

Pirate Plane Bombs French Sub Chaser

Seaplane Marked With Maltese Cross Sets Boat Afire And Then Machine Guns It

French Freighter Bombed And Sunk

Crew Is Rescued By French Destroyers On Piracy Patrol

PARIS, Oct. 25.—(AP)—A seaplane of an unidentified nationality today bombed a French submarine chaser off the Spanish island of Minorca in the Mediterranean setting the vessel afire. The craft also was machine gunned.

Officials of the Air-France Commercial Aviation Company, which had use of the boat, said it hastened at once to its regular station in the port of Formosa permitting the crew to land. The fire was uncontrollable, they reported.

The attacking plane, Air-France officials said, was marked with a Maltese cross. The chaser was assigned to patrol the Mediterranean and did commercial planes in case of accident.

The French cargo boat *Mellah* was bombed and sunk by a "pirate" airplane in yesterday's attack.

High Students Go Over Top In Drive To Get Projector

Students of the Sanford Junior High School went "over the top" in their sale of magazine subscriptions last week, the proceeds of which will be used to purchase a movie projector for the school.

The company for which the students sold the magazines gave the school half of the money collected for subscriptions. Under this plan it was necessary to sell \$225 in order to have sufficient money for the projector.

The students however, did not stop at this, when the final audit was made \$352 in magazine subscriptions had been sold to the residents of Sanford and Seminole County. The entire amount will be used to purchase the movie projector and provide prizes for both the largest and the students selling the largest amount of subscriptions.

Bogus Collectors Of Old Age Assistance Reported By Board

Criminal prosecution by the Department of Justice of bogus collectors of funds in connection with the Social Security Act's old-age program has been requested by the Social Security Board, it was announced today.

The Board advised the Department of Justice that it has received information of several instances where money has been collected through such misrepresentation, and requested the Department to investigate them and institute criminal proceedings. In announcing its action, the Board stated:

SIX PATIENTS DIE, SIX LIVE . . .



Dr. A. S. Calhoun of Mt. Olive, Miss., health officer for Covington county who said six patients for whom he innocently prescribed a new elixir are dead, is shown with his nurse, Evelyn Sharbough (right), who claimed she felt no ill effects from the potion prescribed her. Six of the twelve who took his prescription were not harmfully affected, the physician said.

Buckman Insists Mason Advocates House And Senate Better Promotion Favor Ship Canal Of Florida Crops

\$200,000,000 Bill Not To Be Offered Until Session In January

WASHINGTON, Oct. 25.—(AP)—H. H. Buckman, consulting engineer for the Florida Ship Canal Authority, said today the cross-state waterway had 335 pledged votes in the House and 55 in the Senate—enough to guarantee its authorization.

Gustav B. Frank Died Sunday Night At 72 Years Of Age

Gustav Bernhard Frank, 72, a resident of Sanford for approximately 25 years, died last night at his home on Evans Avenue.

Permit Granted For Garage Apartment

T. A. DeJoy was granted permission today to erect a two-story garage apartment by local building inspector G. P. Frazier.

Labor Groups Spend Morning On Procedure

Little Hope Seen For Solution Of Problems Confronting CIO And A. F. Of L.

WASHINGTON, Oct. 25.—(AP)—The first session of the American Federation of Labor Committee for Industrial Organization peace conference recessed today with the preliminaries still being discussed. The meeting was to be resumed this afternoon.

On the face of the record as written in the exchange of telegrams between C. I. O.'s Atlantic City conference and the A. F. of L. convention in Denver, not much hope of agreement is discernible. Each side served notices on the other that it expected virtually unconditional capitulation. There seemed small room for discussion.

Florida Is Third In 1936 Sale Of Seals; Drive Opens Nov. 25

Florida won third place in the nation in an increase in its 1936 Christmas Seal Sales, it was announced here today. The information was received by the Florida Tuberculosis and Health Association from the award committee of the National Tuberculosis Association, New York. Figures awarded were from the Seal Sale proceeds between Thanksgiving Day, 1936 to final figures submitted September 1, 1937.

Nevada won first prize and Arizona won second place. Nevada had a gain of 33.9 percent, Arizona 32.5 percent and Florida 26.3 percent.

Belgian Premier Resigns His Post

BRUSSELS, Oct. 25.—(AP)—Government of Premier Paul van Zeeland resigned last night.

Windsors Return To Paris From Germany

PARIS, Oct. 25.—(AP)—With the first stage of the former British monarch's labor survey tour completed, the Duke and Duchess of Windsor returned from Germany yesterday and set about planning their voyage to the United States.

Stocks Rally After Brief Selling Wave

NEW YORK, Oct. 25.—(AP)—Rallying power got behind the Stock Market today and brought five points in gains of one to 100. Utilities and rails led early upward reversal.

'ROCKET' TRAIN KILLS TEN IN SCHOOL BUS



Seven high school students, two teachers and the chauffeur were killed when the "Rocket" new streamlined passenger train of the Rock Island railroad, crashed into a school bus on the outskirts of Mason City, Iowa. The wreckage of the bus is shown (top) piled up against the front of the "Rocket." Below, bodies of the children are seen strewn along the right-of-way.

Seminole Ranks First In Sales Of Fertilizers

Nearly 2,000 Tons Of Fertilizers Sold In This County In Sept.

Indicating the extensiveness of agricultural production in Seminole County, more fertilizer was consumed here during the month of September than in any other county in Florida, according to a report received today from the Bureau of Inspection of the State Department of Agriculture.

Scottsboro Negro Loses In High Court

WASHINGTON, Oct. 25.—(AP)—Haywood Patterson, one of the nine negroes involved in the famous Scottsboro case, lost in the Supreme Court today in an effort to escape a 75-year prison sentence imposed by Alabama Courts for an alleged attack on a white woman.

Ecuador Head Plans 'Political Purge'

QUITO, Ecuador, Oct. 25.—(AP)—Gen. Alberto Enriquez, new "military" chief of Ecuador, yesterday decreed establishment of a special tribunal of justice to deal with persons charged with tampering with public funds.

Local Sportsmen Making Ready For Hunting Season

Reports Say Game Is More Proliferous This Year Than Usual

Sportsmen of Sanford and Seminole County are grazing their guns and checking their equipment in preparation for a big hunting season which begins Nov. 20.

Subnormal Weather Strikes Southland

By The Associated Press. The Alpha Tau Omega fraternity at the University of Florida in Gainesville.

Norman DeForest Awarded Damages

The County Court awarded Norman B. DeForest \$336.55 plus accrued interest for damages to his automobile recently as the result of a civil suit heard before Judge H. W. Ware in a special court session Friday.

Kiwanis Club Will Meet Tomorrow

The annual luncheon of the Sanford Kiwanis Club will be held Wednesday at 12:15 o'clock in the grill room of the Valdes Hotel, according to an announcement made today by Sidney J. Nix.

Japan Admits Path Blocked By Gen. Chiang

Chinese Battle Desperately To Hold On At Tazang, Key On Shanghai Front

British Soldier Is Slain By Jap

Others Are Endangered As Jap Airman Uses Machine Gun

SHANGHAI, Oct. 25.—(AP)—Generalissimo Chiang Kai-Shek's embattled Chinese armies stopped the Japanese juggernaut offensive today after six days and nights of heavy fighting on the Shanghai front.

Japanese army spokesman admitted that the general advance of "more than 100,000 men," aided by tanks, planes, and continued bombardments, was "slowed down." The destruction of bridges, mining of highways, and acres of barbed wire entanglements halted the Japanese assault.

Bitter fighting amid the ruins of Tazang, a strategic communication point about five miles north of Shanghai still was in progress. The Japanese asserted they had occupied the villages west of Tazang.

British authorities as an aftermath of the slaying of a British soldier by a Japanese warplane yesterday issued orders to all their defense posts to fire without hesitation in self defense against any airplanes.

The British soldier was killed, and five Americans and about a score of other foreigners were endangered "gravely" when a Japanese warplane, with machine guns blazing, swooped five times over groups near the western

Woodmen To Hold Regular Meeting Tomorrow Night

The Colony Camp, No. 436, of the Woodmen of the World, will meet tomorrow evening in regular session at their headquarters at the American Legion Hut on the Lake Front Boulevard at 7:30 o'clock, according to an announcement made this morning by C. C. Collins.

Crew Missing From British Freighter

HONGKONG, Oct. 25.—(AP)—The British freighter *Kaitangata* loaded with a cargo of gasoline burst into flames last night after leaving Hongkong for Haiphong, French Indo-China.

LOCAL WEATHER

Forecast. Generally fair and slightly warmer tonight. Tuesday partly cloudy and warmer. Extreme Northwest Florida—partly cloudy and warmer tonight and Tuesday.

Wanted To Cut Interest Rate

Of People In Home Companies Are Making Ready Plan

By CHARLES A. JONES
The Home Owners Loan Corporation in 1933 Congress assigned to the Home Owners Loan Corporation the task of saving the homes of American families who were facing foreclosure and bankruptcy. During its three-year period, it made this possible for 1,671,811 in mortgage loans totaling \$1,979,794 at the lowest rate of interest and over the long

est repayment period ever before granted in the history of the country. It was well understood that the Act did not contemplate the wiping out of individual debt or that the Federal Government would assume that debt. Qualifying home owners whose credit was exhausted were to be given an opportunity to save their homes by use of the credit of the Federal Government. No one doubted that most of these American home owners would ultimately be able to discharge their mortgage or obligations and pay their debts in full. However, they badly needed a breathing spell and the positive assurance that the Government would co-operate with them in keeping the roof over their heads. It was believed that in due time, as recovery began to set in, they would "get back on their feet" and regain their equities and the security of home ownership.

Among those helped by the Corporation were some who originally had no intention of meeting their obligations. Others borrowed loans to buy and selling the Government would never enforce payment. A few neglected loans in all good faith who would never be able to meet their obligations, due to accident or their own.

During the last session of Congress several bills were introduced to cut the rate of interest on HOLC loans from the present low rate of 5 percent to rates ranging as low as 3 1/2 percent and to extend the amortization period from the present 15 years in periods ranging up to 25 years. It is significant that the suggestion for a revision of the HOLC mortgage terms has not sprung at all from any speculative movement of HOLC borrowers. It came from a few small groups of men who thought they saw an opportunity to make

money at the expense of the borrowers. One group of men organized a training school for solicitors and sent them to solicit mortgages to all communities in their movements for \$150,000 and \$500,000 a month, that is the group which proposed the bills introduced at the last session of Congress. Where has group membership in HOLC borrowers of any class been built up. Despite suggestions and vigorous efforts of promoters, to hold public meetings, all have been poorly attended and little evidence of interest has been created anywhere.

The Board of Directors of the Home Owners Loan Corporation is unanimous in its opinion that no reduction from the present interest rate is justifiable. Experts of the board estimate that the refinancing of loans bearing interest at 5 1/2 percent and running for 25 years would cost more than one billion dollars which would have to come out of the United States Treasury. In the last 100,000 mortgages of HOLC borrowers would have to pay for the loss to the Treasury.

