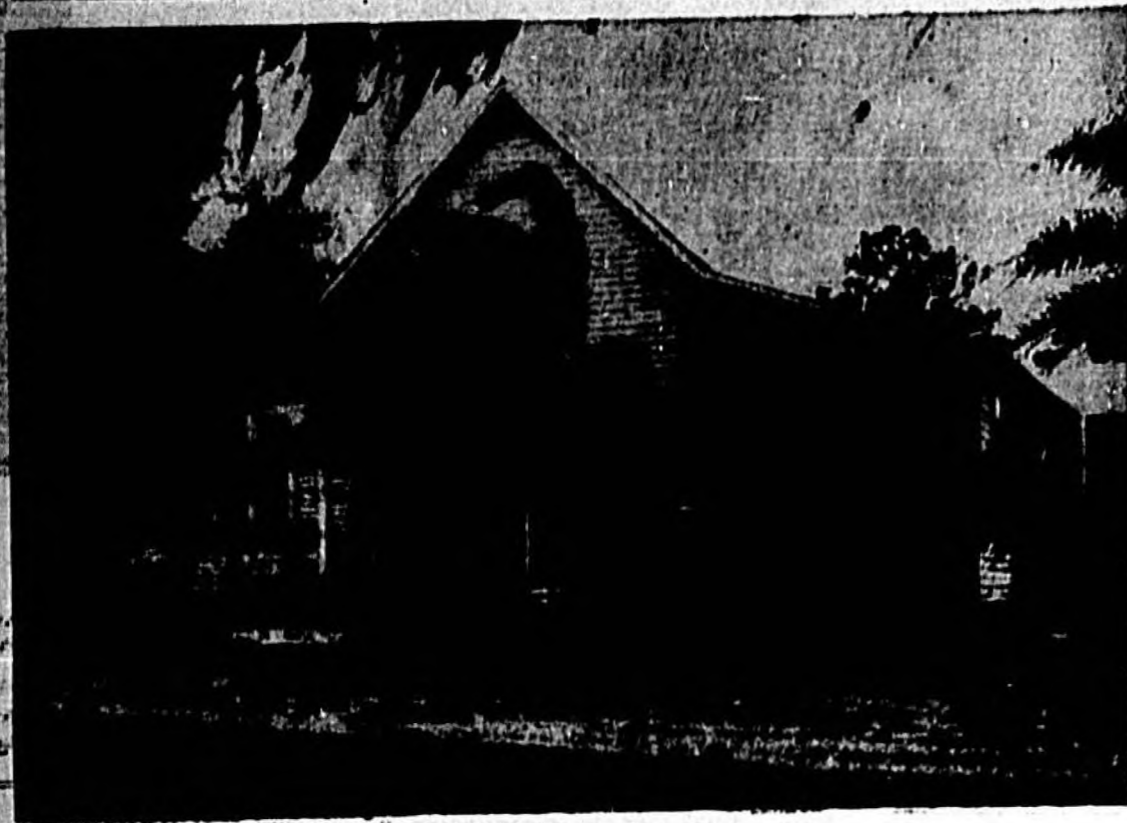
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**Pig'n Whistle**

# Longwood Located On High Rolling Pine Lands With Numerous Lakes Which Add Much Beauty



Baptist Church, Longwood

## C of C, Longwood, Organized 1953

By MRS. RUTH LAYO  
The Chamber of Commerce in Longwood was organized in June 1953 when a group of citizens decided that there was need for a doctor in this community. And with the forming of a Chamber of Commerce they hoped to be able to acquaint a doctor with the need and demand for such a man here.

On the second Thursday of July 1953 the first official meeting was held and directors and officers were elected. Also their governing laws were drawn with the assistance of F. Brackneridge of the Seminole County Chamber of Commerce.

Nine directors were elected, they included: R. T. Milwee, Larry Jones, Lew S. Arnold, Ralph Hammond, Harold Willis, Ross Mobley, Roland Mobley, Russel Grant and E. P. Ward. Of these the following officers were elected: president, Larry Jones; vice-president, R. T. Milwee; treasurer, Roland Mobley and Mrs. Harold Willis was appointed secretary.

There was much activity within a short time and with the organization with very limited funds a turkey dinner and auction was planned at Sunnyside Park. This event was held and 600 people attended the dinner. Netting the Chamber \$600. That year the Chamber started work on a brochure and after several months of hard work it was completed and sent to the publisher. Several hundreds were mailed and many inquiries were received from them. Meanwhile, letters were being sent to all known doctors that were thought to be interested in locating in the area. A Children's Play Day was sponsored at Sunnyside Park and the Chamber assisted and participated in several projects during its first year.

The second year found three newly elected directors at the first year meeting they being, Claude Layo, Linton Cox and Jess Cottingham. The three retiring directors Harold Willis, E. P. Ward and Ralph Hammond. Officers elected for this year were, president, L. L. Cox; vice-president, Claude Layo; treasurer, Lew Arnold and Mrs. Willis again secretary.

Spearheaded by Ross Mobley and Larry Jones plans were made to raise funds to build a Medical Building for the town. After contacting several doctors they all seemed to agree that a place with the necessary facilities was necessary before a doctor might decide to move here. Committees were appointed and drives were planned to raise the necessary funds for this project. As the fund began to grow the question of location became apparent. There was much discussion

and many locations offered for this building. However, the location seeming most desirable and convenient belonged to the City of Longwood. The City officials were approached by the Chamber and they readily agreed to the donation of this ground for such a building. In as much as this land had been deeded to the City for public use, it was also necessary that the Seminole County Commissioners also give their consent. They were contacted and readily approved the action. The drives kept on and another dinner was held at the Park with the Building Fund receiving all proceeds.

The year 1953-54 began with three more new directors taking office, they being, Ralph Hammond, Charles Morrison and C. Hanson. Also retiring directors, Ross Mobley, Russel Grant and Roland Mobley. The officers elected for the current year are president Charles Morrison, vice-president Claude Layo and treasurer Lew Arnold, the two former being re-elected. Mrs. D. Screamy was appointed secretary.

Then on Nov. 1, 1953 ground breaking ceremonies took place at the location of the new Medical Building. It was a big day with a parade being held previous to the ceremonies and later refreshments were served at Library Hall by the ladies of the Chamber and the Women's Civic League.

Today the building is nearing readiness and Longwood will have a doctor available now when needed. One of the outstanding features of this Medical Building is that the building is all equipped with modern equipment

By MRS. RUTH LAYO  
To the casual observer driving along Longwood is just another town; but to us it is home—the place the sun shines the brightest and the grass is the greenest! Thousands of people across the country feel the same way about their home town. Nor is this love mere sentiment. The small town has been the birthplace of practically everything really great in America. It is the heart of the country, the sturdy foundation upon which our nation has been built. Here perhaps more than anywhere else in the world, the individual is significant. Everyone is important.

No one could ever appreciate Longwood as much as a true Longwoodite, just as no one could appreciate any home town as much as the people living there. Perhaps native, might help you to see why our town is often pictured as an ideal town. So, climb into your imagination chariot and travel with me into Longwood.

As we leave Sanford, Florida, and travel south on Highway 17-92 for nine miles we will see a large neon arrow with just one word, "LONGWOOD." We turn here and drive one mile and we are in the little city of Longwood. The locale is on high rolling pine land with good and perfect drainage, absolutely healthy the year through. There are numerous lakes to add to the beauty of the place and offers fine building sites and homes. The people are warm hearted and helpful.

One of the first buildings to notice is the "Longwood Hotel" one of Central Florida's oldest landmarks. The hotel was built in 1883 by Charles Entminger and was then known as the Waltham House. The history of this hotel is very interesting having entertained many famous people. Today, you will find the owners and hosts, Mr. and Mrs. E. P. Ward, ever gracious and having preserved the beautiful hotel lobby as near as possible in its original state.

You will see the Water Tower and know that Longwood has her own water system and has a water rating of 98 per cent pure. There are thousands and thousands of feet of laid water mains and with the growing of the city more mains are being laid as demand arises. Longwood also has the lowest consumer water rates of any municipality in Central Florida.

Next we approach the Town Hall where you learn that Longwood is an incorporated city and is governed by five councilmen and a mayor, who are elected every two years. Serving at present are, President of the Council, R. C. Carlson, Councilmen, James Reiter, Samuel Johnson, John Reams and Lew Arnold. Also serving are Tax Collector, Mrs. C. Morrison; Town Clerk, Charles Morrison; Superintendent of Maintenance, John Farina and Police Chief Claude Layo. Town records show that since the beginning of 1936 there have been 38 building permits issued for new homes. That three each week to become permanent residents. Now bringing the population to approximately 1,500. A growth of 100 per cent in about five years. Also the second largest precinct in Seminole County. You will learn that the tax-rates are at a minimum and homestead exemption for all property owners. The Underwriters Fire Insurance rating is the highest of all of the nearby towns. Thereby, giving Longwood residents a very low fire premium rate. The Longwood Volunteer Fire Department manned by Chief John Farina have proved their efficiency on many occasions and fire loss has been nil in this community.

As we journey to the business district you will see two very modern large buildings. One, the Payne Building, built last year by Les Payne and houses his modern hardware store. Also Carhart's Variety Store, where you can supply most any of your needs, and Carhart's Plumbing. The United States Post Office are also occupants, as are Pfeiffer's Market and Alschwede's Shoe Store. While on the opposite corner you will see the Hunt Building, built by Mrs. Bobbie Joe Hunt, in 1935. Here you will find the Longwood Super Market, operated by R. Johnson. Also in the business section you will find McReynolds Drug Store, Hartley's Grocery & Market and Johnson's Community Dry-Goods. There are several good restaurants where you may enjoy good eating. One restaurant, The Colonial, operated by J. D. Kirkland, has just been remodeled, redecorated and air conditioning installed.

Barely beyond the business section you will find "Library Hall" maintained and owned by the Longwood Women's Civic League. Here you may find some of the world's best books in their library. Also you may attend any one of the many interesting and enjoyable programs presented here in the Hall throughout the year.

As we proceed you will see two

very beautiful "Sunnyside Park" where most out-door events are held each year. There is a large covered pavilion under big shady oak trees. There are tables and benches and outdoor cookers where some of our "Good Cooks" have put forth the most delicious dinners. The shuffleboard courts are in constant use. A foursome can easily be formed and some highly competitive games are always in progress. There is also the flood-lighted basketball court and the ball-diamond. For six weeks in the winter George Barry takes over the ball-diamond for his Umpire School, that trains here each year. Then with them with the coming of spring the Little League Boy's Baseball and Babe Ruth League takes over. This Park facilities are furnished free of charge to any club, organization or individual who cares to use them and is owned and maintained by the town.

Longwood has two churches, the Baptist Church and Christ Church Mission, Episcopal, and the residents of this community have earned the reputation of being sincere church goers. These are two beautiful old buildings and have much history of their own.

You will now see many newly built homes on each of the streets in town and ever so many of the stately old homes of Longwood's first residents. One of which is the home of E. W. Henk, founder of Longwood. These homes you will find nestled among many orange groves. Just stop for only a minute and think of living where one can go to their own grove or tree and pick the most delicious citrus fruit in the world. And to awake to the aroma of orange blossoms with the coming of day. Other homes you will find on white sand lakes where you have your own private swimming beach and the big black bass are ever enticing you to come fishing. While still others are among the stately pines. Five new streets have been opened in as many months with new homes being under construction on all.

You will note that the main line of the Atlantic Coast Line Railroad goes through town and that our Railroad Station is very conveniently located. About a mile and a half toward Sanlando Springs is Shada-Airport where you will see many privately owned planes as well as several out of state business men's planes making use of the equipped field.

For you that enjoy club work you will find the following organizations: Chamber of Commerce Longwood's Women's Civic League, Home Demonstration Club, Tourist and Shuffleboard Club, Volunteer Fire Department and many church clubs. To each of these clubs your membership would be most welcome and you would enjoy participating in their many projects through the year.

And now for your enjoyment, you will find that Longwood has something for each of you. Sanlando Springs, swimming the year round in 72 degree water, golfing at the Club, fishing, shuffling, all within ten minutes driving time. Sanlando Golf course, Dog Racing at the Sanford-Orlando Kennel drive nine miles to Sanford or south ten miles to Orlando, you will find the many attractions that Central Florida can so justly "Boast" of having to entertain one's visitors. Should you care for ocean bathing you will find the World's Famous bathing beach of Daytona, just one hour's driving time away.

If I now asked you, "What salient features would make up your ideal place of residence?" What would you say? If you've been to Florida you'd make that your first requisite. Then if you have not been entirely over the state you would plan to spend months looking around for the best location. What would be important items that would govern your search? That is a difficult question to answer off hand. Lots of things come flocking to your mind at once. Some are important—modern conveniences, entertainment, class of people, etc. Others are merely incidental. As you glance over the few facts here related about the Town of Longwood, you will be surprised to find so many features that will coincide with your ideals of a place for most desirable residence. No, Longwood is not a big city. She is primarily a residential town of high calibre citizens and unusual, natural attractiveness and beautiful, shaded streets. She is a suburb. Both the bustling cities of Sanford and Orlando are within fifteen minutes drive over one of the states main-artery highways which passes less than a mile from the business section of Longwood. These attractions, which periodically call us from our quiet and comforting, suburban residences to the metropolis anywhere, can be found in either one of these two thoroughly modern cities. We do not mean that Longwood is not modern for she has, of course, her



FOUNDER'S HOME located in Longwood which boasts rather "friendly" to everyone

20th-century necessities—incorporated government, electricity, an extremely good water system as frequently claimed "finest in the country", cement walks, churches, Lyman School, library, clubs, business and stores which will apply care for your urgent needs. Her location, equidistant from Sanford and Orlando, is also enhanced by fact that Longwood is, geographically speaking, the "Center of Things" in the peninsular playground. The East Coast and the West Coast just a nice drive. The northern border and Key West less than a day's drive. And so, with Florida's network of paved roads ever beckoning, Longwood's position invites the tour enthusiast who prefers each route to be different. If you approve of play you'll like Longwood. Hunting and fishing have ever been part of parcel of the environs. The great bubbling springs where thousands come each year round to bathe. We have not said much concerning nature here, about the rolling highlands, about the many lakes, the stately pines and profusion of flowers and the lovely palms. And you know there is nothing quite so romantic as an orange grove in Florida moonlight shrouded in the perfume of full bloom. In the cheerful sunshine of midday as you see the golden fruit weighing down the trees on every hand you'll say, however, that there is, too, a cold reality of worth-while income in citrus growing. So, also, is there in the great acreage of celery, tomatoes, and other agricultural activities nearby. Longwood poultry has gained country-wide recognition by virtue of her prize-winning birds in the big shows.



