

## Feds Practice Aerial Attack For Ocala Tilt

Williams, Echols Return To Lineup;  
Riser Ineligible

Herald Sports Editor  
By JULIAN STENSTROM  
The Seminole High School Celery Feds went through a short scrimmage session yesterday afternoon on the practice field in the rear of the high school with the Seminole air attack the main feature of the outfit.

So far this season the Celery Feds have been gaining much ground with their aerials which have been going from the arm of triple-threat Darrell Ferguson to either Art Williams or Fred Ganas.

Williams and Echols, who had previously turned in their uniforms and left Sanford, returned early yesterday morning and resumed their studies at the high school. Both were out for practice and Williams replaced Pete Tillis in the right half back position for the scrimmage session.

The passing drill was very successful against the second stringers who were composed of Bobby Newman and L. M. Telford at ends, Warren Standard at guards, Charles Cameron at center, High Lester and Roy Dunn at the half positions, Danny Altman at quarterback and Pete Echols at fullback.

The regulars were Sam Waits and Babe Wilkinson at ends, Jimmy Renaud and Robert How all at tackles, Sonny Powell and Raymond Hasty at guards, Duke Epp at center, Bucky Ferguson at quarter back, Darrell Ferguson at left half back, Art Williams and Pete Tillis alternated at right half back and Ganas held down the full back position.

The entire squad will undergo a slight tapering-off drill this afternoon with a dummy scenario of the plays that will probably be used tomorrow night in Ocala. Word from Ocala indicates that the Wildcats are preparing for a tough game and the tilt will be played on the new athletic field which was constructed last summer. The game will start at 8:00 o'clock.

## Chemists' Discoveries Start Rush For Gems

HONOLULU, T., Oct. 27.—Amateur prospectors are hurrying to the rugged Waianae mountains near here to search for semi-precious stones, following discoveries there by two chemists. These chemists—Alexander Cornelison and Howard Cooper—picked up yellow topaz, red jasper, blood-stones, olivines and opals which have been valued at \$1,500.

The chemists made their finds while searching for bauxite, a mineral used in clarifying sugar syrup.

## TRUST LAW SETTLEMENT

FORT WAYNE, Ind.—(AP)—An informed government source disclosed yesterday that the Ford Motor Company and the Chrysler Corporation have signed consent degrees to end prosecution on Federal grand jury indictments returned last May charging conspiracy to violate the Sherman Anti-Trust Law.

Mark Byron of Miami, son-in-law of Governor Fred P. Cone, was appointed advertising and publicity director for the Overseas Road and Toll Bridge District this week.

## OFF-SIDE!



Fighting men of Hitler's Nazi legions laid down their guns momentarily after the Munich agreement allowed peaceful invasion of Czechoslovakia and helped Sudeten peasants bring in the harvest. Many crops were left ungathered by Czech farmers who fled before the advancing German armies. This picture shows husky German troopers in the fields aiding a farm woman.

## Hurricanes And Tars Meet For Fencing Match

WINTER PARK, Oct. 27.—As an accompaniment to the football tilt between Rollins and Miami, a fencing match between the two institutions will be staged Saturday morning with the southern champion Tars picked as

the regulars will be the incoming engagement for both fencing and will find a veteran Rollins aggregation favored to continue their southern reign as undefeated champions.

Led by Capt. Daniel Cetula, expert at foil and along a team of eight men and coach W. L. Honey will arrive in Miami Friday afternoon.

The team will consist of Gordon, Jack Haugenbach, Emanuel Etchik, Warren Siddle, veterans, and Dolay Shimer, George Etchik, Alto J. Roosevelt, Don Rutledge, freshmen.

It is not known as yet whether the match will consist of 16 or 27 bouts. Boston beat Miami two years ago 16 to 1, but it is understood that the Hurricanes have been greatly improved.

## Seminole County Court Records

Warrantly Deeds  
Central Real Estate Inv. Co.  
To Peter S. Roy

Miller Smith Inv. Co. To Minnie Borders

Edwards, Henrietta C., wid. To Clarence P. Henderson, et ux.

Jackson, Maude S. & J. E. To Helen Franklin Ward

Fally Bland & M. O. To J. W. Turner, et ux.

## Qui Claim Deeds

Kirchhoff, W. E., Jr. et ux To John V. Johnson

Wright, Ida, sgl. To DeLand Finance Co.