The proposed changes advanced by those who advocate a change in HOLC loans is that since it has been a matter of course in so large a number of cases, interest rates have been cut and amortization lengthened to protect remaining borrowers from foreclosure.

The answer is that a lower interest rate on a longer amortization period would have given little or no benefit to those borrowers already foreclosed. Their arrears in interest and late charges were far greater than any saving a lower interest and longer amortization would have provided them. From a practical standpoint, it scarcely seems that borrowers who either could or would not pay anything for nearly two years, in addition to accumulating taxes, could be expected to meet a revised obligation, such as those proposed, which would in any case save them only a few dollars a month. The Act gives the HOLC wide latitude and its policy is such that few if any of those who may face future foreclosure can possibly be saved by the small difference these two proposed factors can make in the size of their obligations. A 3/4 percent interest rate would make a difference of but \$2.25 per month in the payments due on the average HOLC loan of \$1000 at the current 5 percent on a 15 year amortization. A borrower so close to the margin would rarely face foreclosure. If the interest rate were fixed at 3 1/2 percent and the amortization period extended to twenty years, the total financial benefit to the borrower over his present contract would amount to only \$54.00. If, as proposed in some of the bills, the amortization period at the 3 1/2 percent rate were extended to thirty years, the borrower would be obliged to pay a total of \$377.50 more than he would pay under his present contract.

While it is true that the borrowers of the HOLC represent only one out of every twenty-four non-farm families in the United States, the HOLC is the largest single holder of non-farm mortgages in the United States, and any action affecting its rates would be reflected in the rates of interest on other mortgages. This action would, in turn, affect the income of those whose savings are invested in mortgages. There are approximately fifty million savings accounts in buildings and loan associations, mutual savings banks, savings departments of commercial banks and in similar institutions for savings in the United States. In addition, there are approximately sixty-five million holders of life insurance policies whose savings would be affected by a reduction of HOLC interest rates.

DUKE'S PLACE

Beautiful Lake Shore Boulevard At French Avenue

STEAK AND CHICKEN DINNERS

SANDWICHES OF ALL KINDS
SPECIAL BUSINESS MEN'S LUNCHES
SERVED FROM 10 TO 2

YOU WILL ENJOY YOUR FAVORITE COCKTAIL

MIXED ONLY AS THE OLD MAESTRO CAN MIX IT

A FULL STOCK OF LIQUORS ALWAYS ON HAND PHONE 9133



Attention---Boat Owners

We are supplied to meet every need of those who own boats or who would like to enjoy the fascinating pastime of boating on the many streams and lakes of this section.

All types of small boats for sale. We have motor boats and rowboats—a marine ways for repair work—all kinds of marine supplies—and facilities for storage and docking any type of craft.

SANFORD BOAT WORKS

JOHN L. BRUMLEY, PROPRIETOR

C. C. Authorizes Increase in Rates

WASHINGTON, Oct. 19.—The Interstate Commerce Commission authorized carriers to raise rates on interstate coach fares from one and one-half cents per mile and to revise lower the fares from southeastern territory to other territories affected.

The increase, the Commission said, will become effective in 15 days. The southeastern territory is the region east of the Mississippi and south of the Ohio and Potomac Rivers.

Seminole County has approved a rate of 20 cents per mile for coach fares from one and one-half cents per mile and to revise lower the fares from southeastern territory to other territories affected.

General Motors PHONO-RADIO COMBINATION \$25.00 Just The Thing For Club, School or Amusement BAUER RADIO SERVICE "Ask Your Neighbor" 405 W. 1st. Phone 23

DRINK NEHI BEVERAGES

IN YOUR FAVORITE FLAVOR
They cost you no more than cheaper drinks being sold in Sanford.
For your information, NEHI bottles more favors approved by Good Housekeeping Bureau than any other bottles anywhere, including several NEHI and PAR-T-PAK flavors and ROYAL CROWN (R. C.) COLA.
Bottled with a treated and filtered water.
Every bottle is thoroughly sterilized and hermetically sealed.
They are GOOD and GOOD for you.

NEHI Bottling Co.

504 CELEBY AVE. C. E. MCKEE, OWNER

TOPPING THE MARKET

Topping the market on celery sales requires three things always:

GOOD CELERY

Seminole County Growers may be depended upon to raise as fine a quality of celery as can be produced.

GOOD SALES ORGANIZATION

Several highly efficient sales organizations assure the skillful and scientific distribution and sale of the crop.

GOOD CRATES

A crate of the type best suited to your celery and to the market for which it is intended. For the coming shipping season we offer the trade the three most popular types of celery crates, as follows:

STANDARD

The same as has been used for many years. This crate with white hard-wood slats makes a most attractive package and is very popular at the present time.

CLIPPED TOP CRATE

A fine called crate, used experimentally last season, but recently improved for the packing of celery with the tops removed. This crate has the approval of the Freight Container Bureau and its use has been authorized at an estimated weight of fifty seven pounds, which is a saving of twenty per cent in freight over the Standard Crate.

The crate is strong and will hold its shape properly, and carry your celery safely through to its destination.

It makes up on your standard nailing machine and only one spacing bar need be changed to nail either Standard or Clip Top Crates.

Most important is the fine appearance of this crate. We believe this to be by far the best appearing package being used in the State today for this type of shipment. We will constantly carry on hand a large stock of these crates to insure prompt delivery.

HOWARD CRATE

For those who desire, or whose trade prefers the Howard Crates, we are pleased to advise that we represent one of the largest manufacturers of wire bound crates in Florida, and will be prepared to furnish these crates within the State on special orders.

S. O. SHINHOLSER

Manufacturer of Good Crates

Green Valley Dairy All Cream Sold RICH MILK Phone 522-W or 223

MULES READY FOR SALE

We have just received a fresh lot of mules from the best stock in the State. They are ready for sale at 50¢ each.

Japan Admits Path Blocked By Gen. Chiang

(Continued From Page One) ... United States Consul-General Clarence E. Gaines protested to the Japanese consulate-general. A British sailor at the scene said British soldiers returned the Japanese airman's fire with automatic rifles. British army authorities officially branded the affair a "deliberate attack." Japanese naval and civilian officers quickly expressed regret to the British.

Pirate Base Bombs French Sub Chaser

(Continued From Page One) ... The Quod Kallah, a 2412-ton vessel, was on route from the French Moroccan port of Lyarlay to Port Vaudras with a cargo of grain when the attack occurred. The vessel's crew sent out an S. O. B. abandoned ship and waited until two French destroyers—supposedly engaged in the Franco-British Mediterranean "anti-pyrate" patrol—steamed up and rescued them.

CITY NEWS BRIEFS

Violators of City Ordinances will be tried before City Judge Frank L. Miller in a session of the Municipal Court this afternoon at 4:00 o'clock. Carl Fealer, Sr., is steadily improving, according to a report by local hospital officials this morning. He underwent an operation last Friday. Meritt Mitchell, president of the Florida Sportsmen's Club, will be the guest speaker at the

the leading method differs in several of the counties. For instance, information to hunters, "the state" Commission of Game and Water Fish will give them during a summer hunt season. ...

Seminole Ranks High In Sales Of Fertilizers

(Continued From Page One) ... During September a total of 17,029 tons of fertilizer was consumed in the 37 counties of the State which amount to nearly double the total state consumption for the month of August. According to the report from the Department of Agriculture the sales of fertilizer in this county were decreased by nearly 2,000 gallons while kerosene consumption increased approximately 4,000 gallons during the month of September. Seminole County ranked twenty-second in the consumption of gasoline in the State, consuming 224,433 gallons of the fuel as compared with the 237,556 gallon total for August.

Perk's Plans Added Attractions Soon

A visit to Perk's Place any night will make you wonder why you see so many of your friends enjoying themselves at the tables, not after being served with a cocktail as they are mixed there, but eating a sizzling hot steak with the trimmings you would wish you have not been out before. Hank Perkins, better known as 'Perk', is an ideal host, greeting everyone with a smile. He considers it his duty to see that his guests get what they order and that everything is done for their pleasure.

Boy Scout Meeting Postponed One Week

The regular weekly meeting of Troop 5 Boy Scouts of America has been postponed till next Monday night because of the play being given tonight at the Seminole High School. Scoutmaster H. E. Morris announced today.

SEINERS FINED

Judge R. W. Warr of Seminole County spoke in no uncertain terms when Kerene and Tom Oglesby of Sanford were brought before him on Oct. 8 and found guilty to a charge of using a seine in the fresh waters of the county. The judge levied a fine of \$50 and costs of 120 days in jail, according to Chief Conservation Officer J. A. Black, of the Fifth District.

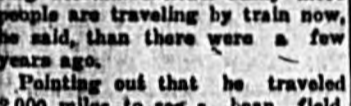
Mason Advocates Better Promotion Of Florida Crops

(Continued From Page One) ... Mr. Mason said that he found the trains crowded throughout the west and occasionally had difficulty in getting accommodations. Many more people are traveling by train now, he said, than there were a few years ago. Pointing out that he traveled 2,000 miles to see a bean field, Mr. Mason explained that some of the finest beans in the world are now grown in the ones arid lands of the west. Irrigation has turned some of these near deserts into fertile farmlands. Most of these bean fields, he said, are located in Wyoming and Idaho.

CHEVROLET COACH, needs painting but motor in fine condition, Phone 618-J.

It's longer between paint jobs when you use Denier & Gay's quality products. They're "Best for the South." Stanley Rogers Hardware Co.

FOR DELICIOUS SNACKS...



KRAFT CHEESE SPREADS

Just take out several varieties of Kraft Cheese Spreads and combine... and compare... Their smooth, creamy texture... and their rich, savory flavor... are the secret of their popularity.

Try a Delicious Home-Cooked Meal AT LANEY'S DRUG STORE Complete Lunch....35c Select your food from a list of delicious sandwiches and home cooked pastries... WE FILL ALL PRESCRIPTIONS — PHONE 103

TRUST Your DRUGGIST JUST as you can place your entire confidence in the diagnosis and treatment recommended by your physician, you can rely on your druggist for accurate filling of prescriptions. Sanford Machine Co. Inc. TELEPHONE 62

Touchton Drug Co. THE REXALL DRUG STORE FOR BEST PRICES IN TOWN PHONE 325 FREE DELIVERY

ASK YOUR LOCAL DEALER FOR PETUNIA—SALMON SUPREME MARIGOLDS WITH ODORLESS FOLLAGE COLLARETTE CROWN OF GOLD YELLOW CROWN KING'S RANSOM BURPEE GOLD OTHER FLOWER AND VEGETABLE SEED OF MERIT W. Atlee Burpee Co. Wholesale Branch 201-204 W. First St. SANFORD, FLORIDA

LET US DEMONSTRATE THE NEW "Fog More" Power Sprayer IN YOUR OWN FIELD AND WITH YOUR OWN DRIVER Also some bargains in used TRACTOR SPRAYERS Sanford Machine Co. Inc. TELEPHONE 62

ECONOMICAL! See The New Quaker Circulating Heater With Oil Miser Burner RANDALL ELECTRIC CO. Electric Wiring And Appliances Established 1922 Telephone 113

Bouquet Lenthéric The Daytime Fragrance You will feel all a-glow and a-tingle if you apply Bouquet Lenthéric generously all over the body, especially after a tub or shower. Roumillat & Anderson The Prescription Shop SANFORD, FLORIDA Phone 24, and 5112

A PRE-SEASON CHECK of your OFFICE SUPPLIES and PRINTED FORMS may save you many days when operations are in full swing. Celery City Printing Company Phone 340 Open Saturday evenings 115 Park Ave.