CHRIST CHURCH MISSION, EPISCOPAL, IN LONGWOOD

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IVEY'S

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# Seminole County Is Ideal Location For Retiring; Has Many Fine Points

Seminole County in the east central section of Florida has for its northern border the winding St. Johns River. Often called the state's "biggest little county," it is a thriving agricultural center devoted to the production of vegetables and citrus fruits. Seminole County is a land of flowing wells which make possible a system of sub-irrigation that may be operated either to supply moisture or provide drainage.

The terrain ranges between level and slightly rolling, with elevations from seven feet above sea level to about 100 feet. Within the borders of Seminole County are three large fresh water lakes and hundreds of smaller ones. They are fed by pure underground springs which make of the lands around them tropical oases of great beauty.

The bulk of Seminole County industry is related to farming. The cultivation and harvesting of crops, the processing, packing and pre-cooling necessary to prepare them for shipment to outside markets are all important to the economy of the section. During the peak of the winter season thousands of carloads of vegetables and citrus fruits are shipped from the area. Principal truck crops are celery, cabbage, lettuce, escarole, green beans, eggplant, squash, sweet corn and peppers. Bulbs, gladi and ferns are also raised on a commercial scale.

In the last few years the cattle industry has taken great strides in the county. Native stock has been improved by the introduction of the Brahman strain from India and there are now a number of ranches throughout this section.

In addition to Sanford, the County seat, numerous friendly towns and villages are located on the improved highways that crisscross the county. Important vegetable producers are Ovidio and nearby Slavia. Ovidio, on the south side of Lake Jessup, and Slavia are in the heart of rich muckland which is ideal for growing celery and cabbage. Ovidio, with a population of 1700, is a progressive town with good schools (first through 12th grade), churches, and a new medical clinic. At Slavia is located a Lutheran Home for the aged and a Children's Home. The celery fields of Lake Monroe lie a few miles west of Sanford. Longwood, Lake Mary and Altamonte Springs have long been the favorite of tourists. They are situated among groves and around bottom lakes.

The Longwood Hotel, built in 1888, is one of the County's landmarks and still caters to winter visitors who want comfort in quiet surroundings. The two neighbors, Fern Park and Casselberry on Highway 17-92, are noted for their ferneries, and in the past few years have attracted many permanent residents whose homes encircle the small lakes in the vicinity. Chuluota is a growing cattle center; Gilchrist, Geneva, Paola and Forest City are settlements in the finest of grovelands. At Forest City is located the Foscate Citrus Concentrate Cooperative growers and handlers of fresh fruit and manufacturers of citrus concentrates, preserved citrus delicacies and cattle feed made of citrus pulp. All parts of the county are but a short distance from the Sanford-Orlando Kennel Club where greyhound races are held during the winter season. Seminole Park Raceway near Fern Park and Casselberry maintains an excellent track for practice horse racing. Facilities in beautifully landscaped surroundings include a club house,

restaurants and grandstand. Mid-Get City, the "miniature wonderland", is located on Highway 17-92. Two drive-in theatres, open the year around of course, provide a popular form of entertainment.

Two famous attractions are in the county. The Big Tree, largest known cypress in the U. S. (estimated by experts to be 3,500 years old) is located in a virgin tropical forest just off Highway 17-92. Admission is free. San Lando Springs, one of the state's oldest attractions has been developed into one of its finest. The springs which break to the surface with a flow of 15,000,000 gallons per day form a pool ideal for swimming. Temperature of the water is constant at 74 degrees. The water from San Lando Springs helps to swell the Wekiva River, a stream noted for its lush tropical setting which forms the western boundary of the county.

Lakes and streams of Seminole County abound in bass, perch, bream, shad and other fish. During the winter season its "jungly" woods attract hunters from many states for turkey, quail, squirrel and deer.

Throughout the county are excellent trailer courts and many private tourist homes. On Highway 17-92 are modern hotels, most of which have some kitchenette units. Furnished apartments in private homes are available for those who prefer them.

Sanford, seat of Seminole County government, contains approximately 18,000 of the county's 30,000 permanent residents and is located on the south side of Lake Monroe. It is the head of navigation on the St. Johns River which has a 12-foot government-maintained channel to Jacksonville linking central Florida by water with the entire eastern seaboard. A municipal pier and private boat works with dry dock and repair facilities are available in pleasure craft which may reach Sanford via the inland water route from the Atlantic Coast.

Sanford is on the main line of the Atlantic Coast Line Railroad between Jacksonville and Tampa, and is divisional headquarters for this area. It is served by two truck lines and a through bus system, and is on U. S. Highway 17-92 and State Highways 48 and 415.

Farmlands in the immediate Sanford vicinity contribute substantially to the county's aggregate production of vegetables, particularly celery and cabbage. A large percentage of produce and citrus from the entire section is processed in Sanford plants. Thousands of tons of fertilizers move through Sanford warehouses each season. The Sanford State Farmers Market handles produce and citrus sales approximating \$6,000,000 yearly.

Sanford has excellent drinking water. It is pumped from deep wells, and adequate storage has been provided for the growing population.

Average temperatures and precipitation for Sanford over a 40-year period are:

Aug.	82.1	4.63
Sept.	80.3	6.16
Oct.	74.8	4.79
Nov.	66.7	1.76
Dec.	61.9	2.28

City government is under the Commission-Manager plan. The Fire and Police Department are adequately staffed and operate with up-to-date equipment.

A new 73-bed completely air-conditioned hospital has just been completed. There are fifteen practicing physicians and surgeons, two chiropractors, two osteopaths and eight dentists in Sanford.

**SCHOOLS**  
The school system in Sanford includes all grades from first through twelfth year, and a Vocational Commercial School which offers both day and night classes. There is no charge for tuition.

Both Junior and Senior High Schools have Glee Clubs and uniformed bands with full-time directors. Athletics include football, baseball, and basketball. Hot lunches are served in all school cafeterias at very low cost, and buses transport children who live in outlying areas. A new Parnoch school established by All Saints Catholic Church includes kindergarten through 8th grade. Bus service is provided. A school operated by the Seventh Day Adventist Church includes first through 8th grades. There are four private kindergartens, one of which is operated by the Holy Cross Episcopal Church, and there are two private nursery schools.

**TAXATION - RANK**  
City of Sanford millage totals

Shrine Lodges, D.A.R. and U.D.C.	13.3
There is an Audubon Society, Story League, Sportsmen's Association, Outboard Motor Club and Little Theatre Group.	

13.3 on an assessed valuation of approximately 65 per cent of actual worth. Seminole County millage is 33 1/2 mills on approximately 50 per cent valuation. The first \$5,000 of assessed value on all homesteads in Florida is tax free except for debt service, which in Sanford is about one-half the total millage.

Three of the four banking institutions of the county are located in Sanford. They are the Florida State Bank, Sanford Atlantic National Bank, and First Federal Savings and Loan Association of Seminole County. The Citizens Bank of Ovidio, Florida, serves that growing community.

**HOUSING**  
The following realtors and builders invite inquiries regarding homes and business property for sale in the Sanford area:

Raymond M. Ball, 204 S. Park; Crumley & Monteith, 117 S. Park; Dawson Construction Co., 110 N. Park; J. W. Hall, Florida State Bank Bldg. Odham & Tudor, P. O. Box 818, Lowell E. Ozer, 2601 S. Orlando Dr., Ray Pack, DeRays Florida, Phillipa Properties, Inc., 17 W. 10th; St. John Realty, 118 N. Park; Seminole Realty Co., 126 N. Park; W. H. Stemper, 112 N. Park.

The Ball Park with a new stadium seating 2,500 is the pride of all local sports enthusiasts. The Richmond Virginians Baseball Club (International League) holds its spring training program in Sanford.

The City of Sanford Zoo which occupies a city block on the lake front features a monkey island, Bears, Lions, tropical birds and fish, and the famous Florida Gator keep the zoo staff busy. Visitors average about 1,500 per week the year 'round. There is no admission charge.

Deep sea fishing and the finest beaches in the world are but an hour's drive away. There is one moving picture theater in Sanford and the nearest drive-in theatre is a few minutes drive from town.

**LIBRARY-NEWSPAPER - RADIO**  
The City of Sanford maintains an up-to-date library containing 12,000 volumes. There is one daily newspaper, the Sanford Herald, 204 W. First St. Radio Station WTRR, 1400 K.C., provides radio coverage for the central Florida area. The nearest TV station is at Orlando, 20 miles distant.

Religious denominations represented in Sanford include Baptist, Methodist, Presbyterian, Episcopal, Christian and Missionary Alliance, Christian, Assembly of God, Church of God, Church of Christ, Church of God and Prophecy, Congregational, Christian Science, Lutheran, Jewish, Roman Catholic, Seventh Day Adventist, Church of the Nazarene, Jehovah's Witnesses and Salvation Army. The larger churches have modern buildings for their educational and recreational activities, with particular stress on youth activities.

Active organizations in Sanford are the Woman's Club, Garden Club, Business and Professional Women, Jaycees, Pilot Club, Rotary, Kiwanis and Lions. All veterans' organizations are represented here, as well as Elks, Odd Fellows, Woodmen of the World, Eastern Star, Rebekahs, Masonic and

St. A. Williams, Sanford At. Bank Bldg.

Newcomers are invited to call at the Chamber of Commerce offices at the corner of First Street and Sanford Avenue for assistance in locating apartments or houses for rent. No published lists of rentals are issued because rapid changes make them of little value to out-of-town inquirers.

**HOTELS**  
Mayfair Inn, 1000 E. First (winter only); Florida Hotel, 118 S. Park; Montezuma Hotel, 300 Magnolia; Vakler Hotel, 121 N. Park.

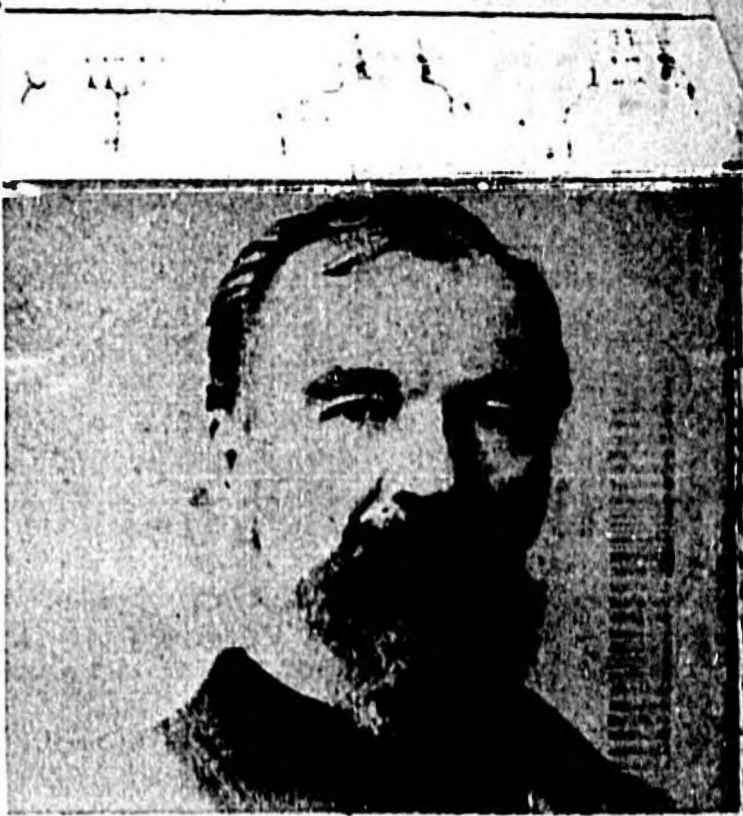
**TOURIST AND TRAILER COURTS**  
Lake Kathryn Beach Ct., Box 160, Matland, Fla.; Marconelle Motor Ct., S. Park, Sanford; Marlou Motel, S. Seminole Blvd., Sanford; Park Ave. Trailer Ct., 2201 Park; Sanford Trailer Park, 4th and French; Slumberland Court, Rt. 2, Sanford.

For further information write: Seminole County Chamber of Commerce, P. O. Box 1381, Sanford, Florida.

The Sanford Merchants Association has as its principal purpose service to customers and attracting shoppers to the City of Sanford from the immediate and surrounding trade area.

Officers of the organization are: B. L. Perkins Jr., president; Clifford McKibbin, secretary; and S. N. Blackwelder, treasurer.

The Seminole County Chamber of Commerce, with offices in Sanford, is now a member of the National Better Business Bureau, and is in formation on various schemes concerning position, as such, to receive in ducts throughout the county.



DR. SETH FRENCH after whom General H. S. Sanford named French Ave. The Avenue has a colorful past which tells an exciting story.

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**HOME FINANCING SERVICE**  
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Greater happiness and care-free living is the reason for all to live in a home of their own. And when that home is located in Sanford you have a most comfortable feeling of really "belonging" in a wonderful community... know the peace of mind of seeing the equity in your home steadily grow... it is yours free and clear. These days a home of your own is so easy to achieve... Selection and values are excellent... Terms are so liberal they fit most incomes... NOW IS THE TIME TO BUY IN SANFORD AND ENJOY BETTER LIVING FOR YOU AND YOURS.

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# New Hospital Is Answer To Dreams

A dream which took more than two decades to become a reality, came true on January 23 when the million-and-a-quarter dollar Seminole Memorial Hospital was thrown open for public inspection.

More than 6,000 visitors took advantage of the guided tours which covered two days of open house, and as many exclamations of surprise and satisfaction came from the onlookers as they examined and visited in every nook and cranny of the three story modern medical facility.

The opening of the Seminole Memorial Hospital came after literally thousands of hours of effort and hard work had been expended toward making the medical dream a living memorial to those who set as their goal a structure of beauty and service.

Fiscal plans were started toward the realization of the hospital dream and in the attempt to bring efforts to a climax at a mass meeting held on Sept. 22, 1932, sponsored by the Seminole County Junior Chamber of Commerce.

A committee was appointed to study the situation which centered primarily around a provision in the will of philanthropist Bert Fish.

Many problems arose as stumbling blocks in the smooth flow of plans for the proposed medical facility for Sanford and Seminole County. The committee then decided that a bond issue should be passed to insure the construction of the hospital in the event of difficulties that could not be readily solved.

Reasons listed by the committee as needs for a new hospital were: (1) It is vitally urgent that Seminole County have a hospital. Our present facilities are not only inadequate but are deplorable. (2) In the event that the Fish Estate Trustees find it impossible to build a hospital in the near future, we will have no means of constructing a hospital unless the bond issue is passed. (3) Several hundreds of thousands of dollars of Seminole County money is going out of the county each year for hospital and medical care, which, if kept in the county, would add materially to the prosperity of the people of Seminole County. (4) Seminole County has only 15 doctors to care for the approximately 20,000 persons. A modern up-to-date hospital would not only keep our present doctors here but would attract new doctors and surgeons.