Mitchell, C. O. To Nellie King Morgan

Williams, Mary & C. E. To Bessie J. Herndon

Hand, C. M., et ux To Bessie J. Herndon

Duda, John, Ferdinand & Andrew, Jr. To Seminole County

Special Master's Deed

Nix, S. J., Spl. Master To Thomas J. Clark

Mortgages

Roy, Peter S., et ux To The Central Real Estate Inv. Co.

Henderson, Clarence P., et ux

To First Fed. Sav. & Loan Assn.

Niblack, Charles T., et ux To Sanford Production Cr. Assn.

## By Jo Metzer



It only hints that every World's a stage  
has its cast.

## Rollins Team Prepares For Miami Contest

Tar Linesmen Counted On To Stop Hurricane's Powerhouse

WINTER PARK, Oct. 27.—With the state title tilt with Miami just around the corner, Rollins supporters were reconciled with one hope today, that if their Tars are to beat Miami Friday night, it will be up to the linemen to quiet the far-famed single wingback powerhouse attack of the Hurricanes.

With this fact fully recognized by Tar coaches and players alike another day of stiff conditioning drills and dummy scrimmaging as planned today for the final hard workout previous to the Miami game.

That the Tar backs have proved their worth in the three games thus far this year is acknowledged by the fact that the linemen have received most of the coaches' attention during the last ten days of preparatory drills. Daily sessions with Alex Waite's heavy sled has resulted in marked improvement in the change of these linemen, besides strengthening the drive in their legs. Contact work among each other, the two-on-one variety, has provided the necessary toughening exercises.

Even with the realization that their team is facing probably the strongest squad they have met in two years, Tar backers have more than hope to back their confidence of victory. They point to Dick Turk, 300-pound center, and the other linemen as a veteran and experienced frontier with plenty of determination and power. Two year veterans most of them, all have awaited the return engagement with Miami after the Hurricane trouncing two years ago.

**BLACKS HELD IN SLAYING**  
JACKSON, Tenn.—(AP)—Sixteen negroes were arrested yesterday in connection with the slaying of Police Chief Charles T. Thurston Tuesday night. Five of the negroes were taken to Atlanta and officers said three of them had confessed participating in a series of burglaries but blamed the actual slaying on a fourth.

**SOCIETY DIVORCE**  
MIAMI—(AP)—Mrs. Barbara Guggenheim Wettach won a divorce from her husband, Fred. Mrs. Wettach, a member of the Guggenheim capitalist family, charged him with drunkenness and an ungovernable temper.

## ALLEY OOP And CHARLES COLL



JOHN DUNN - SECRET OPERATIVE 48

GOOD DAY, MR. SUPERINTENDENT. I'M DAN DUNN, WE'RE TRYING TO FIND THE MURDERER OF JUDGE BORLAND WHO AT ONE TIME WAS HEAD OF THIS ASYLUM.

YES, I HEARD OF HIS DEATH AND I'LL BE GLAD TO ASSIST IN ANY WAY IN CAUSING THE ARREST OF THE ASSASSIN.

I'D LIKE TO LOOK OVER THE FILES OF THE PATIENTS

WHO HAVE BEEN

DISCHARGED FROM THIS

HOSPITAL IN THE LAST

YEAR--AND ESPECIALLY

THOSE WHO HAVE ESCAPED!

I'LL GET IT FOR YOU, MR. DUNN.

NOTHING YET THAT FITS MY MENTAL

PICTURE OF THE MURDERER--HMM!

AH! LOOK AT THIS PICTURE, OFFICER!

THERE HE IS OR I MISS MY GUESS!

LET'S READ THE CARD, DAN!

## APPLES

Fancy Bellissima, 4 Apples 25c

York Imperial 5 Lbs. 17c

## HALLOWE'EN SPECIALS

To Complete the Party,

You'll Need—This—

Old Fashioned Candy—

## CHOCOLATE DROPS

POUND

BON AIR MIX 10c

TINY TOM GUM DROPS LB. 15c

Fancy Asst. French Creams.....lb. 15c

5 lbs. 23c

## SALMON

ALASKA TALL CAN 8 1c 2

PANCAKE FLOUR 20 oz pkg 7c

RICE 4 lbs. 11c

COFFEE 1 lb. 15c

SUGAR REGULAR 5 lbs. 21c

or with \$2.00 food order or over

5 lbs. 16c

CANBERRY SAUCE 25c

VINEGAR 12 Oz. 7c

PERFECT BISCUIT P. or S. R.