Bring Your Car Troubles To Scott Service Garage Longwood, Florida EXPERT SERVICE ALL MAKE CARS You Will Be Pleased With Our Work

Nunn-Bush Ankle fashioned Oxfords Your Strong-Best Doesn't Hold a BOND of Standard Worth... Cowan Co. 211 E. First St. Sanford, Fla.

For Superior Cleaning of Your Fine Delicate Apparel AS WELL AS Your Every Day Clothes LET LANEY DRY CLEANING CO. DO THE JOB YOU CAN TRUST THEM TO DO IT RIGHT Long Experience Has Taught Them How PHONE 465 110 E. 2nd St.

HIGHER STANDARDS For Your PROTECTION WHEN you buy Seminole Creamery Co.'s milk you are getting a product scientifically guarded for your health's sake. A Quart a Day is the Best Safeguard for Your Child. DON'T TAKE QUALITY AND PURITY FOR GRANTED—INSIST UPON SEMINOLE CREAMERY CO.'S MILK! Seminole Creamery Co.

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Advertisements
Single Copy, 5 Cents
Per Line Per Week, \$1.00

Monday, October 25, 1937
Possessions
I found my possessions...

Modernizing a big hotel seems easy. You place blue chairs in the old lounge and call it the marble bar.

Considering the temptation it must be to everyone to cut his checks off, you wouldn't think Hans Hitler would be sticking his neck out so much.

And another thing, if politics is so dirty as they say it is, you couldn't tell the difference between a Klansman's sheet and a Supreme Court Justice's robe after a few years anyway.

The world seems to be about equally divided between women who want to gain weight and those who want to lose it.

Try Sanford This Winter

This issue of The Herald is being mailed to one thousand persons throughout the North who have from time to time made inquiries at the Chamber of Commerce regarding Sanford and Seminole County.

Sanford and most of the other towns in this county are essentially agricultural. Citrus and celery constitute the two largest cash crops.

There are also a great many other industries here, most of them allied to some extent with the farming interests. There are, of course, many citrus and celery packing plants and wash houses.

Sanford was a railroad center long before it was the celery capital of the world. Over fifty years ago Sanford was the end of Plant system of railways in Florida.

Sanford and Seminole County have much to offer the visitor to Florida, not the least of which are the warm sunshine and healthful climate, as well as the economical living conditions.

We have heard a good deal recently about the importance of taking certain kinds of medicine to relieve headaches. It seems that almost every time we turn on the radio someone is describing at great length the value of something or other as a cure for this particular type of ailment.

Sanford Twenty Years Ago
The campaign for the sale of Liberty bonds is on its earnest in Sanford and is under the able leadership of Hon. Forest Lake who has been appointed chairman for the County.

ered handkerchiefs was won by Mrs. Moya. Those present were Mrs. Bishop, Mrs. Connelly, Mrs. Dora, Mrs. Galloway, Mrs. Miller, Mrs. Moya, Mrs. Thrasher, Mrs. Hal Wight, and Mrs. W. C. Hill.

FLORIDA HIGHLIGHTS



The SAPOTE is a very interesting tropical fruit that grows well in the protected areas of Southern Florida. The tree attains huge size and its large leaves are a distinctive feature often reaching a length of 12 inches.

FLORIDA'S FUTURE—HOLT

One full decade has passed since Dr. Hamilton Holt, president of Rollins College, penned a notable vision of and tribute to a future Florida, in one of a series of special articles, "Building for a Greater Florida," conducted by Yowell-Drew Company.

HOLLYWOOD SIGHTS AND SOUNDS

HOLLYWOOD, Oct. 25.—Picture people spend time and money insuring authenticity of costumes for period pictures unless the "period" is the 1920's.

SNOW'S PAINT & GLASS CO.

GLASS . MIRRORS . PAINTS
QUALITY—DEPENDABILITY
Pittsburgh Proof Product

Station Professor Dies in New York

NEW YORK, Oct. 25.—(AP)—Dr. John Joseph Edwards, 74, a prominent lawyer, and former congressman from the Second New York District, died at his home here Saturday.

WERT-The JEWELER
Diamonds And Watches
Fine Watch And Jewelry Repairing

GET DUO-THERM "REGULATED" OIL HEAT \$5950 and up
A new heating comfort is yours with a Duo-Therm oil-burning circulating heater.

YOU OWE IT TO YOURSELF
"TO KEEP YOUR CREDIT GOOD"
Credit reflects your character; it also reflects the confidence other people have in you.

R. N. NIPPER
FINE WATCH REPAIRING
DIAMOND SETTING AND ENGRAVING
McLAULIN, JEWELER

Pay Bills Promptly
LET US HELP YOU
TO KEEP YOUR CREDIT GOOD
SEMINOLE COUNTY Credit Association, Inc.

Social And Personal Activities

Social Calendar

MONDAY
Church Member Five of the First Methodist Church will meet at 7:30 o'clock at the home of Mrs. E. M. Ely, Floral Heights.

Edwin Granberry To Conduct Class Here

Edwin Granberry, the distinguished young novelist who is professor of English at Rollins College, will conduct a class in creative writing at the Sanford Grammar School, 137 1/2 Ave. A, on Tuesday.

Personals

Miss Chloë Smith left today for Miami where she will spend the winter.
Mrs. John M. Kelly and son, Owen, left today for New York City where they will reside at the Boulevard Apartments.

Football Picture To Be Shown At Ritz

This being the season when the beam of long pants, and the thrill of being run, electricity grid-iron crowds, it is altogether appropriate for the football picture to make its appearance in our show-house.

Local Sportsmen Make Ready For Hunting Season

Continued From Page One
Expected to stop here in their southward migration in increasing larger numbers, since reports from various game preservation societies indicate that through drastic restrictions placed on duck hunters during the past few years ducks are rapidly increasing.

JAYS EVACUATE

TOKYO, (AP)—The newspaper Chagai Shogyo Shippo reported yesterday that Japanese workers and residents are evacuating Russian-owned Northern Sakhalin owing to "illegal oppression which makes continuance of business impossible."

BRONSON, Fla., Oct. 25.—The grade of hogs marketed by Levy County farmers this season will be much higher than that of past years, the improvement being due to the use of more purebred boars last year, according to County Agent T. D. Rickenbaker.

SERIOUSLY INJURED

TOULOUSE, France, (AP)—Senator Henri Sellier, former minister of public health, was seriously injured yesterday when his automobile skidded and crashed into a tree 30 miles from here. Doctors refused to give out any statements on his condition.



YOUTHFORM
America's Finest BRASSIERES.

Miss Oleda Dyson Elected President
Miss Oleda Dyson was elected State president of the Children of the Confederacy at the United Daughters of the Confederacy Convention held last week in Miami.

Prayer Week Held By Woman's Auxiliary
The Women's Auxiliary of the First Presbyterian Church will observe the week of prayer and self-denial for home missions beginning today.

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Birthdays Is Enjoyed By Ruth Hodges
Mrs. Harvey Hodges, Jr. entertained Friday afternoon with a party in honor of her daughter, Ruth, on her seventh birthday.

Martin's Garage
Is Allowing A 50% Discount on \$2,061.32 of past due accounts.

THE Seminole Dry Cleaners TAKE THE SPOTS OUT SCIENTIFICALLY WITHOUT INJURY TO FABRICS SEND US YOUR Wearing Apparel FOR CLEANING Your Clothes Will Be Returned Looking Like New PHONE 861 220 MAGNOLIA AVE.

The Yowell Co. Sanford, Florida

Miss Oleda Dyson Elected President
Miss Oleda Dyson was elected State president of the Children of the Confederacy at the United Daughters of the Confederacy Convention held last week in Miami.

Mrs. B. G. Methvin Gives Birthday Party
Mrs. B. G. Methvin entertained with a surprise birthday dinner Thursday evening in honor of her daughter, Annie Belle.

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The Women's Auxiliary of the First Presbyterian Church will observe the week of prayer and self-denial for home missions beginning today.

Birthdays Is Enjoyed By Ruth Hodges
Mrs. Harvey Hodges, Jr. entertained Friday afternoon with a party in honor of her daughter, Ruth, on her seventh birthday.

PENNEY'S SAVES YOU MONEY ON EVERYTHING FOR Fall

32 Oz. All-Wool Navy Blue Melton! MEN'S JACKETS 2-98

Men's Pure Wool COAT SWEATERS 2-98

Peaney's Leads In Blanket Values Not Less Than 5% Pure Virgin Wool! BLANKETS 1-98

PLAID BLANKETS 1.00
Ideal Summer-weight blanket! Keep them on hand for extra covering on cool nights.

PENNEY'S THRIFT CENTER OF SEMINOLE COUNTY

SADY'S "The Complete Woman's Shop" Central Florida's Most Modern Place To Shop

For Lounging, Relaxing, or Entertaining informally... One of these new, practical and lovely coats are ideal... \$5.95... \$12.95

"Top Pieces" That should be the name for fashion whizzes for this season's head gear. We have all types \$2.95 - \$5.95

Hosiery So sheer and practical... A combination we have achieved. 79c - \$1 - \$1.25

Frocks For Miss or Matron... For any occasion. Sizes 11 to 27 or 28 to 46. Your every desire can be fulfilled here. \$5.35 - \$22.50

To-Night THE WORLD'S NEWEST DELICHT! 100 MEN and 1 GIRL Tuesday \$\$\$\$\$\$ THE BIG DAY 375 Special Attractions and A BOKEN ROSE BOWL THRILLERS ROLLED INTO ONE

RITZ OVER THE GOAL

Plant Vegetables Now FOR THE STATE MARKET HENRY A. RUSSELL SEED CO. 100 W. FIRST ST. PHONE 41

We Reserve Right to Limit RILEY'S OCT. 26 THRU OCT. 28, 1937

Table with 3 columns: Item, Quantity, Price. Includes Churrgold 1 Pound 17c, Pancake Flour 2 For 15c, Corned Beef No. 1 Can 2 For 29c.

Table with 3 columns: Item, Quantity, Price. Includes York APPLES 5 lbs. 15c, TURNIP ROOTS 2 lbs. 9c.

Table with 2 columns: Department, Item, Price. Includes Quality Department: Fancy Western Hamoked 35c, Streaks B. 21c.

Sanford Herald

Published by the Sanford Herald Co., Inc., at the Post Office Building, Sanford, Florida, under the name of Sanford Herald Co., Inc.

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Sanford, Florida, is being mailed to one thousand persons throughout the North who have from time to time made inquiries at the Chamber of Commerce regarding Sanford and Seminole County.

Try Sanford This Winter

Sanford and most of the other towns in this county are essentially agricultural. Citrus and celery constitute the two largest cash crops, though almost every type of truck farming is engaged in more or less.