The Seminole County Board of Commissioners found on Sept. 24, 1932 to place a proposal on the ballot for the general election.

After numerous other steps had been taken it was assured that money in excess of one million dollars would be available for the project.

A sale of bonds was authorized on Nov. 17, 1932.

It was then that a preliminary sketch of the proposed structure, prepared by the late Elton J. Moughten, Sr., Sanford and James Gamble Roberts, II, Winter Park, was sent to the State Department of Public Health at Tallahassee, and after numerous delays and discussions, were approved.

Bids went out on October 6 and the sale was held on Nov. 17. Successful bidders for the bonds were Shields & Co., New York Associated, 44 Wall St., NYC. and Florida Securities Co. at St. Petersburg.

The bonds were sold for \$754,000 as a \$15,000 discount was offered to encourage bidding.

Rate of interest on the bonds was set at 3.515000 percent with repayment on the bonds to start in 1937 and continue for 20 years.

Bids were received by the hospital trustees on May 26, 1934 and the contract for construction was awarded on June 14 to Arnold Construction Co., Palm Beach.

Harry M. Weir accepted the position of administrator May 26, while at Pahokee.

The cornerstone laying was held on Nov. 24, 1934. The building is constructed of Roman brick and stucco over the reinforced concrete structure. The first floor contains the kitchen facilities, administration offices, examining rooms, snack bar, conference rooms, library, pharmacy, emergency receiving ward, dining room, linen and supply storage, X-ray rooms, morgue and boiler and engineers rooms.

The second floor is set aside for Negroes with its own maternity ward and delivery suite. The third floor is for white patients with the same facilities. One central operating room serves both floors. The operating room occupies one complete wing of the three wing structure.

There are 48 rooms on the third floor with seven private rooms; one pediatric ward with four rooms; the delivery room and maternity ward.

The other rooms are furnished with two beds, thus making it possible to furnish semi-private facilities or private rooms by removing a bed or replacing a bed.

On the second floor there are 20 rooms of which four are private, one isolation ward, one pediatric ward for children, and the delivery room.

The entire building is air conditioned with five separate systems for the various types of air conditions needed due to control and exhaust. The building is of fire proof construction and as an added precaution there are four fire escapes with fire hose outlets at each proof construction and as an added

The Seminole Memorial Hospital faces beautiful Lake Monroe and occupies the block between Mallico Avenue and Orange Street, between First and Second Streets. The view from atop the Seminole Memorial Hospital overlooking Lake Monroe has come to be known as "the million dollar view."

One wing of Seminole Memorial Hospital is known as the "Fish Memorial Wing" and the other "The Fernald-Laughton Memorial Wing." All dedicated rooms have been restored with plaques over doors throughout the new structure.

Also, in the reception room and lobby of Seminole Memorial Hospital there is located a section to which plaques and memorials have been attached.

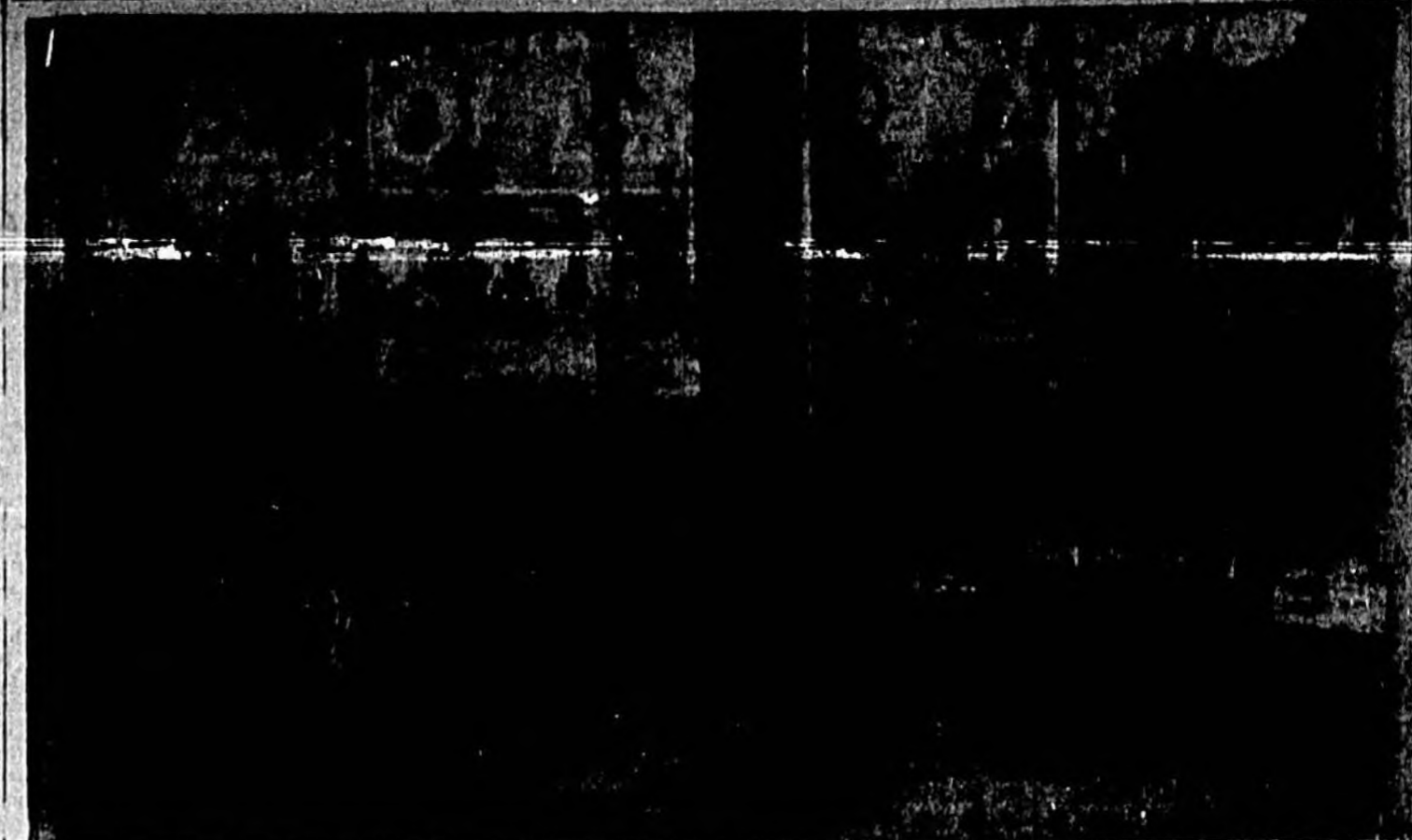
The equipment that is being used in Seminole Memorial Hospital is the most modern and up-to-date that medical science makes available today. There is centrally piped oxygen to each room from a storage area at the rear of the hospital in the service area, telephones are placed in private rooms, complete air conditioned rooms with tinted glass to keep sun glare from the patients, cystoscopic facilities, radiographic facilities, two delivery rooms, two operating rooms, major wheel system for the delivery of hot and cold foods to each floor.

The traveling public is served in many ways when they visit Sanford.

Predominant, as a service to the automobile owner and traveler, are the filling stations which are located in every section of the city. Gasoline of any brand is available to the traveler with most of the filling stations and service centers furnished their gasoline supplies from locally owned and operated bulk plants.

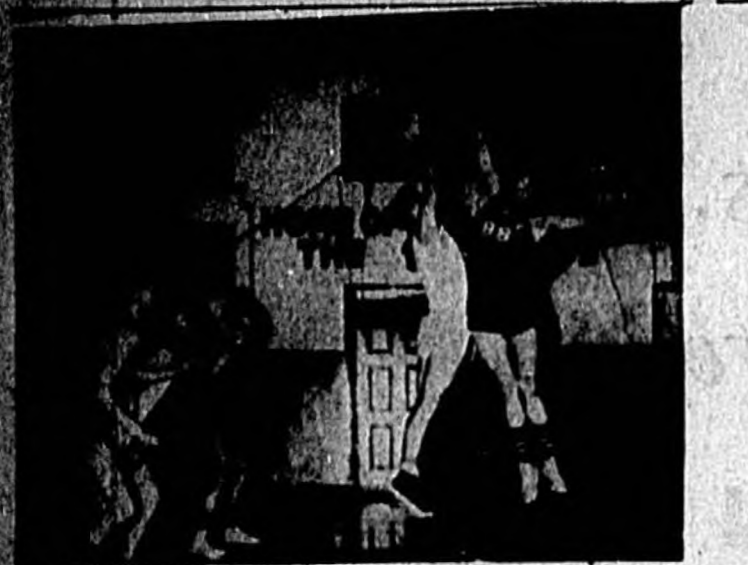
Much of the gasoline and oil is shipped to Sanford by barges on the St. Johns River out of Jacksonville.

The NAAS Library is added \$5.00 per month for the purchase of phonograph records.



A LOOK FROM THE INSIDE, out, at the new Seminole Memorial Hospital which held its open house Jan. 23 of this year. An outstanding feature is the color scheme used throughout the building which breaks away from the usual dead white of most hospitals. The Board of Trustees, at the chairman, Sanford: A. B. Peterson, Victor Greene, Sanford, and Robert Ferry Weir and the medical staff of the Open House at Sanford: ice-chairman, Sanford: John Evola Hospital were: T. E. Tucker, secretary-treasurer, Oviedo; The Hospital Administrator is in Seminole County.

NEW WATER TANK recently built to serve the City of



BASKETBALL is included in the Seminole High School sports

The Seminole County Board of discuss its affairs in serving the real estate buying public. The Board is headed by J. W. Hall, president.

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**100% WASHABLE  
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a complete wardrobe of cool, matching slacks,  
and contrasting slacks, for **\$35.95**

Three important things to remember about this complete package:

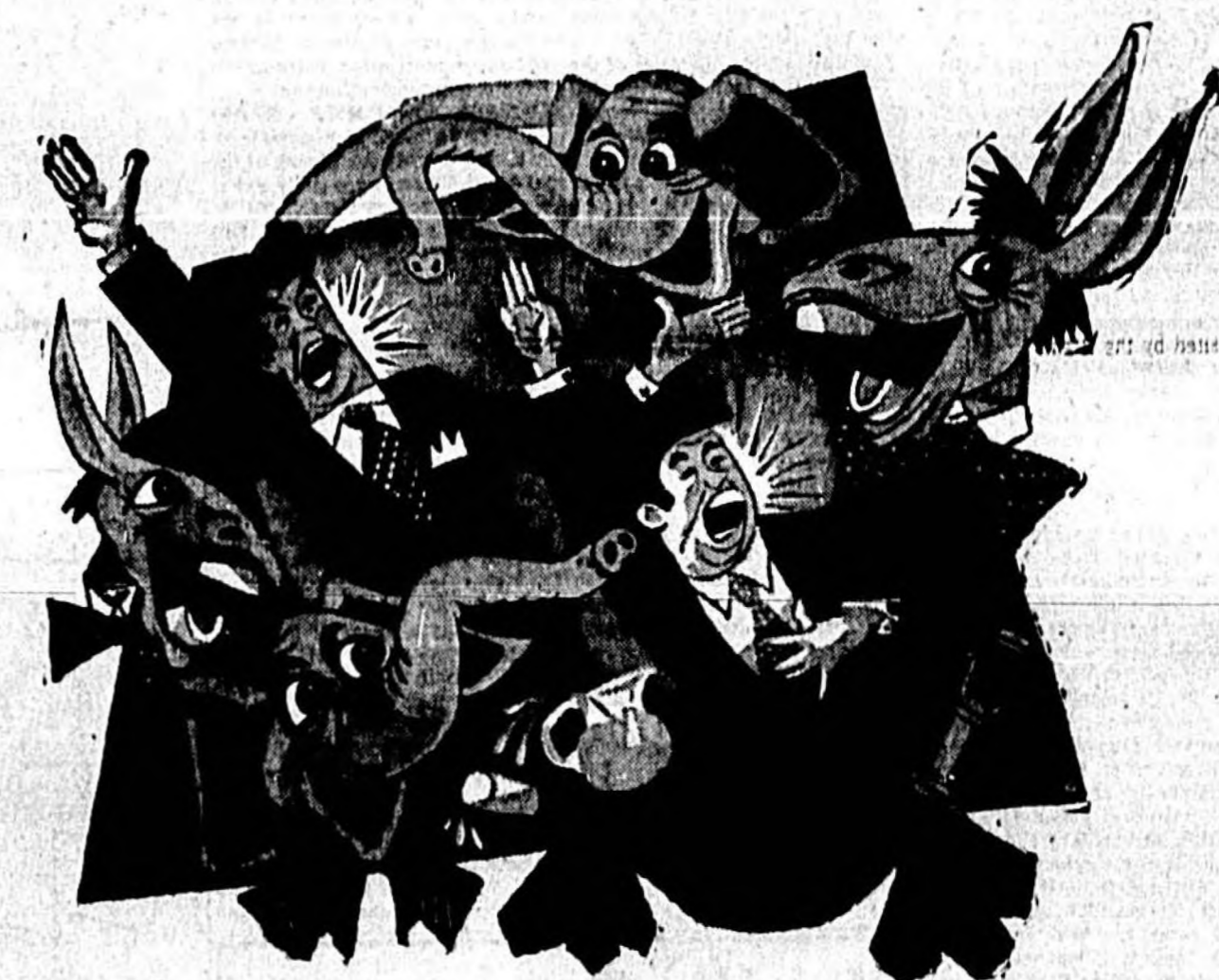
- The washable fabric is Linenweave, Northcool's 100% viscose suiting—lightweight, press-holding, and tailored for summer comfort.
- The contrasting slacks are color-matched to go with the suit color. Furthermore, the slacks—if you wear a regular, short, long or extra long, slouch or short slouch, the slacks are cut to fit you. (Most slacks you buy separately are regular and altered to TRY to fit you.)
- Northcool's exclusive Phantom trim construction is employed—with French faced jacket, hand shown, no-sew shoulders.

**NORTHCOOL** Colors: Prevents light and dark shades, apart  
from purple and popular charcoal tones.

**B. L. Perkins**  
and SON  
Custom Made Wear

*In This Election Year...*

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800 E. 3rd. St.  
SANFORD  
FLORIDA



## P-TA Works To Strengthen Home, School, Community Relations

Seminole County had its first P-TA organization back in 1925. It is now composed of 13 schools each with a local organization and each local being a member of the Seminole County Council. The local bodies work together in council work to promote the improvement of the schools and the welfare of the community in Seminole County.

This year saw the beginning of the developing of a scholarship fund to be used to help some deserving student acquire an education for the teaching profession. For we know that without good teachers our schools are of little value and without good schools a community will not progress as it should.