FLOUR 5 lbs. 58c

CORNED BEEF 2 sq. cans 29c

CIGARETTES 2 pkgs. 23c

ALL. BRAND TALL CAN

MILK OR NO. 2 CAN TOMATOES CAN 5 1/2

## In Table Supply Markets

L. S. GOOD ALL CUTS STEAKS lb. 33c

DELICIOUS CHICKEN ROAST lb. 21c

FRESH GROUND HAMBURGER lb. 10c

SAUSAGE 2 lbs. 19c

WHITE BACON Streak O'Lean lb. 12 1/2

FRESH F.I.A. HAMS Lb. 18c

PORK SHOULDERS Lb. 15c

SIDES Lb. 13c

BACKBONE Lb. 18c

Elgin OLEO lb. 14c

HAMS 2 Slices 19c Whole or Half lb. 23c

POTATOES U. S. No. 1 Cobblers 10 lbs. 16c

CRISP TALL CELERY stalk 5c

FANCY YELLOW SQUASH 3 lbs. 10c

GREEN CABBAGE lb. 3c

YELLOW ONIONS 3 lbs. 10c

LEMONS 19c

We Reserve Right To Limit Quantity

LETTUCE 15c

GRAPES 2 lbs. 15c

TURNIPS lb. 5c

HOT SHOTS FOR FRIDAY ONLY

CAULIFLOWER Lb. 7 1/2c

SLICED BACON BACON lb. 23c

Pear Compote Big 2 1/2 CAN 10c

Sanford Is The Only Central Florida City Affording Rail, Highway And Water Transportation

# The Sanford Herald

AN INDEPENDENT NEWSPAPER

Seminole County Produces More Fruits And Vegetables Than Any Similar Area In America

VOLUME XXX

Member Associated Press

SANFORD, FLORIDA, FRIDAY, OCTOBER 28, 1938

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NUMBER 68

## Polish Jews Are Rounded Up By Nazis

Semantics Returned To Poland Before They Lose Citizenship Under New Statute

## New Problems Plague French

German Press Flays U. S. Meddling In Europeans Affairs

Anti-semitism flared on a new front in Germany today as thousands of Polish Jews were rounded up and dumped into Poland to forestall application of a new Polish law that might deprive them of their citizenship.

According to the Polish law coming into effect Oct. 30 all Poles living outside country by that date must have their passports revaluated by Polish consulates or they can never again enter Poland.

The German foreign office mouthpiece, *Deutsche Diplomatische Politische Korrespondenz*, accused the United States today of being "an encumbrance to European conciliation efforts" since the peace of Munich.

In a bitter attack on "American meddling in European affairs" the publication said Eng-

(Continued on Page Seven)



SPEAKS HERE MONDAY NIGHT

## Charter For Sanford Bank Is Approved

New Institution Is State Bank Having Deposit Insurance Will Open Jan. 1

ATLANTA, SEPT. 28.—A charter was granted today to a new bank in Sanford by the State banking commission and has been signed by the governor. The new bank will be known as the Florida State Bank of Sanford, which will be a member of the Federal Deposit Insurance Corporation.

The securing of a charter for the Florida State Bank of Sanford and its acceptance by the Federal Deposit Insurance Corporation for insurance of its deposits virtually complete the preliminaries to the opening of the new bank in San-

ford.

Only the installation of necessary equipment and completion of furnishings of the home for the bank remain and it was reliably reported here this afternoon that it is expected the bank will be ready for business by the first of the year.

According to an announcement made of late last summer, M. G. McLean, a former federal bank examiner, will be the president of the new institution. The bank will be located in the building at northeast corner of Park Avenue and First Street.

This building was originally occupied by the old First National Bank and was the former home of the Lyman Bank, the local institution of its kind in Sanford.

The executive committee of the bank as formerly organized, will consist of W. E. Kuehne, Jr., Walter L. Cooper, R. A. Smith, Sam Fleischer, L. A. Brundage, Charles Dunn, J. H. Van Hoy, L. F. Boyle, and H. G. Geiger.

SENATOR CLAUDE PEPPER, Democratic nominee for re-election to the United States Senate, has accepted an invitation of the Seminole County Democratic Executive Committee to speak here Monday night at 8 o'clock. Senator Pepper will be introduced by Mayor Edward Higgins.