There are also a great many other industries here, most of them allied to some extent with the farming interests. There are, of course, many citrus and celery packing plants and wash houses.

Sanford was a railroad center long before it was the celery capital of the world. Over fifty years ago Sanford was the end of Plant system of railways in Florida.

At Longwood is located a Kennel club which draws thousands of fans from all over central Florida and nearby is the Seminole Driving Park where such trotting celebrities as Grayhound work out during the winter.

Sanford and Seminole County have much to offer the visitor to Florida, not the least of which are the warm sunshine and healthful climate, as well as the economical living conditions.

Sanford is a beautiful city with a fine swimming pool which has only recently been completed. Not far from Sanford is a beautiful eighteen hole golf course which has always had a strong appeal for visitors.

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FLORIDA HIGHLIGHTS



The SAPOTE is a very interesting tropical fruit that grows well in the protected areas of Southern Florida. The tree attains huge size and its large leaves are a distinctive feature often reaching a length of 12 inches.

By his capture of Pensacola in 1781, the distinguished GALVEZ, who was governor of Louisiana, under Spain, forever ended English dominion in West Florida.

FLORIDA'S FUTURE—HOLT ORLANDO SENTINEL One full decade has passed since Dr. Hamilton Holt, president of Rollins College, penned a notable vision of and tribute to a future Florida.

Florida's future is being settled by forward looking men of other states. These older people with wisdom and money to invest in our unparalleled natural resources.

HOLLYWOOD SIGHTS AND SOUNDS By ROBBIN COONS HOLLYWOOD, Oct. 25.—Picture people spend time and money insuring authenticity of costumes for period pictures unless the "period" is the 1920's.

When they make a picture now days like "Madame X," which they've modernized to the extent that its period covers the '20's, they don't dare use the actual fashions.

form consists of pants, shirt, leggings and hat and will give the guards a fine appearance. Miss Adelaide Higgins is now in Baltimore. She will visit Washington and Wilmington, N. C. before her return.

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Deaths in New York

NEW YORK, Oct. 25.—(AP)—Dr. John Joseph Kardos, 74, neurologist, lawyer, and former congressman from the Second New York District, died at his home here Saturday.

He was a native of Virginia and had served mental institutions in New York and Connecticut. At the time of his death he was professor of medical jurisprudence at John B. Stetson University, DeLand, Fla.

In Congress he was a bitter opponent of the Volstead Act and an advocate of a Federal police force. Funeral services will be today.

'SKAT' FRIGHTENS BEAR

SUPERIOR, Mont., Oct. 25.—(AP)—Mrs. M. W. Fearlake got up early to find out who was taking potatoes, turnips and carrots from her garden. At dawn she

WERT-The JEWELER

Diamonds And Watches Fine Watch And Jewelry Repairing Diamond Mounting And Engraving

GET DUO-THERM "REGULATED" OIL HEAT \$5950 and up

A new heating comfort is yours with a Duo-Therm oil-burning circulating heater. The heater that brings you ALL of these modern features:

HEAT REGULATOR—Simple as turning a dial. Gives you "regulated" heat. All the heat you want on cold days. Just enough heat to take the chill off on milder days.

EASY PAYMENTS LEE BROTHERS

YOU OWE IT TO YOURSELF "TO KEEP YOUR CREDIT GOOD" Credit reflects your character; it also reflects the confidence other people have in you.

Pay Bills Promptly LET US HELP YOU TO KEEP YOUR CREDIT GOOD SEMINOLE COUNTY Credit Association, Inc.

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Social And Personal Activities

Social Calendar

MONDAY
 The Church of the First Methodist will meet at 8 o'clock at the home of Mrs. E. E. Kipp, Floral Heights. Mrs. M. H. Kipp, Mrs. William Coleman will be hostesses.

TUESDAY
 W. Mrs. W. L. Cooper will lead the devotion at 7:30 o'clock at the First Methodist Church.

WEDNESDAY
 The Rev. E. D. Brownlee will lead the devotion at 7:30 o'clock at the First Presbyterian Church.

The Sarah Parker Orphanage will spend the entire day cutting and sewing at the Methodist Church annex. A covered luncheon will be served.

Edwin Granberry To Conduct Class Here

Edwin Granberry, the distinguished young novelist who is professor of English at Rollins College, will conduct a class in creative writing at the Sanford Grammar School. It was announced today. The course will give lecture credit from the University of Florida or three hour college credit. The first lecture is scheduled for Thursday evening at 7:00 o'clock, and the classes will continue for 12 weeks.

Mr. Granberry won the O. Henry Memorial Prize for the best short story in any American magazine in the year 1932-33, with "A Trip to Cordoba," a story with a Florida background, and Pictorial Review selected his story, "For de Lancey," as the best of 1933. For his translation from the French of Lacretelle's "Amour Nuptial," Mr. Granberry was awarded the Grand Prize of the French Academy.

With three novels to his credit, "The Ancient Hunter," "Strangers and Lovers," and "The Erl King," two of which have Florida settings, Mr. Granberry is recognized as one of the outstanding fiction writers upon the American literary scene.

Mr. Granberry was born in Mississippi, attended the University of Florida, served in the U. S. Marines during the World War, was graduated at Columbia University after the war, and studied at Harvard in Professor George Pierce Barker's "47 Workshon." Mr. Granberry's play, "Hitch Your Wagon to a Star," was the last production of the Workshop before Professor Barker went to Yale.

SADY'S "The Complete Woman's Shop"

Central Florida's Most Modern Place To Shop

For Lounging, Relaxing, or Entertaining Informally... One of these new, practical and lovely coats are ideal... Satins, Moires, Laughing water crepe in pastel and vivid hues.

\$5.95 . . . \$12.95

"Top Pieces"

That should be the name for fashion whims for this season's head gear. We have all types. **\$2.95 . \$5.95**

Frocks
 For Miss or Matron... For any mood... For any occasion. Sizes 11 to 17 or 12 to 46. Your every desire can be fulfilled here.

\$3.95 . \$22.50

Hosiery
 So sheer and practical... A combination we have achieved.
79c . \$1 . \$1.25

THE YOWELL CO.
 Sanford, Florida

Football Picture To Be Shown At Ritz

This being the season when the boom of long punts, the whiff of forward passes, and the thrill of long runs electrify gridiron crowds, it is altogether appropriate for the football picture to make its appearance in our show-houses. And that's just what will be presented to the fans Tuesday at the Ritz Theater, when the Warner Bros. collegiate comedy "Over the Goal" will be the offering.

No showy football sequences engage your attention in this movie, we are told by the advance notices. The gridiron incidents are altogether true to life. They ought to be. They are played by a couple of teams chosen from the leading members of the varsity squad of the celebrated Trojans—the University of Southern California, who rate in national standings up along with Notre Dame, Minnesota and Northwestern.

June Travis, dark-haired, green-eyed young star, has the leading feminine romantic part, opposite a newcomer to the screen, William Hopper. Bill is a son of the late DeWolf Hopper (though he doesn't like to be known because he wants to make his way on his own), and is described as an excellent young actor.

The story deals with a bet made between a couple of players on rival teams back in 1878, when gridmen wore long hair and even whiskers. They wager that 30 years hence, each will produce a winning team. They go into the world, get rich, develop teams—and here in "Over the Goal" comes the climax to their bet.

Local Sportmen Make Ready For Hunting Season

Continued From Page One

Expected to stop here in their southward migration in increasingly larger numbers since reports from various game preservation societies indicate that through drastic restrictions placed on duck hunters during the past few years, ducks are rapidly increasing.

A few days ago a Herald reporter noticed a large flock of the migratory birds swimming and diving in Lake Monroe just off the lake shore boulevard west of Sanford.

Regarding hunting licenses for the season, Judge H. W. Ware advised local hunters today that the licenses could be purchased in his office any time between now and Nov. 20 for the sum of \$1.25 for a county license and \$5.50 for a state license.

With the advent of the hunting season on Nov. 20, sportsmen would do well to familiarize themselves with the provisions of the various hunting regulations enforced in the different counties of the State in order that they may keep out of the toils of the law. Judge Ware pointed out.

Many counties prohibit hunting altogether on certain days of the week and also the expiration of

JAPS EVACUATE

TOKYO, (AP)—The newspaper Chagai Shogyo Shimpo reported yesterday that Japanese workers and residents are evacuating Russian-owned Northern Sakhalin owing to "illegal oppression which makes continuance of business impossible."

SERIOUSLY INJURED

TOULOUSE, France, (AP)—Senator Henri Sellier, former minister of public health, was seriously injured yesterday when his automobile skidded and crashed into a tree 30 miles from here. Doctors refused to give out any statements on his condition.

Personals

Miss Chloë Routh left today for Miami where she will spend the winter.

Mrs. John M. Kelly and son, Owen, left today for New York City where they will reside at the Belvedere Apartments.

Mrs. C. P. Herndon represented the N. de V. Howard Chapter at the State convention of the United Daughters of the Confederacy held recently in Miami.

Friends of Al Wallace will be glad to learn that he is improving rapidly at the Fernald-Laughton Memorial Hospital after having undergone an operation recently.

Dr. and Mrs. H. D. Smith left Troy, Ala., yesterday for Philadelphia, Pa. where Dr. Smith will receive treatment at the Temple University Hospital.

Mr. and Mrs. J. C. Andes announce the birth of a daughter, Alice Means, at the Fernald-Laughton Memorial Hospital yesterday morning.

Miss Lucy Roumillat has returned from Miami where she is a delegate from the Robert E. Lee Chapter Children of the Confederacy, she attended the annual State convention of the United Daughters of the Confederacy and served as State page.

Prayer Week Held By Woman's Auxiliary

The Woman's Auxiliary of the First Presbyterian Church will observe the week of prayer and relief denial for home missions beginning today.

An inspirational meeting will be held today at 3:30 o'clock with Mrs. Julius Turnbull as leader. On Tuesday Mrs. W. L. Cooper will conduct the devotional and Wednesday at 7:30 o'clock the Rev. E. D. Brownlee will lead the devotional, sponsored by the Bible teachers of the different circles of the Auxiliary.

There will be no meeting on Thursday, Friday at 10:00 A. M. "Other Men Labored" by Homer McMillan will be reviewed. Lunch will be served at 12:30 o'clock and at 3:30 o'clock Dr. Elizabeth

Birthday Is Enjoyed By Ruth Hodges

Mrs. Harvey Hodges, Jr. entertained Friday afternoon with a party in honor of her daughter, Ruth, on her seventh birthday.

A Halloween motif was carried out in the decorations. Throughout the afternoon games were enjoyed. Stanley Rosier and Mary Kenis won prizes in a peanut game.

At the tea hour refreshments were served to the following: the Misses Ruth Hodges, honoree, Mamie Howe, Lily Ann White, Katherine Odham, Minnie Ruth Odham, Melbia Frederick, Mona Raburn, Jerry Dray, Tommy Methvin, Marjorie Hodges, Janice Potter, Betty Rose Hoolehan, Mary Kenis and Emily Matthews.

Also Bobby Hodges, Tony Rehberg, George Turner, Billy Johns, Harold Johnson, Stanley Rosier and Joe Wells.