Mrs. Rollin Brown, the National President, discusses the Community as follows in her memo to local Presidents in the National Congress bulletin:

"The Community of which we speak may be defined as a group of people who share problems and interests because they live in the same geographical area. The smaller community with which we deal is the neighborhood. The residents of an area share an interest in, and have a responsibility for, their local government and the kind of services—educational, health, recreation, welfare, fire, sanitation and police services—that the local community provides. As citizens of a particular state and of the nation, people of the local community are also interested in, and responsible for, the affairs of their state, community and the national community."

"A P-TA's service to the community usually begins with its own school and the neighborhood which the school serves. Among other things, the P-TA works to strengthen home-school-community relations and parent-teacher cooperation, to increase recreational opportunities, and to make the neighborhood safe, healthful, attractive, and friendly."

"But most P-TA's discover that some needs of families, children, and schools cannot be provided for through neighborhood efforts alone. For example, if a P-TA wants higher salaries for teachers, a school guidance and counseling program, an addition to a school building, a child welfare worker, a public mental health clinic, or a professional recreation supervisor, it is necessary to go beyond its own neighborhood and

persuade the community or state that these things are necessary.

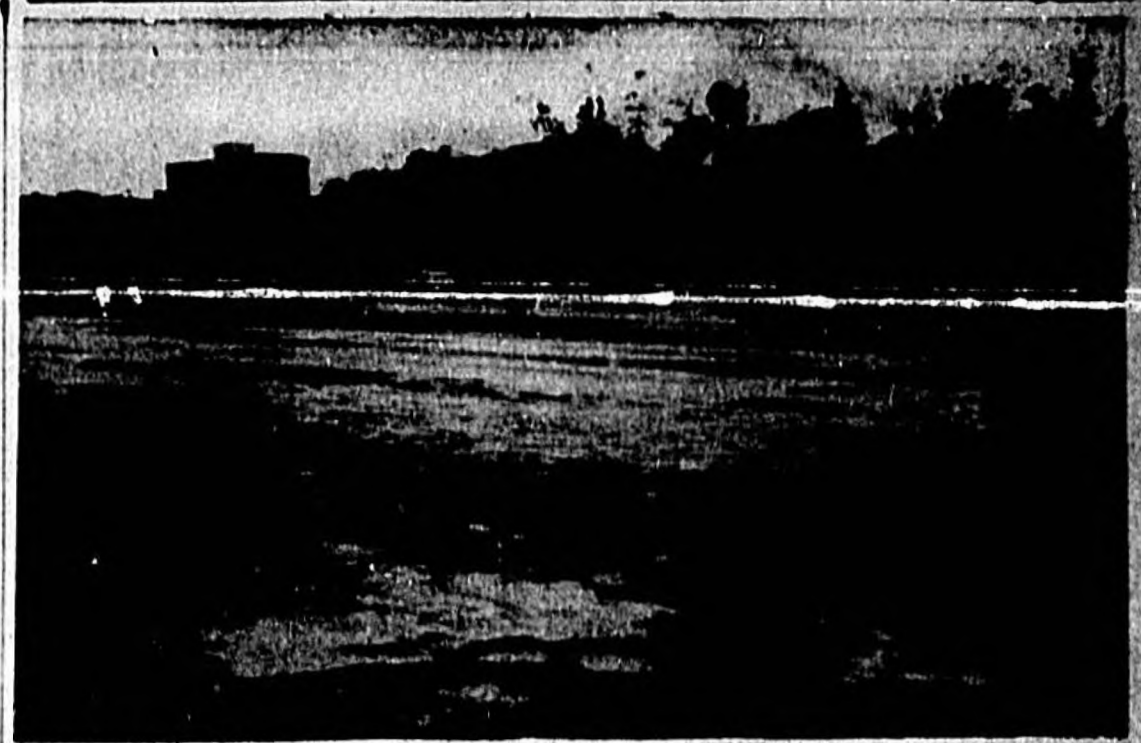
"Often it must work for local or state appropriations or legislation. In a community where there is a council of parent-teacher associations, P-TAs can unite their efforts through the council and thus multiply their power. Participation in a community coordinating council also is a most effective way to strengthen P-TA efforts to secure public approval and public funds for public services and facilities for the community and its schools and families."

"For long range planning for community service, your P-TA might well ask, 'What kind of community do we want? What is a good community for children and families?'

Whether the community is urban or rural, large or small, wealthy or poor, the P-TA can help to make it a better place for children and youth."

Take a long look at Seminole county, local and council P-TA projects and you will find them each working to make this a better community for our families.

Frozen melon balls are delicious served in individual dishes with orange juice.



A NEW MUNICIPAL parking lot was recently completed in Sanford. Another milestone in the progress of the city and county. The lot is surfaced with asphalt and is ideal to shoppers and business men and women.

## New Library To Be Beauty Spot

The General Sanford Memorial Library and Museum, soon to be constructed in Fort Meador Park, is destined to be a thing of beauty for all who visit it. Located on the newly named

Lake Carola, and with a background of Lake Monroe and the entire Park area, landscaping and beautification will make the location one of the beauty spots of the South.

The Mayfair Inn, plush tourist hotel, owned by the New York Giants, is located in the heart of Sanford on Lake Monroe.

The privately owned Mayfair Inn Golf Course, by the Giant organization is also located in Seminole County.

## First Sacrament To Be Performed In Longwood Church Is Baptism

Probably the first sacrament of the Episcopal Church to be performed in the community of Longwood, Florida, was the baptism of an infant daughter of Mr. and Mrs. F. H. Rand on Easter Sunday, April 1, 1877 by the Reverend J. H. Wodell a young clergyman recently come to Florida from Middleburg, Vermont. Mr. Rand decided to make his home in Longwood and was appointed a Lay Reader. Each Sunday he would read the services of the church in a small, log-school house on the property of Mr. E. W. Henk, founder of the town. Mr. Rand's parents, Mr. and Mrs. Edward Rand of Boston, visited their son and became interested in the idea of building a church in the community and back in Boston procured funds for the erection of a building. Mr. Henk donated a lot for this purpose.

Mr. Rand drew up the plans for the little church and with the help of the Reverend F. H. Holman, Mr. John Seary and brother James Seary and others erected Christ Church as it now stands. This was in 1880. However, the church was not consecrated until a number of years later. The first service in the new church was held on Easter Sunday, 1882.

During the early years of Christ Church it was visited by the Right Reverend Henry B. Whipple of Minnesota, known as the Missionary to the Indians. He was a famous leader and preacher in those days, later he made his home in Maitland, Florida, and built a small church that is still there.

In 1880 the Holy Cross Church in Sanford was damaged by a hurricane, necessitating the erection of a new building. The congregation donated some of the furnishing to Christ Church, Longwood. Thus the little church received the wooden Altar, the Lectern and carpeting. Albert Martin, master cabinetmaker, made the reading desk still in use. The font, constructed of several hundred pieces of various Florida woods, is the work of Messrs. F. H. Rand, J. B. Clouser and James Arnold. The Bell in the tower was given as a memorial to Mr. Rand's mother.

The brass Altar Vases and brass Cross given in 1884 to the Church by the Rand family in memory of Mr. and Mrs. Edward Rand the Reverend Charles A. Rand, who were all lost at sea.

The Communion Chalice, the silver Alma Mason and the large Holy Bible are all dated 1878 but their donor is unknown. The beautiful stained glass windows were a gift of Mrs. E. Rand of Boston.

The Church was in charge of the Rev. F. H. Holman from 1883-1886 who made his home here. He organized the Sunday School and did much to carry forth the work of the church here.

In November 1888, the Church was consecrated by Bishop Wood. The Church was now completed and free of debt and the land and building were duly placed in the keeping of the Diocese.

During the early 1890's the original Record Book of Christ Church was taken to Holy Cross Church, Sanford, for safe-keeping, and was lost there during a fire which destroyed the church and rectory. The early records therefore are incomplete.

In the late years through the gifts of friends and members of the congregation, the Church has been furnished with a stained glass window on the north-west side of the entrance, two complete sets of hangings, gifts of Miss Emma F. Toward and Miss Pettit, and a set of red hangings from Miss L. D. Bostock. The Altar linen was presented to the Church by Sister Constantine of Hartford, Conn. The little organ, in use before the purchase of the new one in 1888, was given by Mr. Thomas Boehm. In 1894, Mr. and Mrs. George Bridgman gave to the Church a beautiful Missal Book and used as a Thank Offering.

The brass candlesticks were given by Mrs. Milton B. Sackett in memory of her mother. The Messrs. Seary, Loder and Menick have donated their services in many ways over a period of years. Today in 1936, Christ Church stands bright and clean beckoning to all. The Church has recently been painted on the outside and redecorated in the interior. The Women's Auxiliary has made new seat cushions, recovered the kneeling benches, and new hangings and a new aisle carpet has been laid. The Church organ has been electrified by John Seary, grandson of John Seary—one of the builders of the Church.

A new Parish House is planned for the near future and with \$1600 now in the building fund it will soon be realized. The Church has a Women's Auxiliary that is active September through March of the year. The Reverend George L. Granger became priest in charge on October 17, 1934. The Vestry includes, Incumbent Charles Nickols, Senior Warden; Robert Hammond, Junior Warden; Charles

Wales, Carlton Peters, John Reams, Treas.; Mrs. John Reams, Sect.

## C of C Plans Armed Forces Day Celebration

Chamber of Commerce offices, located on the corner of East First Street and Sanford Avenue, is widely visited by newcomers and permanent citizens alike.

The office has become a veritable information bureau filling many needs of the city and county's citizens by serving as a clearing house for information of every nature.

When you are making egg-and-olive sandwiches, you may add a little olive juice along with the mayonnaise.

Hollywood

SHOPS



## DRESSES

By

- Doris Dodson
- Mynette
- Betty Hartford
- Donovan
- Georgianna
- Joan Miller
- Bobbie Brooks
- Petti
- Kay Windsor

Hollywood

SHOPS

HEADQUARTERS FOR

VACATION NEEDS

## BATHING SUITS

By

- Catalina
- Sea Gull
- Nanina
- Petti

## PLAY CLOTHES

By

- Queen Casual
- Stockton
- Donovan
- Miller & Bake
- Catalina
- Gay Togs
- Bobbie Brooks
- Petti

## TODDLERS' TOGS

By

- Jeff Richards
- Cinderella
- Nanette
- Catalina
- Kate Greenaway





GIANT FLORIDA POWER Light Company's new Plant, Lake Monroe near Sanford.

## Electricity Essential To Progress; Sanford Areas Demand Increases

Electricity, essential as life's blood to progress, is a gauge by which an area's growth may be accurately measured. Because, like the pulse of a human, the quickened activity of a community is reflected in its ever greater use of electricity.

The Sanford area is keeping pace with the state as a whole in growth and prosperity. Electrical usage in the Sanford area in its homes,

stores and factories, has risen constantly and the outlook indicates 1956 will surpass the 1955 record.

Florida Power & Light Company is growing too, meeting the every-increasing need for electric power.

"The greatest growth reflected in our company's sales has been in the number of residential customers," said H. H. Coleman, FPL division manager. "In January 1940, we serviced 2,068 residential customers in the Sanford district (Seminole County). The number had more than tripled by January 1956 reaching 6,538.

A tremendous increase in the use of electricity by Sanford folks was shown in the yearly total for 1940, 7,517,688 kilowatt hours and for 1955 when 34,442,000 kilowatt hours were used. That is almost five times as much!

The number of new electric services connected is considered a reliable index of the number of new buildings completed, and here again the record shows growth. During 1951 FPL connected 571 new electric services in the Sanford district, a 17 per cent increase over the 400 new connections in 1954. Most new electric connections were to residences, proof that local families are prospering and either buying or building new homes.

To keep pace with the increasing electrical needs of this thriving community in the last 15 years, Florida Power & Light Company has constructed miles of transmission and distribution lines.

"Florida Power & Light Company, celebrating its 30th anniversary, and with the greatest expansion growth in its history already underway, looks forward to a record-breaking year of growth in 1956 as Florida continues its spectacular growth," said H. H. Coleman.

Field estimates indicate that some 54,000 new rural and urban customers are expected to be added to the system during the year. Production capability, which was increased by the new 150,000 kilowatt unit at the Cutler Plant last August, will be further boosted when the new 85,000 kilowatt unit at Palatka comes on the line in July.

To aid in channeling this power through the interconnected system, 66 miles of high voltage transmission lines are scheduled for construction to strengthen and expand it, and several hundred miles of distribution lines will be required to serve new customers.

A total of 235,000 kilowatts of new substation capacity is planned, including an even dozen new substation structures.

Eight new distribution centers are planned, including new locations at Sanford, Miami, West Palm Beach, Belle Glade, Bunnell, Sebastian, Naples and Melbourne.

For the third straight year construction expenditures are expected to top 41 million dollars although final figures have not yet been compiled.

All these things add up to a 1956 outlook for the highest year of growth in the Company's history which has just included celebration of its 30th anniversary by a year of progress which itself broke all previous records!

An Armed Forces Day celebration is being planned for Sanford by a Chamber of Commerce Committee headed by Kariya Housholder.

The event is planned in cooperation with the Sanford Naval Auxiliary Air Station and other branches of the military in this area, and is scheduled for May 19.

## Personnel Are Working Group

Among the people who play an important part in the instructional program of the Seminole County school system, but often do not receive the recognition comparable to their services are the members of the supervisory staff and the special service personnel who are usually working in the background as resource persons assisting teachers, principals, and superintendent to improve the instructional program for the children of this county.

The supervisory program of Seminole County is part of a state-wide program which had its beginning in the 1920's. In 1944 the Citizens' Committee which was appointed by the Governor to study the Florida school program and make recommendations for improvement found conclusive evidence to show that in those counties which had supervision there was a better instructional program and broader learning experiences for the boys and girls. Therefore, the committee recommended to the 1945 Legislature that each county have at least one general supervisor.

These resource people work with individual teachers and schools at the request of the principal who is responsible for the instructional program in his particular school. Assistance is given in improving methods of instruction, selecting materials, making daily plans and schedules, planning units of work, administering and interpreting standardized tests, etc. The supervisor often attends faculty meetings or study groups, helps with evaluation and accreditation, selection of textbooks and equipment, secures outside consultants on special problems such as organization of libraries, planning of physical education programs, or improvement of the curriculum in general.

The supervisor assists the superintendent in planning the overall county program including the in-service training program which is as important to teachers as it is to other professional people. Seminole County has placed a great deal of emphasis on this program recently. Pre-school conferences, extension courses and a three-week workshop have been held to afford the teachers the opportunity of working with the administrative staff in a total group on problems of instruction of particular interest to this county. Highly trained specialists were brought to the county from the State Department of Education and universities to serve as consultants for these study groups.