**Simpson Tenders Diamond Ball Resignation As Field Approved C Of C President By Commission**

**Oil Company Transfers Civic Leadership To New York To Sponsor Construction As Part Of Recreational Program**

At a joint meeting of the City Commission and the Recreational Committee of the Seminole County Chamber of Commerce, headed by Chairman W. P. McCormick, the Commissioners agreed to proceed with the construction of a diamond ball field on the vacant lot between Bond and Palmetto Avenues on the Lake shore as quickly as possible.

NYA labor will be used to construct the field, according to G. P. Goodspeed, in charge of the local NYA office, who stated that a project was submitted to the Jacksonville office today for the work. He added that he will have approximately 40 boys to put to work on the project by next week.

The City Commissioners voted their approval of a diamond ball league as a part of the City's recreational program. The league, it was pointed out, will be self-supporting through charging a small admission to games after the season gets under way and the cost of construction can be gradually liquidated.

H. H. Coleman, local manager of the Florida Power and Light Company has agreed to install the lighting fixtures for the field at no cost to the City and other local firms have signified a willingness to co-operate in securing the field.

Although construction of the diamond will begin as soon as possible, Gerald L. Ash, recently appointed recreational director, stated today that it will probably be after the first of the year before a league can be organized and a schedule arranged.

It is expected that this matter will be further discussed at a meeting of the Seminole County Recreational Committee in the Chamber of Commerce building Saturday afternoon at 2:00 o'clock.

At the regular meeting of the Commission Monday night, Mr. McCormick submitted tentative figures showing that it will cost approximately \$875 for materials to construct the proposed field. This will include a fence around the field, bleachers which will seat approximately 400 persons, and adequate lighting equipment for night games.

**FIRE SWEEPS MARSEILLE**

MARSEILLE, Sept. 28.—A huge fire swept 10 buildings in the heart of Marseilles today and was believed to have caused three deaths. It caused Premier Daladier to suspend until tomorrow the wage and hour conference after the aid of a 75-mile tailwind.



CITY NEWS BRIEFS

A. Derby was granted permission by local building inspector, G. P. Paxton, to remove his home on Park Avenue between Sixteenth and Seventeenth Streets at an estimated cost of \$200.

A meeting of the Recreational Committee of the Seminole County Chamber of Commerce will be held in the Chamber building Saturday afternoon at 2:00 o'clock, Secretary Ralph Bagwell announced today.

Thursday, Nov. 3, has been selected as the date for the members of the Seminole County Citrus Growers, Inc., to visit the Citrus Experiment Station at Lake Alfred, it was learned from the office of County Agent C. R. Dawson today.

(Continued on Page Seven)

## Community Improvement Projects Of NYA Are Outlined By Goodspeed

One of the greatest accomplishments of the NYA in its community improvement program has been the remodeling of the old East Side Primary School for a WPA nursery, R. A. Goodspeed in charge of the local office, said today.

Under experienced supervision the boys repainted and repaired the building for use as a nursery. The school board permitted use of the building for this purpose after the primary classes had been consolidated with the South Side Primary School.

A number of the boys on the NYA rolls are now assisting Superintendent of Parks James L. Moughton in the extensive beautification program for the Municipal Pier, Mr. Goodspeed said, adding that others are making concrete park benches which will be placed on the pier and at other desirable locations in the city.

During the summer months, the boys were engaged in many other worthwhile projects including the construction of a hen house at the school farm in the rear of the high school.

The National Youth Adminis-

## Charter For Sanford Bank Is Approved

Fine Golf Course Is Big Inducement To Tourist Crop

Influence Of Sporting Opportunities Is Felt By Dahlen

Dahlen, chairman of a committee to attract tourists to Sanford, said that in the least of about a month's time, the city will become more attractive to tourists.

He said that the most important factor in the attraction of tourists to Sanford is the golf course.

Walter A. Dahlen,

Henry A. Dahlen, San-

ford's leading hotel

owner, said

that the

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HOLLAND L. DEAN  
Editor  
GORDON DEAN—Business Manager

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One Year \$3.50

All obituary notices, cards of  
thanks, resolutions and notices of  
announcements for the purpose of  
calling funds will be charged  
extra according to rates.

From time to time complete repre-  
sentatives of the national  
field of advertising offices are  
maintained in the largest cities  
of the country with offices  
headquarters in Chicago and New  
York.