Tracey, Spiritual Life Secretary, will conduct the devotional. A collection for home missions will be taken.

MISS OLEDA DYSON
 Elected President

Miss Olelda Dyson was elected State president of the Children of the Confederacy at the United Daughters of the Confederacy Convention held last week in Miami.

She was toastmistress at a luncheon held at the Columbus Hotel while there.

Spice tones of brown are popular fall colors.

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ON THE STATE MARKET

HENRY A. RUSSELL SEED CO.
 (DEALER)
 "Burpee's Seeds Grow"
 100 W. FIRST ST. PHONE 41

WE RESERVE THE RIGHT TO LIMIT

RILEY'S

OCT. 26 THRU OCT. 28, 1937

Churrgold	1 Pound	17c
WASHBURN'S Pancake Flour	2 For	15c
CORNEO Corned Beef No. 1 Can	2 For	29c
PHILLIP'S Tomato Soup	3 For	10c
Peanut Butter	12 Oz. Jar	10c
Del-Maiz Corn	No. 303	10c
HERBIE'S Cocoa	Lb. Can	2 For 25c
Borden's Milk	3 Tall Cans	20c
YORK APPLES	5 lbs.	15c
TURNIP ROOTS	2 lbs.	9c
GOLDEN YELLOW BANANAS	4 lbs.	15c
SWEET POTATOES	10 lbs.	19c

Quality Department	Economy Department
Wancy Western Branded Beef Loin or Club	Western Beef Loin or Club
STEAKS lb. 35c	STEAKS lb. 19c
Shoulder	Lamb Shoulder
Veal Chops lb. 21c	CHOPS lb. 21c
Fresh Baltimore OYSTERS 49c	Hamburger or Pan SAUSAGE 2 lbs. 23c
Smoked Country SAUSAGE 35c	Veal or Beef Stew 2 lbs. 25c

PENNEY'S SAVES YOU MONEY ON EVERYTHING FOR FALL

32 Oz. All-Wool Navy Blue Melton!

MEN'S JACKETS

Cosack Styles **2.98**

Trim fitting styles with slide fastener fronts! Snug waists to take the teeth out of chilly winds! Sport backs—two slash pockets! Ideal for outdoor work or sports! Get yours today!

BOYS' SIZES 2.70

Sure Hit Values!

BOYS' SWEATERS 1.98

Brushed and unbrushed wool-faced sweaters. Slide fastener front.

Men's Pure Wool COAT SWEATERS 2.98

SPORT-CLAD—that means superior quality pure wool! 36 to 46.

Glenbrooke COATS 10.90

A carefully chosen group of stunning coats! Fine, warm fabrics in the most talked about colors! Well made—beautifully finished! 12-30.

Styles You'll Wear for Every Occasion!

Nation Wide Outing FLANNEL Stripes and Patterns! **15c**

Heavy, long wearing quality for warm winter night wear and children's things.

Rugged Ox Hide Overalls and Jackets **69c**

Sturdy, full weight denim, with ripless seams. They're triple stitched and bar tacked!

Boys' Work SHIRTS **39c**

Triple stitched Ox Hide, cover or chambray.

Penney's Leads In Blanket Values

Not Less Than 5% Pure Virgin Wool!

BLANKETS

Lovely Plaids **1.98** Pair

Such warm, nappy plaid pairs are unusual at a price as low as this—now's the time to buy them! Good looking, with durable bindings of lustrous rayon. Size, 70 in. x 80 in.

PLAID BLANKETS Not Less Than 5% Wool! **1.00** ea.

Ideal Summer-weight blanket! Keep them on hand for extra covering on cool nights. Many colors. Size 70" x 80".

25% Wool Blankets Size **3.98** ea.

Handsome, solid color centers—with striped ends. Soft.

PENNEY'S

THRIFT CENTER OF SEMINOLE COUNTY

Florists Buy Large Quantities of Florida Ferns

Alachua County Has Leading Role in Developing Ferneries

Florists all over the United States depend on Florida for their supply of the delicate asparagus plumosus fern, which they use in almost all their bouquets, corsages and decorations. In the North it can only be grown in greenhouses; in Florida it is grown in "slat-houses" of wood construction providing half shade which protects it from too much sunlight.

There are extensive acreages of this semi-tropical product in Alachua County in the two neighboring communities of Alachua Springs and Fern Park. A year-round industry, shipments are made daily by express and parcel post to nearly every city and town in the United States, everywhere except to those states actually bordering the Pacific ocean which receive their supply from small plantings in Southern California.

The industry was started in Alachua County in 1906 by the late Charles D. Haines who developed the Royal Fern Company, which was at one time the largest fernery in the state, 45 acres in size. Numerous of Mr. Haines' relatives and friends built ferneries for themselves in the vicinity. In 1922 Gordon Barnett entered the fern business a few miles to the east of Alachua Springs, and there has developed the town of Fern Park which now rivals Alachua for leadership in the business.

The amount coming into the county annually from this source is approximately \$300,000, of which a third goes back out for fertilizer, spray materials, shipping crates, and miscellaneous supplies. Most of the balance finds its way into local trade channels by way of payrolls, taxes and local purchases.

While the demand for this product exists all the time, there are shipping occasions are enjoyed by the grower each year, Christmas, Easter and Mother's Day. From Christmas to Mother's Day the demand is heaviest. During the cold snaps which come occasionally each winter, most of the ferneries are protected from frost by oil burning heaters which, if carefully used, protect the foliage from low temperatures. Every fern grower has his own irrigation plant which pumps water from adjoining lakes during the periods when rainfall is insufficient.

The asparagus plumosus plants are grown ordinarily from seed. When they are set out in the fernery (about 50,000 to the acre) they produce the marketable sprays many years without replanting. Frequent and heavy applications of fertilizer, mostly of commercial varieties, are required to bring out a good production. The type of soil preferred is the same as is favorable for orange groves. A light sandy loam, well drained. Part in wholesale florists for distribution in the large cities, and

Scientific Farming Is Carried Out In The Production Of Celery Crops

By E. V. BLACK

Raising celery successfully, requires the most scientific farming. No two reasons follow each other exactly the same, its either too much or too little rain, a new pest discovered, a method found to annihilate one worm which seems to be food for another, black heat this season, going to seed the best.

It's tight, tight continually to bring a crop through the season at a small profit to the grower.

About the middle of August a "Seed Bed" is laid out some 300 feet long and 3 1/2 feet wide. This bed is worked until the ground is like powder, and left as level as a floor. A plentiful supply of fertilizer is worked into the ground, and by use of sub-irrigation it is given just the right amount of moisture.

In 10 days to two weeks, up to a pound of celery seed is either drilled or broadcast over the bed, and an inverted V tent with removable sides placed entirely over the bed, to ward off excessive rain and to shade the tender shoots from too much sun. These sides can be raised or lowered so that the right amount of sunshine gets to the plants.

About once a week, or oftener if necessary, the plants are sprayed or dusted to prevent blight, diseases, or the dozens of plant pests from killing the tender shoots. Eternal vigilance is the price of a celery crop.

In the meantime the field, where the celery is to be set is prepared, plowed, disced, raked, leveled, every green bit of grass or weed is removed—the row of hills under the ground and the rows about 20 feet apart, all connected to a main "pocket" so that the artesian water can be sent under any part or under the whole field. These lines serve for drainage in case of too much rainfall.

About Sept. 1 a "setting crew" is taken to the field now in better condition than the finest garden. A marker, a wooden frame with 5 prongs located 30 inches apart is then dragged across the field making 8 straight lines or furrows. A small marker similar to an old fashioned squirrel cage, with wires spaced 3 1/2 inches apart on the rim is then run over each line or furrow marking cross lines.

The celery plants are then strewn along the furrows followed by a worker who places one strong plant beside each cross mark. The settler follows on his knees and actually sets from 20,000 to 40,000 plants in a day. He is followed by a worker with a large sprinkling can who thoroughly wets the row of plants.

The rest direct to the florists who place regular orders with the growers for their requirements. This little industry goes along year after year and keeps itself abreast of the times.

For the next few days the grower hopes for the best and if conditions are favorable the plants take on a sturdy look and a man in a row along the rows distributing fertilizer followed by a small cultivator.

Soon a pest is likely to be discovered and a spray is shot over the entire field and no sooner is this particular worm or bug killed when another species shows up and it is given a dusting or another kind of spray.

The water must be regulated so that the proper amount of moisture is kept at the roots of the plants, too much causing one hindrance to a perfect yield—too little the same results.

In about 3 1/2 months the celery is "boarded," that is a long strip of paper board about 12 inches high is placed on either side of the rows and held in place with wire wickets to bleach the celery. This board stays about 14 days when a cutting crew is put into the field.

Empty field crates are distributed along the rows, a cutter curved blade mounted between two wheels is then pushed or pulled over the rows, the blade cutting the plant about 2 inches under ground. The celery is then stripped—that is the ribs are removed—and the perfect stalks placed in the crates which are then loaded on trucks and taken to the wash house.

The Wash House

Here the field crates are unloaded at the end of an endless chain of wire netting about four feet wide and about 70 feet long which travels slowly in one direction. There are from two to seven individual chain washers in each wash house. Some ten feet from the receiving end, a cover or hood is placed over the chain, and under this hood many jets of water, under high pressure, are aimed in every direction so that each stalk of celery as it is carried along under the hood is thoroughly washed.

Sorters and graders are stationed about four feet apart on each side of the chain, picking out the sizes and number of stalks to crate for his packer and placing the stalks on his table where they are carefully packed in the shipping crate, which is then shifted to a conveyor chain that takes it to a machine where the lid is nailed on, and the size marked on the crate.

From here another conveyor chain carries it to the cooling room. This room maintains a temperature of 35 degrees. Here it is shifted to a very slowly moving chain that carries the crate to an opening where it is loaded into a refrigerator car, with over two tons of ice in each end, and after the car is loaded a heavy layer of cracked ice is blown in entirely covering the crates. The refrigerator car door is sealed and the celery received in the Northern markets in perfect condition.

Municipal Zoo Great Attraction To Young And Old

Institution Regarded As One Of Most Interesting In State

What is regarded today as one of the most interesting places of its kind in Florida is the Sanford Municipal Zoo which is maintained by the City of Sanford. The Zoo has gained nationwide publicity regarding some of its animals which are regarded as among the most unusual found.

The local zoo was begun in 1924 as a result of a friendly feud between the Fire Department and the Police Department as to which had the most animals in its collection. It was later decided by the two departments to combine their animals and form a zoo which has grown considerably in the past 12 years and has gained this city the distinction of having one of the best in Florida.

Classes of school children accompanied by their teachers and instructors visit the zoo regularly to study the characteristics and habits of the countless birds and animals to be found there.

The grounds around the zoo consist of a small park and a beautiful setting which has induced many tourists to stop and see the animal village making it a favorite spot for travelers and photographers as well as children.

There are approximately 60 cages in which the animals and birds are kept providing as nearly a natural setting as possible for the birds as mother nature here, self could produce. They are provided with a complete fresh water supply from deep wells, an excellent drainage system and also a sewage disposal system.