As a result of these studies several plans for improving the instructional program have been developed for the purpose of helping the individual child attain his maximum development. A study is being made in order to improve the system of reporting to parents. Teachers have worked as part of a state-wide committee in the evaluation of textbooks which are state-adopted. Particular emphasis is being placed on the teaching of reading, arithmetic and other basic subjects as a result of the workshop. More and better materials of instruction including textbooks, library books, films, filmstrips, maps, charts and globes are being used. Better planning on an individual, school-wide and county-wide basis is taking place.

The supervisor serves as a liaison person between the county system and the State Department, colleges and universities in order that the maximum benefit may be derived for the services offered by these institutions. She also attends state and district conferences for the purpose of bringing back to the county ideas and trends in education which may be incorporated in the local program.

The placing of interns where they will profit most by their experience and thus improve the instructional program of the future is another responsibility of the supervisor. The administering of the state teacher and nurse scholarship program is also her responsibility.

The art and music consultants assist teachers and principals in planning, implementing and evaluating their programs in these special areas. Much of their time is spent in collecting, organizing, and circulating art and music reference material from the County Curriculum Library. These materials include recordings, books, rhythm instruments, and envelopes of materials on many subjects. Art and music supplies and equipment are selected and purchased by the consultants on a county-wide basis in order to make for a more coordinated program.

Every effort is put forth to make these areas of learning an integrated part of the daily school program, taught by the class room teacher with the assistance of the consultant, rather than a separate subject.

As further assistance to the teachers, these consultants are constantly carrying on an in-service training program. This year a two-day music-clinic for elementary teachers was held with the Consultant in Music Education, State Department of Education, as director.

An extension course in art sponsored by the University of Florida is now going on with 17 teachers participating. A two-day art workshop for Negro teachers was held March 12 and 13 with a specialist from Milton Bradley Company as consultant. Several teachers, the art consultant and the general supervisor are serving on a state committee which will revise the state art bulletin. The music supervisor of this county helped develop the new state music bulletin.

Particular emphasis is being placed on speech correction in the Exceptional Child program. During the course of a year approximately 300 children between the ages of six and 18 receive this special service. The teacher or principal refers a child who stutters, has an articulation problem, or other speech handicap for special training once a week. In addition to working with the child, the consultant confers and plans with the teacher and parent in an effort to achieve normal speech for the student.



THE TOWN CLOCK stands in the middle of the downtown business area of Sanford. It is at the intersection of Sanford's two busiest streets. (Photo by Jameson)

### STATISTICS - COMPARISONS SANFORD - SEMINOLE COUNTY

Total Bank Resources	Sanford	Seminole Co.
Dec. 31, 1945	\$ 11,693,552	\$ 11,693,552
Sept. 30, 1955	20,958,118	22,990,164
(*Citizens Bank of Oviedo opened in 1946)		
Total Bank Deposits		
Dec. 31, 1945	\$ 10,044,285	\$ 11,901,231
Sept. 30, 1955	20,958,118	21,141,572
Property Assessments		
1947	\$ 8,855,667	
1955	\$ 24,255,417	\$ 48,322,051
Retail Trade		
1948	\$ 15,775,000	\$ 17,783,000
1954	18,693,000	23,460,000
Documentary Stamps Sold		
1945		\$ 9,483
1954		18,358
Motor Vehicle Licenses		
1951		11,277
1954		14,139
Building Permits		
1945	\$ 109,809	
Sept. 30, 1955	1,645,394	
Postal Receipts		
1945	\$ 97,954	
Sept. 30, 1955	100,029	
Telephones, Sanford Exchange		
1945	2,030	
Sept. 30, 1955	6,299	
Electric Customers		
1940	4,902	
1955	7,027	
Electric Output, Sanford Area (Total KWH Sales)		
1945	17,022,297	
1955	29,500,000	
Water Meters		
1937	1,811	
1950	2,856	
1955	3,996	

### Statistics - City of Sanford, Florida January 1, 1956

Area	Square Miles	%
Assessed Value of Property (65% evaluation)	\$ 24,919,553	
Average Temperature: Min. 61.6 ... Max. 81.6 ... Mean	72.1	
Average Rainfall	51.59	Inches
Automobile Registrations: (Trucks, passenger cars, trailers)	15,386	
Bank Deposits	\$ 20,438,377	
Bank Resources	\$ 21,911,071	
Building Permits	1,994,029	1955
Churches	26	
Clubs, Organizations and Lodges	40	
Electric Meters	7,509	
Firemen 14 ... Policemen 16	80	
Hospitals ... New 75-bed, com. air-conditioned	1	
Hotels 4 ... With rooms totaling	255	
Libraries 1 ... Volumes	12,000	
Newspapers 1 ... Circulation	8,200	
Passenger Trains Daily	6 to 8	
Passenger Buses Daily	20	
Population (1950 Census 11,953) ... 1956 Estimate	20,250	
Postal Receipts	\$ 147,045.58	
Radio Stations WTRR - 1400 KC	1	
Restaurants	10	
Sanford State Farmers Market: Sales 1954-55	\$ 6,016,078	
Schools elementary white and non-white 6; high schools, white and non-white 2	total	9
Streets, Miles of Paved	73	
Stoves, number of	185	
Swimming, (Sanford exchange)	6,897	
Trucks (1. drive in)	2	
Truck Lines	2	
Truck Courts (to or near city limits 18) Total Units	150	
Water Meters	4,118	

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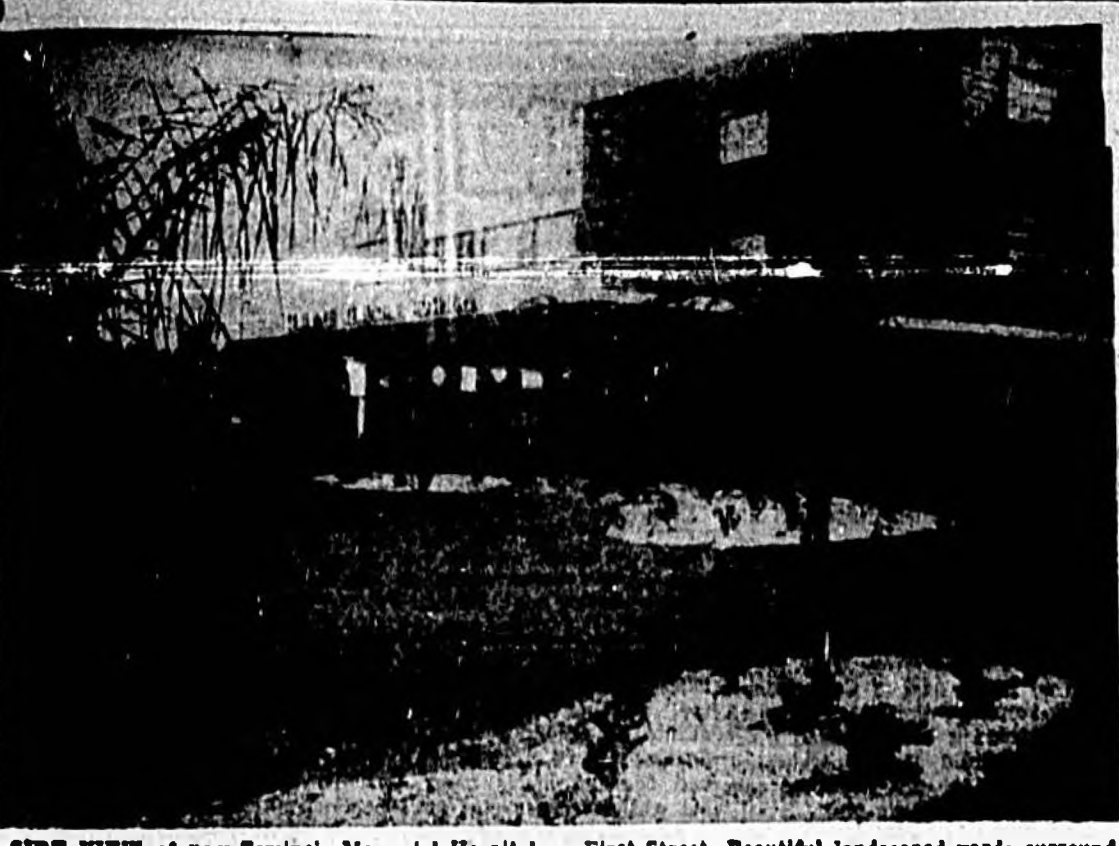
**Happy  
Summer Days!**

WHILE IN SANFORD  
ENJOY YOUR FOOD IN COOL COMFORT  
AT  
**Mrs. Appleby's Restaurants**

"RIGHT IN THE HEART OF TOWN"

106 South Park Ave.      115 North Park Ave.





SIDE VIEW of new Seminole Memorial Hospital on First Street. Beautiful landscaped yards surround the new structure including waving palms, tropical shrubs.

## Seminole County Is In Main, Good Agricultural Center

### Sanford Has Many Extra Good Points

**SANFORD** — City of 18,200 population, incorporated in 1877, with a Commission-City Manager form of government.

**SANFORD** — County seat of Seminole County, in the heart of central Florida on the south side of Lake Monroe.

**SANFORD** — at the head of navigation on the St. Johns River, with a 12-foot Federally maintained channel to Jacksonville connecting with the Intra-Coastal Waterway.

**SANFORD** — On the main line of the Atlantic Coast Line Railroad between Jacksonville and Tampa.

**SANFORD** — on Federal Highways 17 and 92, and State Highways 13, 46 and 415, connected by truck and bus lines with all major towns and cities in the State.

**SANFORD** — with an ideal year-round climate and temperatures that average 72 degrees.

**SANFORD** — one of the leading agricultural centers of the country, shipping thousands of carloads of celery and other produce every season.

**SANFORD** — with a potential of unspoiled labor, both skilled and unskilled.

**SANFORD** — an ideal point of distribution for both industrial and agricultural products.

**SANFORD** — with an industrial Board composed of successful business and professional men working with the Chamber of Commerce to lend all possible assistance to new industry.

Seminole County is in the main an agricultural center with 20,000 acres under cultivation, of which 4000 acres is in pasture. Celery and cabbage are the principal crops, with corn, peppers, green beans, squash, eggplant, ascarole, lettuce and other vegetables making up the balance of farm acreage. Seminole is also noted for its fine citrus. Inspected shipments of oranges, grapefruit and tangerines for the 1932-33 season from the county were 1,702,485 boxes. The Sanford State Farmer's, second largest in the state, handles produce and citrus sales each year amounting to approximately \$6,000,000.

Bulbs and ferns are raised on a commercial scale.

Trade in farm machinery, seeds, insecticides and fertilizer is an important adjunct to the agriculture industry of the section. In Sanford and Seminole County are located various plants which wash, grade, crate and pre-cool products for shipment. Several plants also can and process vegetables.

In the County there is a frozen juice concentrate plant with a capacity of 25,000 cases per day which also manufactures marmalades, jellies and other delicacies. This plant also converts citrus residuals into cattle feed.

The garment industry is also developing in Sanford. Three companies are now operating here for the manufacture of men's shirts and men's and women's pajamas. A nationally advertised lingerie is also designed and made in Sanford.

In addition to the above the following miscellaneous items are manufactured in the Sanford area: Harvesting machinery, fertilizers, wroughtiron furniture, lawn mowers and edgers, brushes and whisk brooms, candies, costume jewelry, floral display items, small leather

goods (belts, billfolds, etc.), period furniture, boats and cruisers, concrete blocks, septic tanks and pipe, wood cabinets, floor wax, insecticide impregnated, agricultural chemical sprays.

\*Palmetto fibre for brushes is processed locally.

Among the community services

## Local Chapter, Beta Sigma Phi, Is Active In Many City, County Events

Seminole Chapter of Beta Sigma Phi Sorority recently elected its new officers for the eighth fiscal year since its charter year in 1949. Those who will serve as heads of the sorority in 1956-57 are Mrs. Elda Nicholls, president, Mrs. James Castano, vice-president, Miss Marion Singletary, recording secretary, Mrs. Malcolm Lodge, corresponding secretary and Mrs. Robert Berg, treasurer. Outgoing officers include Mrs. Harold Chapman, president, Mrs. James Castano, vice-president, Miss Marion Singletary, recording secretary, Mrs. Elda Nicholls, corresponding secretary, and Mrs. Vernon Hardin, treasurer.

Other active members of the group are Mrs. Jack Armstrong, Mrs. David Bach, Mrs. Donald Bales, Mrs. A. B. Dunbury, Mrs. E. C. Harper Jr., Mrs. J. L. Horton Jr., Mrs. Ruby Sloan, Mrs. Georgia Andrew Spear, Mrs. H. E. Stenstrom, Mrs. Francis Stenstrom, Mrs. Sam Thurmond, Mrs. Volle Williams Jr., Mrs. Dan Batten, Mrs. Ralph Batts, Mrs. Robert Cushing, Mrs. Burbon Ferrell, Mrs. Gordon Frederick, Mrs. A. A. McClanahan, Mrs. Alfred Pospiechal, Mrs. O. A. Roberts, Mrs. Wallace Tyre, and Miss Jeanette Wolff, Miss Anna Corley, Miss Joni Saunders and Miss Dial Boyle. Mrs. W. G. Fleming is Director of the group and Mrs. Joe L. Corley is Sponsor.

of the sorority is the transacting basket for some needy family of the County Christmas gifts donated by the members to the mental patients at the Florida State Hospital, and donations to the cancer closet to be established at the new Seminole Memorial Hospital. The sorority contributes to the following drives: TB Christmas Seals, Red Cross, March of Dimes, The Cancer Crusade, which for several years was handled in this community entirely by the sorority, the International Endowment Fund for the support of cancer research by two noted scientists, and contributions to the Florida Farm Colony at Gainesville.

The main project for this year was the Bazaar held at the Episcopal Parish House Dec. 2. Heading the list of social activities of the sorority is the annual Beta Sigma Phi Banquet. This is the traditional formal dinner held by the members for the incoming pledges, husbands and escorts, at which time the Girl of the Year is named and presented. The annual affair is to be held this year at the Turf Club on April 6.

Other social activities include the Rush Party in September, Pledge Ritual in November, Christmas party for children of the members, Ritual of Jewels in March, at which time the pledges receive full membership, Mother's Day Tea, and various other small informal gatherings.

chapter of Beta Sigma Phi is one of 58 chapters in Florida and 3,600 chapters throughout the world, made up of every nationality. The comparatively young sorority was founded in 1931 in Abilene, Kan., by Walter W. Ross. It is a non-academic sorority created for young women in search of cultural and social activities, and a wider view of the finer things of life. Under the sponsorship of Walter W. Ross and Company, Inc., which acts as business representative, guarantees its international financial obligations, and directs the founding of new chapters, the organization has grown into the great international sorority it is today.

One of the most outstanding projects of the organization is the International Endowment Fund, established in 1947, which has since that time, supported the work of Dr. Margaret Keisell and Dr. Edward Crabb, two outstanding scientists in the field of cancer research at the University of Colorado. In 1951, the International Loan Fund was established for the benefit of the members of the sorority.