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published herein. All rights in publication of  
such dispatches herein are also  
reserved.

**FRIDAY, OCTOBER 28, 1938**

**BIBLE VERSE FOR TODAY**

**JOHN 3:16—WHICH**  
HATH RECEIVED ITSELF,  
WE ARE ABLE TO GIVE IT  
BACK AGAIN. SO WHEN  
HIM WHO RECEIVED IT  
MAKES IT POSSIBLE TO  
MAKE IT BACK AGAIN.

**FROM ENDEARED**  
**DEARIES**

From antebellum days  
Springs still bubble up.  
From the country road  
Or immediately near,  
Everything decays,  
Divided, incomplete,  
A source of the end  
Of a nation's strength,  
Harbor ports of war,  
A whitening mass above  
The city towers above,  
The sudden face of love;  
The splendid unknown,  
The miracle of dress—  
Everything that wears  
The great last look of loss.

**TOM BOOGS**

Palm Beach Daily Press, Nov.  
Problem headline: That's how  
we have progressed in the  
last few years...

When Secretary Wallace put  
the two-pence system into effect  
we hope he applies it to new  
point and things like that.

There are lots of things we  
would rather do these days than  
ride on a German liner. Especially  
a burning German liner.

The Russians are said to be  
training thousands of children  
who can bad out of airplanes.  
Yes, but have they any meat?

Senator Parish delivered a  
talk on the proposed constitu-  
tional amendment at the  
Titusville Rotary club luncheon  
the other day.

It is interesting to note that  
it is the small industries which  
have been forced out of business  
as a result of the wage-hour law  
not the big multi-tens.

The United States Surgeon  
General reports that the United  
States is healthier now than  
ever before. It just goes to  
show what a good old fashioned  
depression will do for you.

The reason wages of Federal  
officials and employees are not  
taxed, perhaps is, that the law  
stipulates that the tax is to be  
levied on "earned income." Key  
West Citizen is that, too.

At a late hour this afternoon  
about 90 per cent of the people  
in the United States were still  
wondering at which price they  
would have to buy in the event  
Mr. Wallace establishes his two-  
pence system for farm products.

Certain high ranking National  
Guard officers are supporting  
Gov. Conklin's stand against  
the proposed National Guard  
amendment. Under the circum-  
stances it wouldn't be polite for  
them to do anything else.

The legs of Sonja Henie  
are said to be insured for \$100,000  
a grand example of the high  
value of a combination of beauty  
and utility—Washington Star  
Shows! That's nothing. We  
might not have our legs insured  
for \$100,000, but we would  
take \$100,000 for them.

President Roosevelt thinks that  
the Dixie Committee was un-American  
in seeking to influence the  
outcome of the approaching  
election, so the President seeks  
to influence the outcome himself  
by deciding the committee. As a  
matter of fact, seeking to in-  
fluence the outcome of elections  
is just about the most American  
thing anyone can do. For America  
is about the only place in the  
world that can be done without  
facing a firing squad.

**Far-Reaching Improvements**

In this issue of The Herald we have sought to give all  
pertinent information concerning the Federal Housing Ad-  
ministration and how it works, as well as suggestions on  
how to go about getting home advances for which loans  
can be secured under the F.H.A., and much valuable  
information concerning modern construction and building.

Many facts which have assembled in the  
last few months can be seen how such funds for building or  
repairing property may be secured and at what low  
interest rates and much monthly payments the loans may be  
repaid. It is an indisputable fact that the Federal Housing  
Administration makes it possible for everyone to own  
a home at smaller monthly payments than he might  
have been in the case of the same time.

It is an indisputable fact that in the  
last few months the money and make such repairs to  
home there may be necessary to make it a fresh  
and useful new tool, or the continuation of services  
which may then cost more than ever before. In  
order to then you may have said the cash  
is not enough to pay the bill. The interest rates are so low  
the cost of building prices so fast, the destruction caused  
by deteriorating influences so complete that it is indeed  
the dollar which is costly.

We are thoroughly sold on the importance of the  
new section in today's Herald. To say that is to say  
that we are thoroughly sold on the value of the Federal  
Housing Administration, that we are sold on the im-  
portance of every man owning his own home. We believe  
that every man should own his own home. We believe that  
every man in Sanford who has a job can own his own home  
in due course.