The sizeable increase of the zoo in the past few years has been due largely to the breeding and the excellent care taken of the animals as well as the frequent contributions from interested visitors, deer, wolves, raccoons, cottontails and many other forms of animal life.

The various animals that compose the zoo are as follows: numbers of baby monkeys of various types, all types of snakes and reptiles that are found in all parts of the United States, South American ringtail monkeys, two giant pheasant monkeys, brown ringtail monkeys, several baby bobcats, several red foxes, Florida raccoons, Florida foxes, several Coati-mundi from South America, Canadian porcupines and a huge Hamadryas Baboon.

The zoo also has a large lion named Leo, a Lioness named Queenie, two black bears, Florida panthers, African monitor, an African gander, fan-tail pigeons, gray squirrels, albino skunks, rabbits of all types, armadillos, baby alligators, gila monsters, chipmunks, screech owls and over

Lehmann Carries Message Of State Into New England

NEW BEDFORD, Mass., Oct. 25.—(Special)—Florida is at once the oldest and the newest state in the Union, said Karl Lehmann of Tampa, Fla., secretary of the Lake County Chamber of Commerce in his address before the Business and Professional Women's Club of New Bedford last week.

The Florida secretary presented more than 100 beautiful colored views of Florida historic and beauty spots, and related the highlights of its history from the landing of Ponce de Leon in 1513 to the present great growth and development of this Southern state.

"Florida has not only many of the beauty spots of the nation, but in the opinion of the economist, Roger Babson, it is destined to be the greatest agricultural state of the Union," said the Florida Chamber of Commerce secretary.

"This year \$108,000,000 worth of Florida fruit and vegetables have been sold in the markets of the North. Ten percent of all the fruit and vegetables consumed in this country are produced within the state of Florida, and this state is rapidly reaching a better balance in its trade, for this year it imported one-half as much in the way of food stuffs as were exported.

The people of New Bedford

250 goldfish in the aquarium.

There are also some striped skunks, Florida deer, fox squirrel, monkey-faced owl, marsh hawk, horned owl, bald eagle, parakeets, wood ibis, pelicans, water turkeys, canary, pheasants, many types of song birds, white crown pigeons, Chinese doves, Egrets, white ibis, ringbill gulls, Florida herons, many types of duck, peacocks, and blackbirds.

The zoo also boasts some of the largest alligators in the United States as they have several measuring as long as 13 feet.

The zoo is supervised by James Meughton, Street and Park Superintendent, and Phil King, negro, head of the colored caretakers. The inhabitants of the zoo receive excellent care and attention and they are a big source of enjoyment, not only to the citizens of Sanford but to the thousands of winter visitors who throng the zoo during the winter months.

STORK WORKS OVERTIME

LONDON, Oct. 25.—(AP)—The stork made 143,867 calls in England and Wales in the second quarter of this year—6,000 more than in the corresponding period of 1924. Authorities attribute the increase to prosperity.

Minelaying submarines carry special tanks to compensate for the release of the mines.

Give some thought to the Laxative you take.

Constipation is not to be trifled with. When you need a laxative, you need a good one.

Black-Draught is purely vegetable, reliable. It does not upset the stomach but acts on the lower bowel, relieving constipation.

When you need a laxative, take



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A GOOD LAXATIVE

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Gerbera Daisies, 4 Year Plants, Hibiscus, 1 Year Old, Fancy leaf Caladiums, All Colors, Rooted Cuttings: Ligustrum, Hibiscus, Paradise Vine, Flame Vine, Water Lilies, Bog Plants, Roses, Pool Construction, Landscaping, All Plants Guaranteed. Gold Fish.

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We have what you want and are equipped to give you a line of office equipment that will fill any need you may have.

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Sanford's Largest Jewelry Store

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Splendid Dance Floor
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OUR SLOGAN

"We Cater To The Best"

Semi-Pro Team To Begin Practice Tuesday Night On Lighted Armory Field

Change In Practice Time Is Made So As Not To Interfere With Player's Working Hours

Management Announces That First Game Of Season Will Be Played With The Leesburg Pro Team At Early Date

The semi-professional football eleven being organized in Sanford for the first time in history, will undergo its second practice session of the 1937 season tomorrow evening under the lights of the Sanford Armory field at 8:00 o'clock.

A number of the youths playing on the grid team are unable to attend the afternoon drills so the management of the Association has secured the lighted field for the drills which will be held four nights per week, Tuesdays through Friday.

The outfit, which is being coached by S. A. B. Wilkinson, former Captain of the University of Florida Gators for three years, will go through another season of lumbering up drills. A game with the Leesburg semi-professional club will be scheduled at an early date to be played in this city on the new Seminole High School Athletic Field.

The boys will be equipped as well as possible for the Leesburg game and it is expected that after the first clash with the Lake County Pros that enough funds from the gate receipts will be available for more and better equipment.

Plans will be made for a return game in that city, when the Pros come here the local management is expecting one of the largest attendances ever to see a football game in this city.

Due to the fact that the Leesburg club consists of many former stars such as George Miller and Pep Rambert and Dace Davis—the latter two were members of the Leesburg Condorers Baseball Club during the late 1937 season of the Florida State League—the game will surely draw a large attendance and will give the local sport fans a chance to see these players in action once more.

The boys composing the semi-professional team to drive out to the Armory field and see Coach Wilkinson send them through their paces in practice.

A probable first team will be composed of the following:
Name Pos. Reserves
Angus Harriet LE Dacey Mote
Russell Odham LT Joe Thompson
Bob Williams LG Earl Whitten
Elwin Squires C Carl McWhorter
Monkey Menger RT D. B. Hodges
Jack Purdon RE Johnny Courier
Mutt Coleman QB Byron Fox
Billy Odham LHB
Leslie Harnage RHB
Harold Doker FB

Denotes whether players definitely agreed.

Today's Sporting World

SPORT TOPICS BY JULIAN STENSTROM Herald Sports Editor

New Name
The sports department of The Sanford Herald has made a complete investigation of the changing of the name of the Seminole High School football team from Celery Feds to Indians. Due to the fact that the High School seal is inserted with a picture of an Indian and all together the word sounds to us much better. We inquired about the changing of the name from many different persons and we have yet to meet anyone who did not favor the idea. Even the high school coaches have declared that it would make no difference to them if the name was changed. The Celery Feds are dead! Long live the Indians!

Semi-Pro To Drill
Coach S. A. B. Wilkinson's Sanford Semi-Pro eleven will workout tomorrow evening in the rear of the Sanford Armory under the floodlights of the National Guard drill field and will practice four nights during the coming week. The locals are planning to schedule their first game this season with the Leesburg pro-team that is being led by George Miller, former Rollins backfield star and of the Chicago Bears.

Leaves For Glory
Yes my good friends, it appears to us that little Leon "Flash" Lawson, speed demon of the Northeast Florida Conference, is heading for honor and glory. By saying that we do not mean to hint that he hasn't any brains in his noodle but his feet are able to carry him places and carry him fast. He led the Indians against DeLand last Friday evening and was the star of the local's 41 to 0 win over the Bulldogs. He is a center this season and will be expected to show his machines in the remaining six games of the season.

Sporting Rambler
Will the new high school field be ready for the opener with Ocala Friday night? Some say it will and some say it won't. It looks as if nature is going to take its course after all.

Restaurant Equipment For Sale
COPENHAGEN plants ready to set. 214 N. W. Orlando Highway.

RESTAURANT EQUIPMENT FOR SALE
Apply 321 Sanford Ave. Phone 550.

1936 Buick four door 51 sedan
\$450.00. Must sell account of health. Excellent condition, used very little. No trade. Daytona Beach Marine Fishmarket Station, Gulf Service Station.

White Gasoline, Distillate, Kerosene
for stores and heaters. H. B. Pope Co., Phone 600.

Be comfortable. Get your circulating heater now from H. B. Pope Co., Inc. Phone 600.

TWO DRESSES Chiffon Velveteen. Color wine and Rosebud blue. Size 14. \$5 each. Call for Mrs. Batger, Tabach Restaurant.

FOR SALE: Carpenter tools; 5 Electric Saws, hand saws, 2 concrete mixers, Model A Ford Truck. Mrs. E. B. Phillips, 114 Holly Ave.

ONE FOUR H. P. Ervinga Radio
Wicker for sale at \$22.00, set two 45-watt Ferraris engine, 2 H. P. at \$22.00. Sanford Post Works.

COPENHAGEN Cabbage plants
ready to set. 214 N. W. Orlando Highway.

CIRCULATING Heater, Wood
and coal. Perfect condition. Price \$22.00. 200 N. W. 20th St.

Indians Start Preparation For War With Ocala Friday

Local Reserves Show Up Well In DeLand Contest

Odham and Stenstrom May Help Indians In Future Grid Wars

The Seminole High School Indians will begin a tough training season this afternoon in preparation for their hardest Northeast Florida Conference foe so far scheduled for them to play this season when they will meet the Ocala Wildcats in Sanford's own backyard Stadium Friday night.

The Indians looked very impressive in their tilt with the DeLand Bulldogs last Friday evening. They defeated Coach Ed Springs' outfit by a score of 41 to 0, the largest score that Sanford has piled up in many years—but that doesn't mean a victory over Ocala yet.

Couch Leonard McLuca, it is believed, has found much power in his reserve outfit. When the scrubs were in the DeLand tilt in the final period, they racked up a pair of touchdowns that brought up the score to so huge a figure.

In his line, McLuca and his assistants have Warren Odham, a tackle that is built as hard as a brick and in fact some opposing linemen had rather attempt to make a hole through a brick wall than attempt to take him out of the play. He like the scales at 215 pounds and is considered dynamite in breaking up a play. Odham will be a stalwart in the line of 1938 so watch this boy's smoke in remaining games.

Couch McLuca also has Hubert Smith who can be depended upon for some good work. Smith has played a considerable amount of time in the Indian games so far at the guard position and is Jim Young's running mate.

Sidney Nix is coming right along at his guard post and can also be depended upon for excellent work at that post in times of distress. L. M. Telford, a flanker and running mate of Bill Colborn, did some remarkable work for the Warriors in the last battle.

Robert Rumbley, although he isn't considered a reserve man due to the fact that he and Ashley Jones divide their playing time, is one man that has a habit of blocking punts or at least coming near to it than anyone else. Rumbley is shifty and hard to take out of a play and he doesn't run in one place too long.

The work of Jim Riser at the center position has been worth giving him a big hand for the youth knows what it is all about but of course cannot yet compare with Fred Gama. But this year's experiences with the eleven is bound to help him make a name in 1938.

Couch McLuca's sub backfield Ocala Friday night? Some say it will and some say it won't. It looks as if nature is going to take its course after all.

Miss Bessie Long Is Named Pick-The-Winner Champion In Speer's 4th Football Test

Mrs. Hall Newman And Mrs. J. Wilkinson Win Second And Third Places In Hard Picking Of Nation's Big Games

Although tying with two other contestants this week in Speer's fourth pick-the-winner contest, Miss Bessie Long is Sanford's newest pick-the-winner champion due to the fact that she was successful in picking the winners of eight out of the ten major football games played in the United States Saturday.