The Torch of Beta Sigma Phi, the official magazine of the sorority, first published in 1932 as a small four-page paper, is today a full size monthly magazine printed every month except July, in several languages, for the

benefit of chapters in foreign countries.

In 1939, a "little sister" organization, Nu Phi Mu, was formed for girls under the age of 21, who, when they reach 21, have the privilege of transferring into a regular chapter.

Among the international activities of the organization are included, International, National and State annual conventions, Leadership Training Conferences, "Rambles," or tours to foreign countries, and the creation and support of Girls Town in Whiteface, Texas.

Over the years, a set of program books have been published, outlining specified study in selected cultural subjects, which must be completed before each degree of the sorority can be attained. There is a specified program set to be covered by pledges before they can become members, and another set for members, to be completed before they can reach the Exemplar Degree. This is the highest degree existing, and at least four years of active membership together with the completion of the cultural program set by the International office must be accomplished before this degree can be conferred upon a member.

There have been approximately 85 honorary memberships conferred upon the nation's outstanding women. These honorary members are picked and chosen

## Sanford USO Provides Home For Servicemen

A home away from home is provided for servicemen in the Sanford area with a USO Club located in the Seminole County Chamber of Commerce Building here.

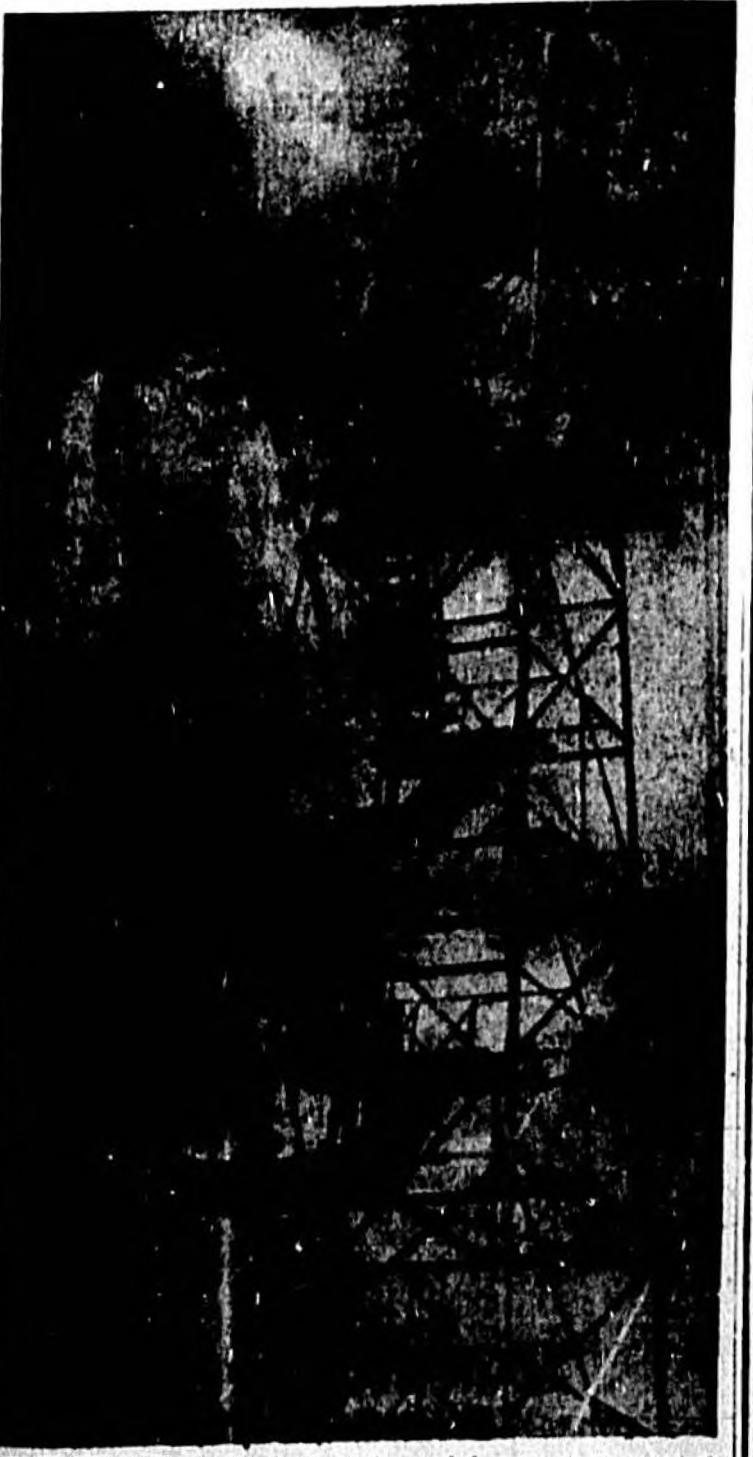
Open nights and each day, the facilities are equipped for dances, parties, outdoor activities, and recreational activities.

Programs are sponsored by generous Sanford organizations interested in serving and providing the servicemen with activities that he would normally get in his hometown.

The city of Sanford's water supply is from artesian wells located outside of the corporate limits and is areas securing its residents of a continuing supply of the finest water available.

As much as 600,000 gallons of water a day has been pumped by the City's modern and recently improved water supply system.

very carefully for their contributions to the community, in the form of service, shipping, or finance, or achievements in the various great arts. Some of these honorary members include: Sister Elizabeth K... of the... star, Kathleen... known for her... in farming and... short stories, and... Mrs. Grace... of the... from 1922 to 1928.



PROTECTION for Seminole County's wooded areas. A fire-control tower in Seminole County.

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"The Store That Thrift Built"  
"And Moved Into Sanford In 1928"



Mr. J. C. Penney founded our great company back in 1902 and was founded upon a basis of simple, thrifty and easy to live with policies. As early as 1928, the Penney Company moved into Sanford... not a large spacious store at that time, but bringing the good policies and a store of FIRST QUALITY MERCHANDISE. Since that time PENNEY'S has more than doubled its floor space and has a completely modern and up-to-date store. Through the years to come, we will continue striving to give the customer his full dollar's value of "First Quality merchandis."

**PENNEY'S**  
ALWAYS FIRST QUALITY

SANFORD POLICE DEPARTMENT headed by Chief E. G. Williams.

# Story Of Sanford Colorful, Exciting

For a story of Sanford from its very beginning one must turn back the pages of Florida history to December, 1806, when troops were stationed on the south bank of the St. Johns River at Lake Monroe to protect the settlers from the Seminoles. The crude camp was set up in a small area hacked out of the tangled growth that stretched along the shore and covered the slightly rolling land beyond.

Camp Monroe, one of a series that extended as far south as the Everglades, was manned by two companies of artillery and four companies of dragoons. However, Harrison soon proved insufficient to quell the attacks of the savages, and a few months later on February 6, 1837, the small sloop Santee pulled into the natural harbor with reinforcements. The Indians, unaware that fresh troops had just arrived, made a surprise assault upon the post which resulted in great losses to the savages but brought death to one member of the army, Captain Charles Mellon of Pennsylvania. The Seminoles were completely routed, in part because of their belief that the gunfire from the camp and the Santee anchored close by was mysteriously connected with the Great Spirit who resented for some reason on the side of the white man. The Chief's surrender, although this was by no means the end of hostilities. The Seminoles continued to make spasmodic attacks upon the scattered settlers who had bravely ventured beyond the shadow of the fort to build their log homes, so that it was necessary to maintain a force, not only upon the shores of Lake Monroe, but up and down the peninsula.

The original camp on the St. Johns was nothing more than a series of tents which were ill adapted to the rigors of outdoor life in those early days, but now new quarters were raised consisting of eight two-story frame buildings, and the garrison was named Fort Mellon to honor the captain who had given his life there. At about this time a more or less permanent line of forts in inland Florida was completed, with Fort Mellon at the north end of the line and a fort near what is now Tampa at the southern end. A road that had its beginning at Fort Mellon, beautiful Mellonville Avenue at the present time, connected the forts for the movement of troops and supplies.

Meanwhile a one-story block house had been built and earthworks thrown up about a mile and a quarter south of the lake to form a modest garrison later called Fort Read.

Although intermittent trouble with the Indians continued, in 1840 certain inducements were offered to new settlers in the peninsula, such as rations for six months and the protection of the forts. Orange groves were set out, and by 1843 two small steam boats were making regular trips between Palatka and Fort Mellon. About this time the government became occupied with moving the Indians to the west, and as a result the forts were undermanned so that occasionally it was necessary for the early settlers to band together for protection. In 1846 the pioneer families at tiny Fort Read built a stockade around their largest building, the home of one of the settlers, and once while patiently waiting for help all of them hid behind the stockade for a period of six months. Relief of a sort finally did appear in the form of two bedraggled companies of volunteer cavalry which soon proved to be of great service to the community.

For the troops appointed by officers' quarters in small buildings which had been erected by church and school groups. They landed on boat, children and families taken from the stockade, and the neighborhood of heavy, some let-



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## Walter Is Named President Of Lake Mary Fire Department

Albert L. Walter was named president of the Lake Mary Volunteer Fire Department at its second meeting recently held at the Lake Mary School house.

Charles Krueger was named chief of the volunteer fire department with three assistants.

The election of officers spearheaded a campaign to promote the Volunteer Fire Department of the unincorporated Lake Mary area.

Sanford Fire Chief Mack N. Cleveland Sr. told the group, which was attended by 38 interested citizens of the community, "Don't try to start out too big. Start out with hand extinguishers and build up from there." Cleveland told the meeting that he would help in any way he could and that a course of instruction would be given to any members of the group who wished to take it by the State Fire College.

Other officers named at the meeting included: James A. Yates, vice president; Mrs. Albert L. Walter, secretary; M. B. Hall, treasurer; and the Rev. L. W. Scott, chaplain.

Elected as Assistant Fire-Chiefs were: D. Elmore, B. White, and F. E. Donaldson.

Also elected was a Board of Directors headed by S. H. Dunlap with other members named including: Frank Evans, Ed Zimmerman, Earl Toney, Watson Reel, the Rev. L. W. Scott, and Mrs. S. T. Fowler.

Thicken a can of stewed tomatoes with a little cornstarch and serve as a sauce for fish fillets.

## Fort Is Beginning Of Origin

Tracing its origin back over one hundred years to the construction of a tiny fort on the shores of Lake Monroe during the Seminole Indian wars where Capt. Charles Mellon lost his life; laid out as a city some 30 years later by General Henry S. Sanford, the distinguished diplomat who gave the town his name. Sanford has a tradition which is steeped in historic lore.

Three hundred years before the United States soldiers were ambushed on Lake Monroe, Timucuan Indians piled their tiny canoes up and down the river, built camps on its banks east of Lake Monroe and there as the years went by constructed a burial mound which still exists, though towering oaks now grow out of its top.

Almost two hundred years ago, a tribe of Creek Indians came to Florida from Alabama with their chief "Seacoffee." They liked this land of eternal Spring, stayed here and became known as the Seminoles. Where the city of Sanford now stands, the smoke of their camp fires once drifted hazy and blue through the branches of the giant live oak trees.

In 1836, Col. Fanning acting for himself.

A few minutes' drive from the heart of Sanford on the shores of Lake Monroe are the old Seminole burial grounds and shell mounds. Here the ancient live oaks still spread wide their sheltering branches and the only sounds are the soft lap of water and the whistling of birds... a fitting place for the spirits of once warring races to mingle peacefully.



D. J. PARKER, veteran powerman is plant superintendent of Florida Power Corporation's George E. Turner plant. Parker has 31 years service with Florida Power, many of them at the Turner plant.

Its wharves and orange groves was doing well. There was also a county fair about this time, an event bolstered somewhat by the attendance of President and Mrs. Cleveland.

This early prosperity, however, received a terrific set-back when the "big freeze" of 1895 blackened every tender growing thing from one end of the peninsula to the other. Many families were forced to leave, but others remained to "tough it out" and wrest a living from the seared land.

It was a discouraging period, for some years must elapse before the orange groves would again hold up their yellowing fruit to the sun. Thus of necessity energies were turned to the cleared land for other means of support, and it is to those brave and patient few who perfected the system of sub-irrigation which is still in use today that Seminole County owes its present success as an agricultural center.

It has been many years since troops were stationed at Fort Mellon on the shores of the St. Johns. Now there are the solitary rows of vegetables marching across the countryside to brighten with their freshness the markets of the north when the farmlands there lie white with frost.

Two markers, however, have been set up to remind us of those first soldiers. They may be seen in Sanford at the corner of Second Street and Mellenville Avenue, the site of Fort Mellon, and another at Twenty-Fourth Street and Mellenville Avenue, where the old block house at Fort Read once stood.

The Indians left their own mementoes. Flint from their arrows and other relics are often turned up with newly plowed soil when land is being cleared, and in this county are several valuable collections held by individuals who discovered most of the items themselves.

The settlers came from miles around on horseback, and enjoyed the sociability of the occasion as much as they did their mail. The settlement of Orange County falls naturally into two periods — the first just after the Seminole War in 1838, when many of the volunteers in the Army, who joined merely until the duration of hostilities, remained here as permanent residents.

The influx occurred just after the Civil War in 1865. Many Southerners, disturbed about their plantation life at home, migrated here hoping to find a substitute for King Cotton in the golden apple of Florida. From the North came those who were beginning to hear of the healthful climate of the state and the opportunities for investment.

In 1871, Gen. Henry Sanford, a distinguished diplomat and scholar, who had served as United States minister to Belgium, took a trip up the St. Johns River and was so impressed by the beauty and natural advantages of this locality that he purchased 12,135 acres of land on Lake Monroe (known as Levi grant), and together with his business partner, Judge Wolford Tucker, planned the foundation of the town.

Gen. Sanford went to Sweden and returned with 71 Swedish colonists, who settled on some land west of the town. Gen. Sanford started an experimental citrus grove and introduced many varieties of citrus.



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the United States located an Army camp on the shores of Lake Monroe, upon land which had been granted to Philip Yonge, by the Spanish Crown in 1815. The land had changed hands many times, but was never occupied until 1936.

At dawn on Feb. 1837 about 400 braves, under King Philip and his son, Coacoochee, attacked the post. The government forces numbered two companies of artillery, four companies of dragoons, and some Creek Indians. The battle lasted three hours, with brave fighting on both sides. There is peculiar pathos about the fact that the Indians were terrified by the sound of the cannon on the government supply boat, and believed that their great Spirit was helping the enemy with a fearful storm.

Mellon Killed

Capt. Mellon was killed in the engagement and the name of the post was changed to Fort Mellon in his honor. In 1838 Col. Zachary Taylor, later to become president of the United States, laid out the highway through the forest from Fort Mellon to Fort Brooke, in Tampa. The beginning of this road is now known in Sanford as Mellenville Ave. and Fort Mellon, in time, became known as Mellenville.