Miss Long selected correctly eight of the ten games which were published on the chart last week. The two tilts in which she was wrong were the Georgia Tech-Auburn game and also the Columbia-Iowa affair.

The two other contestants who received second and third places were Mrs. Hall Newman and Mrs. Jack Wilkinson who picked eight correctly but their selections were submitted later than Miss Long's.

Those who also won Ritz Theater tickets and the order in which they won were Douglas Stenstrom, John McMahon, Miss Marjorie Newman, Allen Newman, Miss Betty Wilkinson, J. M. Silgopher and James Lee.

This week marked the record held by S. E. Gardner and S. A. B. Wilkinson for consecutive wins each week although neither Mr. Wilkinson nor Mr. Gardner submitted winning charts.

A complimentary ticket to the Wednesday and Thursday screen attractions at the Ritz Theater is awaiting all those whose names appeared above at The Sanford Herald office. They are requested to call at the office for the tickets before Tuesday.

Little Lelloy Cooper, who has been in two games this year but called plays in only one, is a good defensive man and not a bad signal caller. His first play that he called, and that was in the Bulldog game, was an end run that netted a touchdown. Cooper is small but he can block, not a bad kicker and not so bad as a ball carrier.

Douglas Stenstrom made a name for himself in the DeLand game. Stenstrom has been in three of the four games that the Indians have played this season. He is Leon Lawson's running mate and that is a tough job for anyone to have in an attempt to win a regular berth. Stenstrom replaced Lawson in the Landon game in the second quarter, made his second appearance in the fourth period of the Eustis tilt, played several minutes in the second quarter of the DeLand clash and also in the fourth period. His first play of the DeLand game was a run around his own left end and a slant off tackle that netted a 21 yard touchdown jaunt.

Frank Merchant, the running mate of Darrell Ferguson, has not seen much action this year and in fact none until the DeLand game. He ran with the ball several times and showed speed and drive but he was unable to stand out. Merchant has to be careful of his teeth as he suffered a mouth injury in a basketball game with Orlando last season.

With this reserve strength, McLuca can depend upon giving some of his regulars a few minutes rest if possible and then proceed to return them to the game.

The Warriors face a hard battle with the Ocala aggregation but they are almost sure to declare war and wipe out the Cats.

PORTER GETS BREAKS

NEW YORK.—(AP)—Cole Porter, the song writer, broke both legs yesterday when a horse he was riding at the Piping Rock Club, Leest Valley, Long Island, reared and fell on him. In the North Country Hospital at Glens Falls his condition was reported good.

REORGANIZE ARMY

PARIS.—(AP)—The Ministry of War yesterday announced a complete reorganization of the French territorial army in Morocco following serious rioting by Moroccan Nationalists in the important town of Khemisset in which 65 agitators were arrested.

B. L. Perkins

CORRECT MEN'S WEAR

Step out in a new fall suit—



Browns
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ATHLETICS HUNTING FISHING

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LOCKS REPAIRED—KEYS MADE GUNS - AMMUNITION - FISHING TACKLE

Home Of Tall Tales Fishing Fans No2 McLander Arcade

We cordially invite you to inspect our popular priced all-wool fall suits. The patterns and models are correct and we know the fit will please you.

Top-coats are light-weight wool camel hair finish in single and double-breasted models. Neat patterns that will go with everything and be stylish for years to come. They are tailored by Kirschbaum and retail at \$22.50 upward.

Mallory AND Etchison Felts

and again we say—

"THANKS A MILLION"

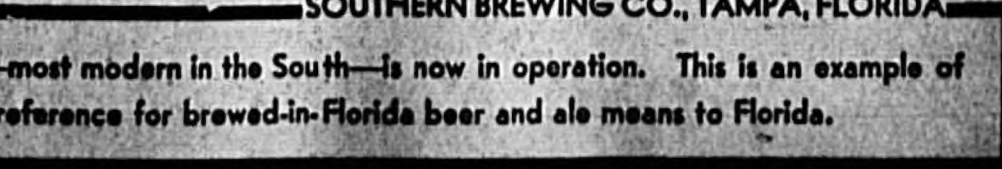
FOR another year of progress, for the loyalty and friendship of thousands who have demonstrated their approval of S-B Quality Beverages—we say again: "THANKS A MILLION!" It's our birthday. For three years we have tried to do our full part in building Florida industry, by making quality products. In our transactions with dealers we have committed ourselves to helpful, sensible and constructive policies.

We are glad that we have been able to provide jobs for so many Florida men and women. And we owe it all to you—Mr. and Mrs. Florida—who have chosen to say: "Make mine S-B." when you wanted wholesome refreshment.



"Makes You Glad You're Thirsty!"

QUALITY does make a difference—in fact, there's no substitute. S-B Beer and Silver Bar Ale are never skimmed. They are brewed from the world's choicest malt and hops and the famous P. U. S. T. SPRINGS WATER. They are leisurely aged... always! They are equal in quality to any brews produced elsewhere.



SOUTHERN BREWING CO., TAMPA, FLORIDA

Our new Bottling Plant—most modern in the South—is now in operation. This is an example of what YOUR preference for brewed-in-Florida beer and ale means to Florida.

Classified Advertisements

- 1-Announcements**
HAVE YOUR Watch repaired by one who really knows how. Jeweler Magnolia Ave.
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STOLEN: Westfield bicycle, 1st 21 with 26 wheel. No. 121154. Red trimmed in white with Goodyear balloon tires. \$5.00 REWARD. Palmto Grocery.
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ANOTHER DUAL Four wheel Trailer with body, special \$295. 20 '36 Ford roadster, special \$485.00. Real & Sons, Used Car Dealers.
- 4-Instructions**
MALE INSTRUCTION. Men to take up Ale Conditioning and Electric Refrigeration and better themselves. Must be mechanically inclined, willing to train in spare time to qualify. Write. Utilities Inst. Box PG c/o Herald.
- 5-Miscellaneous**
Used V-8 truck in A-1 shape with good driver that would like to sell at reasonable rate. Apply O. S. Nelson, Box 1082.
- 6-Business Without Bond**
THE HUNT. Franchise for the hunt territory only at 200.00.
- 7-Partnerships For Rent**
FURNISHED or unfurnished 1 and 2 room apartments—Apply 102 N. W. 24th St. Lanta Apartments.

We are happy to announce the addition to our staff of Mr. Carlton Mercer who is a factory trained lubrication expert.

SCOTT'S GULF SERVICE STATION
"A Ford Neighborhood Service Station"
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IN NEW YORK - IT'S THE ROXY IN SANFORD - IT'S THE RITZ

This Happened One Day

Two vacationists at a popular North Carolina summer resort were discussing a movie they had attended the previous evening.

"You know," said one, "I can't understand why there is such a very noticeable difference in the sound quality of the talkies. I have purposely taken in the same picture in different cities just to make comparisons, and while the original sound recording must be the same on all of the films, you'll never find two theatres in which the sound is equal in volume or quality."

"Well," said his friend, "I spend my summers up here and at the eastern resorts and my winters in Florida, attending the movies as often as a picture promising real entertainment is booked, and the pictures which are the most pleasant to hear are at the Roxy in New York and down in Sanford, Florida, at the Ritz."

PEERLESS MAGNARC PROJECTION

The J. L. McCauley Company, specialists in motion picture projection apparatus, have just perfected a new type and a new principle of light projection which has passed the most rigid tests. Your Ritz has just completed installation of this apparatus—try it, sit in the front row or back balcony—you'll readily notice the difference between the new and the old. It's the latest and best method of this day and time. Really the last word.

FINEST PICTURES SCHEDULED

Following a custom of long standing, the management of the Ritz has negotiated contracts with all of the major motion picture producers for the cream of their products, assuring Sanford theatre-goers the opportunity of seeing the personally selected films of the combined studios of America—an opportunity which offers so much in the way of education and good wholesome entertainment. The high calibre of the motion pictures of today is a source of joy to millions of persons who otherwise would be starved for a taste of stage and screen.

THE RITZ - Your Best Theatre *Best Pictures - Best Sound - Best Projection*

Sanford Enjoys Rich Background Of Historic Lore

More Than 200 Years Ago Creek Indians Settled On River, Became Seminoles

Battle Field Is Site Of Sanford

Fort Mellon Became Mellenville, Later Is Called Sanford

Almost two hundred years ago, a tribe of Creek Indians came to Florida from Alabama with their chief, Se-coffee. 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 heavy and blue through the branches of the giant live oaks and the moss hung cypresses on the bank of the St. John's River, the river that is so lovely that Jean Ribault, the great French colonizer, once called it the "River of May."

Wild iris bloomed, white birds flew over the marshes, and the Indians worshipped the sun god in a dramatic ceremonial with a stuffed stag wreathed in flowers. But the white man too looked upon Florida and found it inviting. In 1836, Colonel Fanning, acting for the United States Government, located an army camp on the shore of Lake Monroe upon land which had been granted to Philip Yorgie by the Spanish Crown in 1515. This land had changed hands many times but was not occupied until 1834.

One hundred years ago, a battle took place at Camp Fanning which is regarded as the birth-day of Sanford. At dawn on February 8, 1837, about 400 Seminoles braved under King Philip and his son, Coccochee, attacked the post. The government forces numbered two companies of artillery, four companies of dragoons, and some Creek. The battle lasted three hours with brave fighting on both sides. There is a 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.

Capt. Charles B. Mellon was killed in this engagement and the name of the post was changed to Fort Mellon in his honor. In 1838, Colonel Zachary Taylor, later president of the United States, laid out a highway through the forest from Fort Mellon to Fort Brooke, Tampa. The beginning of this road is now known as Sanford as Mellenville Avenue, and Fort Mellon in time came to be called Mellenville.

At first Mellenville was in Mosquito County but in 1843, 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 of the boat was a great event. The settlers came from miles around on horseback, and probably 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 1826 when many of the volunteers in the army, who had gained money for the duration of hostilities, returned and here permanent residents. The second influx occurred just after the Civil War in 1865. Many Southerners, distressed in 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 searching for better land, the abundance of the state and the opportunities for investment.

In 1871, Gen. Henry Doudney, a distinguished soldier and a politician, who had served as Chief of State military to Richard D. Webb, and was later named by President Grant as one of the

Seminole County Has \$1,000,000 School Property

Quarter Million Is Spent Annually On Operating Expenses

More than \$1,000,000 has been invested in property for the education of children in Seminole County, or approximately \$225 for each child attending the schools, according to information released today by T. W. Lawton, superintendent of public instruction in Seminole County.

In addition to the County's investment in property over \$250,000 is expended annually for current expenses and is raised through earmarked revenues in the City, County and State. All the elementary schools of the County are recognized by the State as standardized schools and the high schools of the County have been accredited by the State Board of Public Instruction as 4-year senior high schools. Graduates from the high schools of Seminole County are accepted in all the colleges over the nation.

Physical culture and athletics receive due attention in Seminole County. At the present time work is being completed on a track and football field in the rear of the Seminole High School at a cost of over \$50,000 and will be one of the finest prep school fields in the State. Teams of all the high schools in this County are members of state-wide associations and all rural elementary schools have their own athletic associations.

An efficient system of health inspection is also carried on continuously by a graduate nurse. Many physical defects are found and corrected through her efforts.

Free transportation is provided for pupils living more than two miles from the schools in modern buses of all-steel construction which are owned by the County.

About 76 percent of the teachers of the County hold college certificates and all others have college credits and are working toward a degree. The salaries of the teachers in this County are determined by training and experience.

One of the high schools offers a course of manual training to its students and two offer an excellent course in vocational agriculture to all boys who desire to follow this particular line of work.

Last year's vocational agriculture class at Seminole High School gained national-wide recognition through its splendid record during the year.

In all the high schools commercial courses are offered to students and after the completion of a four year course a commercial diploma is awarded. The State and Federal governments have allocated funds to aid in the maintenance of a vocational school in Sanford which is open to students between the ages of 14 to 21 who are regularly employed or are seeking employment.

Commercial courses are provided for these students under the supervision of Miss Rebecca Stevens. Any student may attend the school daily from one to four hours.

The schools of Seminole County welcome students from any part of the nation. They are gladly accepted without payment of tuition and all credits of standardized schools of any State are accepted.

Many of the former oil companies in the south have disappeared from Sanford from which their property is distributed to all public in Central Florida. Their products are brought down the St. John's River where the companies have large storage tanks.

The National Geological part of Washington includes about 300 miles.

Celery Farms Are Basis Of Local Wealth

Agricultural Experts Say Celery Delta Has Best System Of Irrigation In World

Seminole County's celery industry has grown with such rapidity that today one of Florida's most important agricultural areas is the famous celery delta located in this section. It has achieved this distinction because it possesses all of six requisites necessary in the production of celery during the winter season, and under conditions probably not found in any other State in the Union.

This delta, lying wholly in Seminole County, which in turn is located practically in the center of the State, is adjacent to the southern shores of Lake Monroe and Lake Jessup, two bodies of water forming a part of the St. John's River, giving protection against frosts.

The first, and most important, requisite, is the abundant subterranean streams which supply water for the numerous artesian flowing wells; second, a strata or floor composed of clay, marl or hardpan located at a depth of three to five feet below the surface; third, the course sand which forms a subsoil directly above the hardpan; fourth, the proper soils consisting of sandy loam not too porous nor too compact which will convey water freely by capillary attraction; and, fifth, natural drainage is provided for in this area, as the delta has a gradual slope towards the lakes.

Experts from the Department of Agriculture at Washington, who have investigated the Sanford system of sub-irrigation, have pronounced it to be the best method which has ever been devised or brought to the attention of the Department in applying moisture to plant growth.

Because of these natural resources, there has been developed a highly efficient system of agriculture in the Seminole County delta. Production of the commodity it has made necessary the special training of labor, the construction of many railroad sidings, hard roads, wash houses, packing houses, pre-cooling plants and crate factories. The largest initial iceing plant in the world is located at Sanford.

The distribution of this enormous production of celery has caused the organization of efficient shipping associations—both cooperative and independent. The first State Farmers Wholesale Market has been located at Sanford.

Sea Food A Specialty At Eddie's Restaurant

Eddie's Restaurant, the one bright spot in Sanford to get absolutely fresh sea foods cooked just right. Twenty-five years experience in catering to folks who know just what "Good Eating" really means makes Eddie's Place so popular.

Pompano, sea bass, scollops, lobsters, and other sea foods delivered daily in seasons, by special arrangement with the owners of aloops whose business is fishing, right from the ocean to Eddie's door.

Big, thick, juicy, sizzling real western steaks shipped direct from the largest packers. Vegetables and salads fresh from our own fields. Everything seasoned, right and prepared in a scrupulously clean kitchen by a master chef.

It's no wonder the Kiwanis, Rotary, Lions, and the Junior Chamber of Commerce have their lunches here—It's a place of good fellowship and GOOD EATING.

George Gray Invites Visitors To His Store

Two years ago, George Gray, after serving the County for six years and the City four years as Traffic Officer, resigned and opened a place directly across the street from the Post Office where he could serve his hundreds of friends the best in wine and beer.

"Gee! George," as he is known to his friends, invited you to meet your friends in his place where you will be glad you came.

Sanford is called the "Heart of Orange County."

LONGWOOD'S BIG TREE



The biggest tree in Seminole County and probably in the eastern part of the United States is located at Longwood. It is said to be 3,500 years old, is 125 feet high, and has a circumference at its base of 47 feet.

"The Big Tree" At Sanford Offers Longwood Draws Amazed Visitors Scientists Estimate Age At 3,500 Years; Height Is 125 Feet

Standing majestically amid a dense wooded area near Longwood is "The Big Tree," Central Florida's sovereign cypress reputedly the oldest and largest in the United States. Centuries before the discovery of America, the fierce Seminole Indian wars, and even before the Indians themselves, this great tree stood, "a mute witness to the ephemeral existence of man on earth."

Scientists, attempting to discover the mysteries of the gigantic cypress, have estimated, with the aid of various water marks on its trunk, the age to be approximately 3,500 years. Exact measurements have proven it to be 125 feet high with a base circumference of 47 feet.

Visitors have expressed amazement at the comparison of the spread of the Big Tree's branches with the great size of its trunk. Small amounts of upper foliage seem to be characteristic of cypresses of that type.

Flowers and ferns grow in profusion to add beauty to the spot. Near the tree may be seen several other large trees, two of which boast base diameters of 13 and 19 feet. A walk constructed of palm-tree logs forms a path to the age old wonder.

Many honors have been bestowed upon the tree, for the late Calvin Coolidge, former president of the United States, and his wife were visitors several years ago. In a recent newspaper feature, "Strange As It Seems" by John Hix, the unusual story of the Big Tree was told, accompanied by an illustration.

The Central Florida beauty spot is only a short distance from Sanford on the old Orlando road. A sign bearing the legend, "This way to the Big Tree," points left down a short clay road to the place where the aged cypress has stood for countless centuries.

GROWERS FAVOR PACT

GAINESVILLE, Fla. — Potato acreage stabilization provisions will be included in the 1938 Agricultural Conservation, the Agricultural Adjustment Administration has announced. The State Agricultural Extension Service, the potato program will be voluntary, and decision to include it was reached after preliminary returns in a recent growers' survey showed a large check-

Orange Called Best Antidote For Old Age

Leading Scientist Recommends Juice As Best Means Of Combating Acidosis

The Florida orange with its citrus congeners is the Fountain of Youth overlooked by Ponce de Leon and is one of the best known antidotes for old age. George Ade says, "The average man is dead at 30 and is buried at 60." Certainly there is a vast multitude of more than half dead people who know nothing about the joy of living. They have pallid, wrinkled faces, sagging cheeks and a down-in-the-mouth expression, are tired all the time, irritable and pessimistic, making blunders in their business, looking at the future with forebodings and despair, smoking cigars and cigarettes, drinking highballs and cocktails, not because they can get pleasure out of them, but to get the momentary though false sense of euphoria and rejuvenescence which is the bewitching magic of narcosis, ignorant of the fact that in juice of Florida citrus fruits nature provides a real elixir of life, the marvelous vitamins which neither benumbing narcotics stimulate the nerves but feed, energize and activate them and give a real lift which such nerve fooders as cigars, cigarettes, cocktails, coffee and caffeine containing beverages cannot do.

A glass of Florida citrus fruit juice three times a day will do more for the average sick man than all the drugs he can swallow. It is one of the best antidotes known for old age and pessimism. At the Miami-Battle Creek, Florida orange and grapefruit juices are used as beverages as freely as water. I ask my patients to drink from 3 to 5 glasses a day. These health building elixirs are an essential part of our rejuvenating program for combating old age and chronic ailments. If Florida could produce oranges enough to supply half a dozen a day to every inhabitant in the United States, and get them consumed, the "depression" might very quickly disappear.

The Florida orange is not simply a vitamin carrier. It possesses very considerable values of choice food elements totaling in all, 15 calories to the ounce.

(Continued On Page Seven)

Trade Body Points To Great Progress In Past Five Years

County Towns Are Progressive And Busy Communities

Agriculture, Tourists Form Backbone For Most Of Them

Although the City of Sanford numbers almost as many residents as all of the rest of the County put together, there are several other attractive towns in Seminole County situated among beautiful lakes and orange groves and boasting populations of active and progressive people. As in the case of Sanford, most of these county towns find their chief source of support in the fertile soil which produces citrus fruits and vegetables of all kinds in the greatest abundance, although some of them have catered for years to an active tourist trade and more of them are beginning to do so.

Second in size to Sanford is Oviedo, situated in the heart of a flourishing celery and citrus district. This is an incorporated town and boasts a population of nearly 1,500. It is located on a rich muck soil which enables the farmers there to produce crops later in the season than is possible elsewhere.

Among the leading smaller tourist resorts of Seminole County are Altamonte Springs, Longwood and Lake Mary. Altamonte is probably the oldest resort in the county and though it is surrounded by excellent orange and grapefruit groves, and boasts the largest fern conservatory in the world, it has long derived its chief means of support from its winter visitors.

Longwood is the home of both horse and dog racing, as well as the Big Tree. The Longwood Dog Track operates throughout most of the winter season and attracts large numbers of fans from all parts of Central Florida. The Seminole Driving Park provides winter training quarters for some of the fastest trotters and pacers in the country. It consists of a first class track, at a cost of more than \$400,000, club, grandstand, and stables, and (Continued On Page Six)

City Bonded Debt Is Refunded At Tremendous Saving To Local Taxpayers

\$400,000 Drive And Bridge Built

Five Major Oil Companies Locate Distribution Centers

By RALPH BAGWELL. It is not unusual for a person to be so close to an object that he is unable to see all of it. It is often found that a person will have his nose so close to the grindstone that he can't see how to turn the crank. And so to some local people. It may seem incredible that during the past five years Seminole County has been growing, at a remarkable pace, and that much has been accomplished. The changes which occur in a growing county or city sometimes seem trivial as they develop from day to day, but when they are added together, the collection may be amazing.

One of the greatest and most recent accomplishments of the past five years is the agreement between the City of Sanford and the Bondholders Protective Committee for the refunding of the city's outstanding bonds, thus lifting a heavy cloud which has hung over Sanford for several years. Since the agreement went into effect, increased activities point to stupendous growth in the future. Sanford has long been notable among the cities of Florida for its careful and economical municipal operation.

The financial record of Seminole County is second to none. There is not a dollar of bonded principal or interest in default, and the tax rate in Seminole County is low and equitable.

The Lakeshore Boulevard, considered one of the most beautiful highways in the State, and the modern bridge across the St. John's River at Monroe, were completed during the past five years at a cost of more than \$400,000. The successful culmination of (Continued on page four)

We Are Proud To Serve SEMINOLE COUNTY

We cordially invite you to look the County over, whether for business or pleasure—Call on us for information—It will be our pleasure to serve you in any way we can.

R. W. Ware COUNTY JUDGE	O.P. Herndon COUNTY CLERK
C.M. Hand COUNTY SHERIFF	Jno. D. Jinkins TAX COLLECTOR
T.W. Lawton SUPERINTENDENT OF SCHOOLS	Sanford Doudney TAX ASSESSOR