At first Mellenville was in Mosquito County, but in 1848, Mellenville became part of the newly created Orange County and was made the county seat. Mail was brought to Mellenville from Jacksonville by boat and the arrival was a great event in those days.



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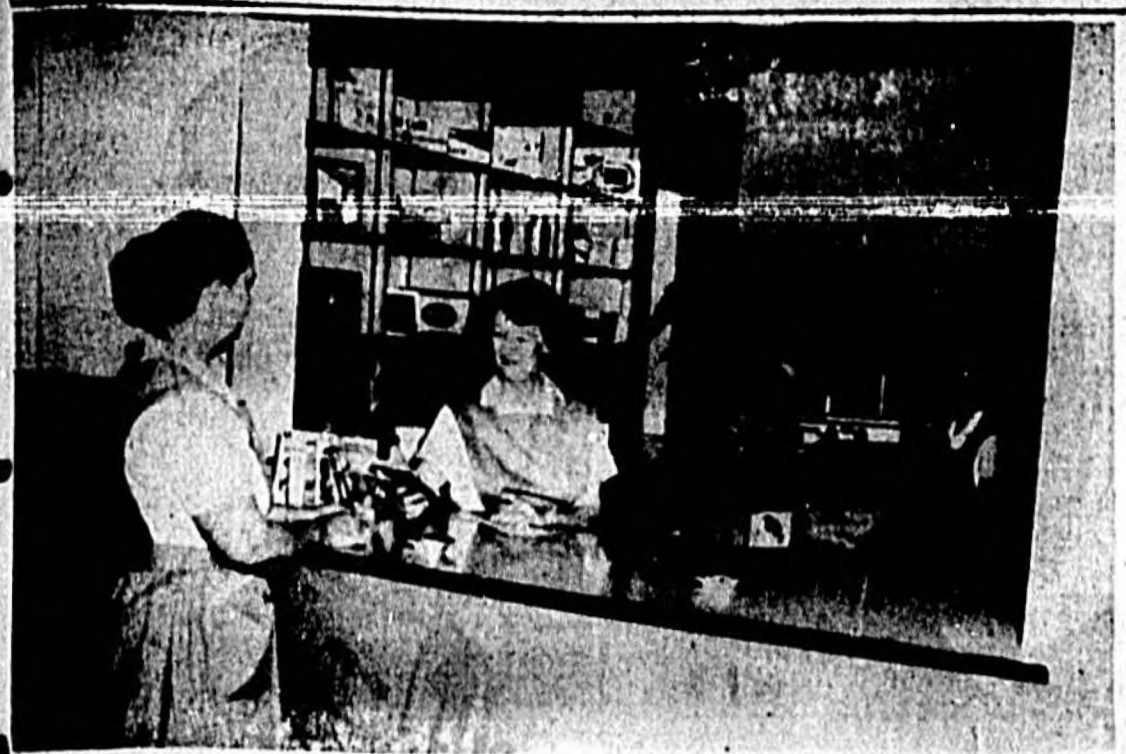
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THE SEMINOLE HOSPITAL Auxiliary has greatly helped matters at the building by taking over the information desk along with its other duties. Their bright uniforms add color to the rooms as they bustle about their duties.

## Women's Auxiliary Of Seminole Memorial Hospital Has Many Important Functions, Is Highly Praised

The charter meeting of the Women's Auxiliary of Seminole Memorial Hospital was held at the Sanford Yacht Club. This organization, consisting entirely of volunteer workers, was formed for the purpose of raising funds, improving patient service and promoting public relations. It was at this gathering that the approved officers for the year were announced: President, Mrs. A. W. Epps Sr.; Vice President, Mrs. Chas. Cole; Recording Secretary, Mrs. Gordon Dean; Corresponding Secretary, Mrs. Charles Bowes; Treasurer, Mrs. T. E. Tucker.

The by-laws committee, Mrs. H. Weir, Mrs. Chas. Cole, Mrs. A. B. Peterson Sr., had made provisions for a Board of Directors consisting of a. Officers of the Auxiliary, b. three elected men of branch auxiliaries and one other member elected by the branch auxiliaries, c. the hospital administrator. The designated directors at large are: Mrs. Isa-

bell, Mrs. Wm. Bush. The by-laws also include an Executive Committee whose membership consists of the auxiliary officers, the immediate past president of the auxiliary, the administrator of the hospital, and such chairmen as the president may designate with the approval of the Board of Directors.

Although Auxiliary membership is limited at the present time to 200 Seminole County and DeBary members, all interested women are to be placed on a waiting list—the only requisite being an interest in the welfare of our hospital. The organization provides for three types of membership: 1. active members who pay dues of 3.00 annually and participate in active service programs; 2. associate members, who pay \$10.00 annually but do not participate actively, and 3. life members who pay a flat sum of \$100.00 without further dues. All members in good standing have the privilege of voting but only active members may hold office. A minimum of sixty volunteer hours of work per year is required of active members and each member is responsible for her uniform.

The Reception Committee, stationed at the front information desk, is under the able guidance of Mrs. R. Blackwelder who is assisted by Mrs. J. Crawford. Manned by two volunteers at all times, 9 A. M.—9 P. M., 7 days a week, those workers assist and direct incoming patients and visitors, receive flowers and messages, give outsiders reports on the condition of patients, and answer and receive all emergency calls. It is also the duty of this committee to see that visiting regulations are observed.

The Library Committee, directed by Mrs. H. C. Oakes, and assisted by Mrs. L. Munson, is in charge of both doctors' and patients' libraries. All books are catalogued and cared for by this committee and patients' books are distributed with the assistance of the Hospitality Committee.

The Sewing Committee, led by Mrs. Warren Adams and ably assisted by Mrs. P. Koster, Mrs. A. Rector, and Mrs. Gordon Dean, has the duty of cutting and sewing, a restyled hospital supplies such as towels, operating sheets, package covers, baby gowns, etc. Social entertainment must be given this committee which has donated innumerable hours of work to this project. Other services will soon be put in operation as soon as the hospital employees have time to train the members.

One of the most important functions of a hospital auxiliary is fund raising, for in this way many of the so-called luxury items may be purchased. Its Finance Committee, under the leadership of Mrs. Gene Bonniat, has many exciting events planned for the future. The purchase of a hospital station wagon is our first goal. April sixth the Mayfair Inn will be the scene of a dance with the Inn donating all facilities. The Sanford Herald has offered to donate all proceeds from a Sunday Pancake Day—the date to be determined later. We have to thank the Elks for the proceeds from a chicken barbecue held March

twelfth. The Seminole Speedway for the proceeds from the harness race held there March 18th, and the Sanford-Orlando Kennel Club for the 125.00 donated to us from Charity Nite.

Despite its youth the Women's Auxiliary of Seminole Memorial

hospital has already proven itself in many ways and is highly praised and commended. Special commendation has been given President Evelyn for her powers of organization and leadership and her willingness to give of herself.

## A. K. Shoemaker, Jr.; One Of Sanford's Better Home Builders

A. K. Shoemaker Jr. is fast becoming known as one of the better young builders in Sanford. He started in business for himself on January 1 and since then has completed eight houses, all of which have been sold and are now occupied. In addition, he has three homes under construction which are also sold. One of these is in the Dreamland section and is being built for Mr. and Mrs. A. L. Harkney. Another is under construction in Mayfair for Comdr. and Mrs. Howard Hansen. It addition he has ten more cases processing through VA and FHA at the present time. These houses are mainly sold and will range from \$10,220 to \$19,950 in price.

"Key" is a native of Sanford and the son of Mr. and Mrs. A. K. Shoemaker Sr. Following his graduation from Seminole High School he attended the University of Florida where he graduated with a degree in Construction Engineering. A veteran of the Korean campaign, he served with an Engineer Construction Battalion as a construction engineer. In all, he has had about six years experience in commercial and residential construction in Gainesville, Orlando and Sanford.

Due to his engineering and architectural knowledge, Shoemaker is in an excellent position to handle all types of custom building. Several of the houses which he has scheduled for construction this spring started as pencil sketches drawn up by the prospective owners. Sketches and plans were revised over and over again

until the owners had exactly what they wanted in livability, appearance and price. "I want folks to know" said Shoemaker, "that I am interested in consulting with anyone regarding a home regardless of the price range they feel that they can afford. I believe that something can be worked out to suit almost any budget."

Construction is underway for ten concrete block homes in the Sun Lanta subdivision, Sanford. These will be financed under VA with low down payments. They will all be three bedrooms, 1 1/2 bathrooms, cabinets with formica counters and all the other custom features that typify a "Shoemaker Home".

### Jaycee Booth Welcomes Visitors Entering Sanford

The Jaycee Information Booth, at the intersection of South Park Avenue and Seminole Boulevard, serves as a welcoming center for visitors to Sanford and Central Florida.

Serving free orange juice to visitors, distributing leaflets about Central Florida attractions, and as an information booth, are the highlights of the service given by the Jaycee operated Information Center.

Frosting a layer cake? Don't add the second layer until the filling spread over the first layer sets a bit.

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ALL SIGNS LEAD to Sanford. Here is a sign erected at the north city limits by the Jaycees. (Staff Photo)

## Seminole County Highlighted By New Developments

Sanford a Seminole County growth is highlighted by newly created developments both in and out of the city.

Homes of any price from low-cost dwelling in the finest homes of their type, are springing up in every direction.

The developments are enticed by paving, water and sewer systems as well as by planned planning for substantial growth rather than by mushrooming popularity.

The Central Florida Experiment Station, of the University of Florida, is located at Sanford and serves the farmers and growers of the entire State as well as farmers and growers of the immediate area.

Maintaining offices and laboratory as well as experimental farms, many tests are made to help the agricultural industry with problems of every nature concerning the growing of plants.

### Recreation Abundant In Sanford

Sanford parks and recreation swimming pool, soft ball in Fort Mellon Park, tennis in Fort Mellon Park, shuffleboard at the Tourist Club courts, baseball at the old Municipal baseball park, a playground adjacent to the city's swimming pool with swings and other recreational paraphernalia the youngsters love, are all within reach of everyone. In addition, there is a city wide recreation program conducted each summer for children.

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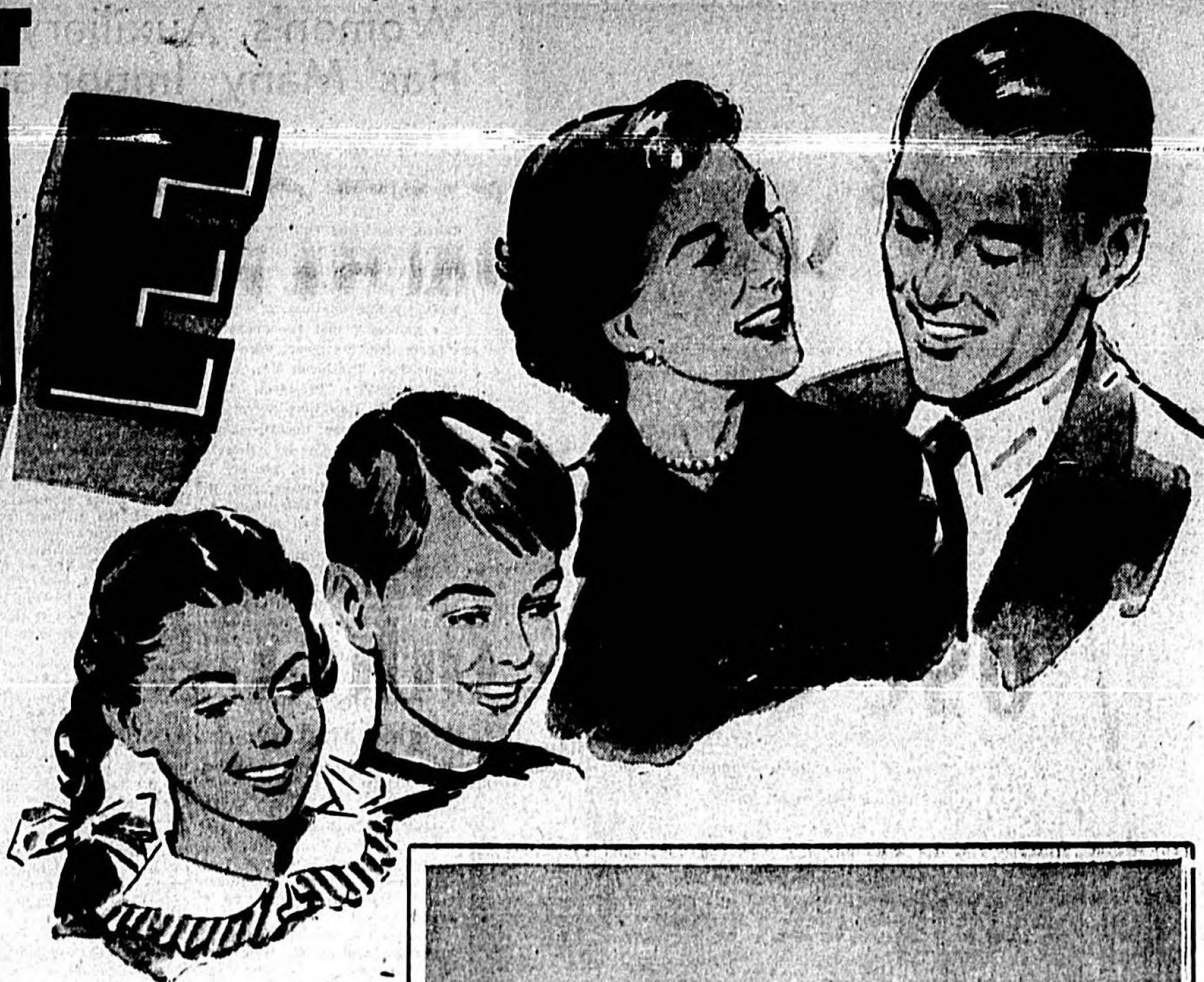
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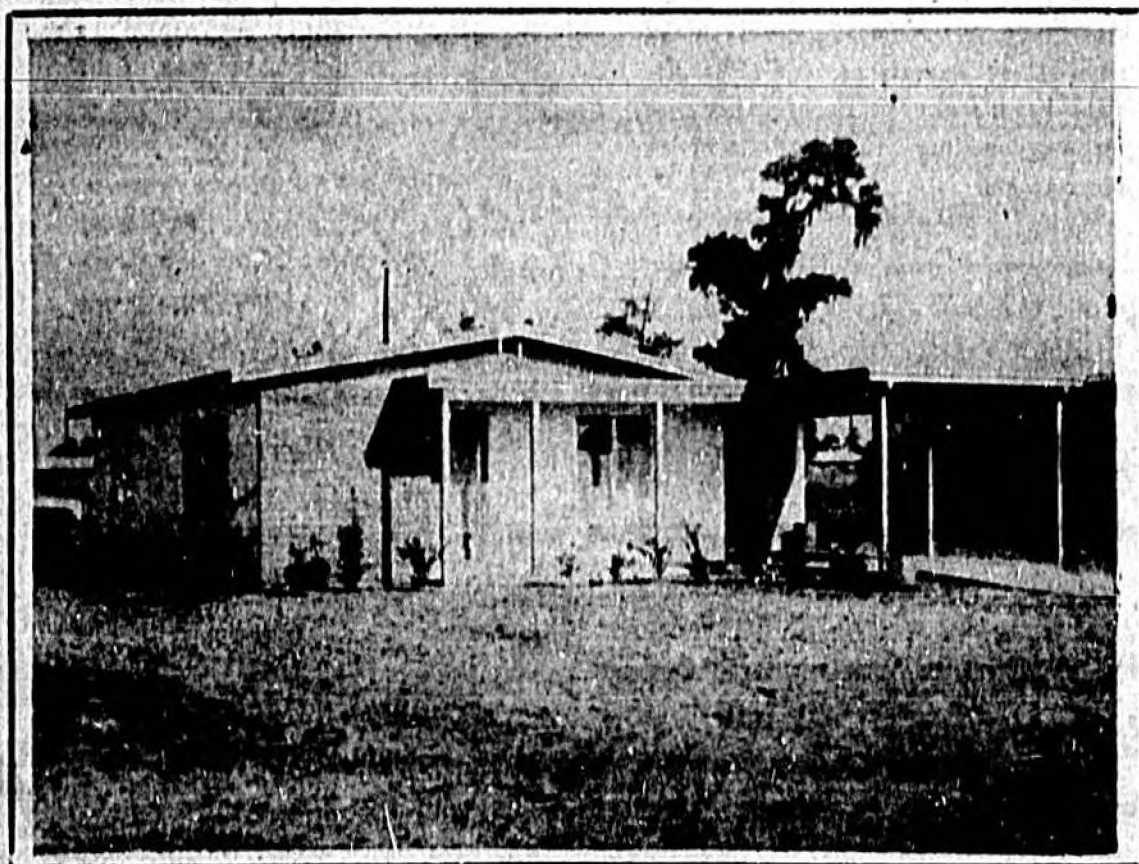
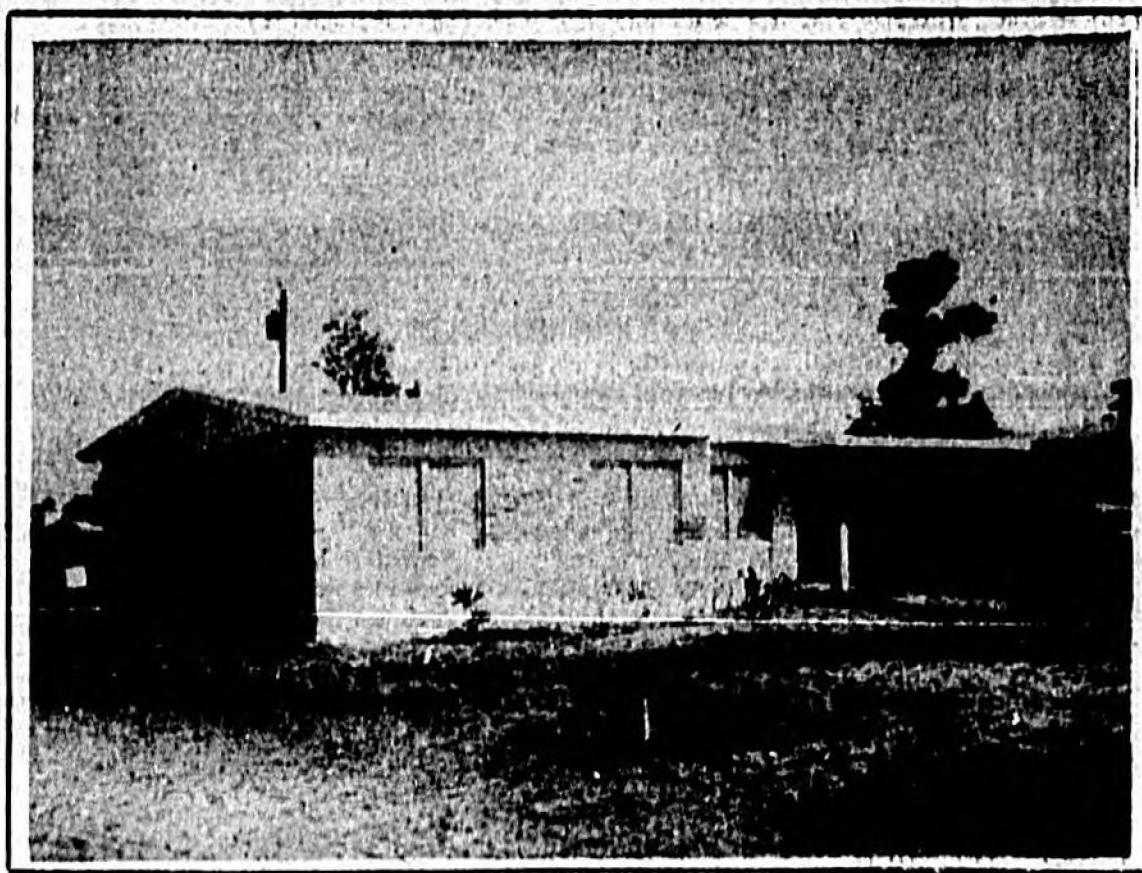
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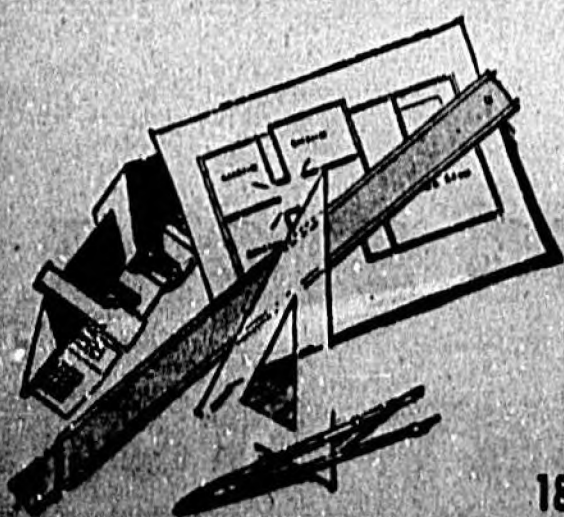
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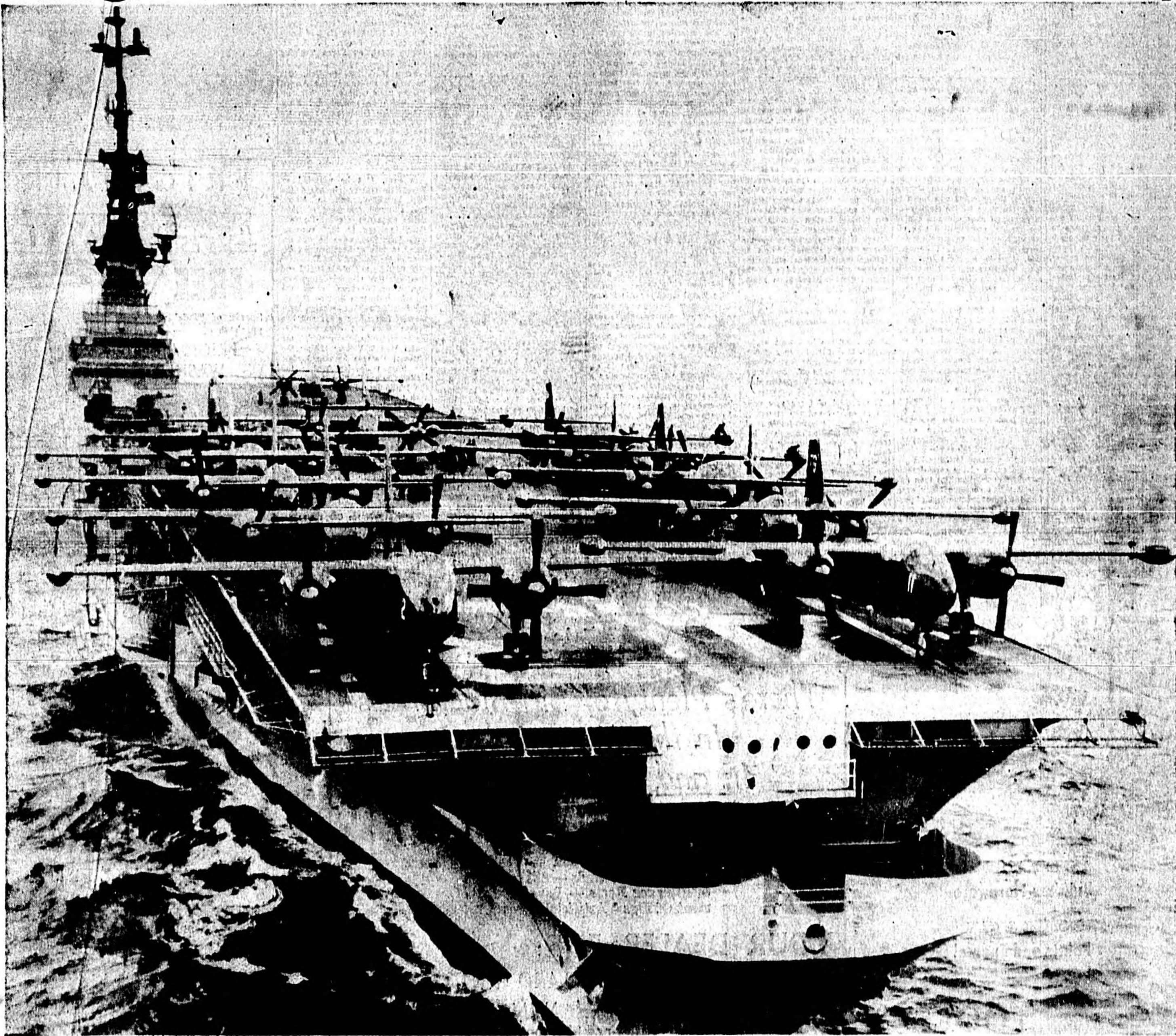
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## Sanford Naval Auxiliary Air Station Progresses With Seminole County



AL SAVAGE AIRCRAFT of Heavy Attack Wing ONE stand ready on the deck of a carrier of the U. S. Atlantic Fleet, The Savage, present operational aircraft of HATWING ONE Squadrons, represents the Navy's Atlantic Fleet long range, high speed, atomic weapons delivery capability. (Official Photo, U. S. Navy)

## SNAAS Is Navy's Only Heavy Attack Aircraft Base

The U. S. Naval Auxiliary Air Station at Sanford has had four stages in its ultimate growth and current importance as the U. S. Navy's one and only Heavy Attack Aircraft Base. The station was originally constructed for the training of bomber and fighter pilots during World War II. From 1946 to 1951 it served under the auspices of the City of Sanford, as an educational and industrial facility by furnishing employment to approximately 300 local persons and instruction to another 300 as well as providing living quarters for more than 900 civilians. Following reactivation of the station in 1951 and continuing growth in our nation's training program this year the air station ser-

ved as the supporting base for carrier air groups, specialized squadrons and reserve units on temporary active duty. Since the early summer of 1953, the station has been designated the home port of Heavy Attack Wing One and its component squadrons Heavy Attack Squadrons Five, Seven, Nine and 11, the Heavy Attack Training Units and Fleet Air Service Squadron 31. In this fourth and current phase the Sanford Auxiliary Air Station (named "auxiliary" only because it receives certain logistic support from NAS Jacksonville) is commencing a new and important growth in our nation's training program for defense.

The origin of the Naval Air Station can very definitely be attributed to the sneak attack on Pearl Harbor by the Japanese, Dec. 7, 1941. Immediately after this disaster, the Secretary of the Navy decided that naval aviation training facilities were inadequate to meet the emergencies of naval warfare on land, sea and in air. In order to take the training load off existing air stations at Pensacola, Miami, Corpus Christi and Jacksonville, and to train simultaneously, pilots for all types of naval aircraft, the Secretary of the Navy directed the establishment of the Naval Air Operational Training Command with headquarters at the

Naval Air Station, Jacksonville. The site of Sanford, because of its excellent year round climate and location in the Central Florida area, was chosen as a base for training of two bomber training units. The selection was made in May 1942. Base construction in the accelerated program was essentially completed by mid-September 1942 and the Naval Air Station Sanford was formally commissioned Nov. 3, 1942. Rear Admiral A. B. Cook, USN, the Chief of Naval Air Operational Training, conducted appropriate ceremonies, during which the station was turned over to Captain (now Rear Admiral) Francis M. Hughes, USN, the first

commanding officer. On Nov. 15, 1942 the first student officers reported on board the station and Sanford became, as it is today, one of the very vital components in the organization for our country's national defense. Construction of a satellite field at Osceola was completed in September 1943. This field is still a part of the Naval Auxiliary Air Station Complex, though it is not presently being utilized to any great extent. September 1943 saw the advent of fighter aircraft training at Sanford to provide trained pilots for aircraft carriers which were soon to be commissioned at a rapid rate for naval war in the Pacific Ocean

areas. The station continued until the end of World War II as one of the leading fighter aircraft bases which produced a major portion of the carrier aircraft fighter pilots who carried the battle directly to the enemy until their surrender in 1945. Captain Hughes was relieved in November 1943 and Captain L. W. Johnson, USN, (now retired) concluded a short period of duty as commanding officer in March 1944. The next in line of commanding officers was Captain O. P. Smoot, USN, who reported in the same month from duty with the Fourth Naval Fleet. Captain R. B. Fouts, USMCR,

now on inactive duty, was commanding officer of the Marine Detachment on the station during World War II. He was also in charge of the Seaman Guard security forces. Of interest is the fact that the Marine Detachment has been recently re-established on the station to provide necessary security for the Heavy Attack Wing. Units of the U. S. Coast Guard, including a K-9 war sentry dog detachment were attached to the station during World War II. In addition a small detachment of Waves served at the station and took over many duties to relieve fighting men for action at sea dur-

ing the critical war period. These units were dissolved shortly after the Japanese surrender after faithful and effective service locally. After World War II, and in view of post-war cutbacks, the need for an Air Station at Sanford was no longer thought to exist. Consequently, March 13, 1948 Captain Smoot was relieved and the Naval Air Station Sanford was formally decommissioned and turned over to the City of Sanford. Although circumstances created by the world political situation proved later that the Naval Air Station Sanford should not have (Continued On Page Two)