By using the money which he ordinarily devotes to  
renting or making payments on the purchase price of his  
home, he is saving his money as surely as if he were put  
up in the bank, and he is having a good home in which  
he may be comfortable. In ten years, when he has  
been fully paid for, there will be no more payments to  
make, which the fellow who was paying rent will have  
no use for paying rent.

But the facilities of the F.H.A. are not confined to  
home building. Perhaps of much importance to the  
people of Sanford is the opportunity of affords of making  
necessary repairs to houses, stores and office buildings  
now when immediate repairs may prevent the destruction  
of the building, and being able to pay for it in small  
monthly payments for the next two to five years.

Sanford has seen a good deal of this sort of work during  
the past few months. We are immensely proud of  
the improvements which progressive merchants have made  
in the appearances of their stores this summer. As a result  
of this civic-mindedness, Sanford today appears to  
have had its face lifted and the downtown district looks  
a hundred percent better than it did two or three years ago.

There is, however, much left to be done. We are rapidly  
approaching another winter season when thousands of  
tourists will, perhaps for the first time, be getting a  
glimpse of this city. Let's be sure we make a good impression. Let's be sure to put our best foot forward. Let's get ready for winter.

**A Welcome To Tourists**

The past few years have seen a decided awakening in  
Sanford to the possibilities of the tourist industry in a  
growing Florida community. More and more, people  
throughout the United States are taking their vacations  
during the cold winter months. More and more, people  
are retiring earlier in life and are living longer and are  
spending their declining years in the enjoyments of  
travel. More and more, they are coming to Florida where  
the warm sunshine and healthful environment of our state  
adds many years to a useful and well planned life.

This new trend will give many Florida communities,  
which heretofore have never made any special appeal to  
tourists, but which have seen other Florida cities, which  
and double and triple in population, a chance to get their  
share of this very profitable business and at the same  
time serve a worthy purpose in entertaining people from  
the North who are seeking a pleasant, restful place in  
which to spend the winter. Sanford is extending a special  
welcome to this new class of tourist.

And in doing so, we believe we have everything to  
offer which any other part of the state can boast. We  
have a moderate climate with very little cold or rain during  
the winter months. We have an abundance of fresh  
water lakes and springs in which swimming is indulged  
throughout the year. In the midst of a rich agricultural  
country, our visitors will find that they can readily obtain  
the finest in fresh fruits and vegetables at a time  
when these products are at a premium in the North.

Sanford's recreational facilities are unequalled in the  
smaller Central Florida communities. The city has just  
obtained the services of an experienced recreational director  
who will have charge of organizing sports and other  
activities for the benefit of tourists as well as home folks.  
We have an exceptionally fine golf course laid out in the  
midst of one of Florida's oldest orange groves. We are in  
the center of numerous lakes and streams where fresh  
water fishing is unsurpassed.

And so Sanford makes its bid for tourists and extends  
to them cordial greetings to come and spend their  
vacations among us where they are assured of a warm  
welcome.

DR. WILLIAM OSLER, having been invited to inspect a  
famous London hospital, was proudly shown about by  
several physicians and surgeons. Finally the charts were  
reached, and he looked them over carefully, observing the  
system of abbreviations: SF for scarlet fever, TB for  
tuberculosis, D for diphtheria, and so on. All diseases  
seemed to be pretty well under control except one indicated  
by the acronym GOK.

"I observe," said the famous doctor, "that you have a  
sweeping epidemic of GOK on your hands. This is a symbol  
not in common use in American medical circles; just  
what is GOK?"

"Oh!" one of his hosts lightly replied, "when we can't  
diagnose, God Only Knows." Quoted by Walter Neale in  
Life of Ambrose Bierce.

**Cadet Escapes Death  
By Leap From Plane**

PENSACOLA, Oct. 28.—(UPI)  
Cadet J. W. Evans escaped death  
today when his naval plane  
crashed into the bay off the

training station here.

Evans bailed out before the  
plane struck, but became en-  
tangled in his parachute after  
landing in the bay. A nearby  
navy plane noticing him right  
hand and saved him from

**SOUTH FOR THE WINTER****"TOO LATE TO CLASSIFY"**

BY RUSSELL KAY

During the next few months  
million of tourists and wan-  
derers will journey to Flor-  
ida to bask in the sunshine, boat  
play and be entertained. While  
our guests, they will spend in-  
dustries every man, woman  
and child in the state will di-  
rectly or indirectly be helped and  
benefited, for the money these  
folks leave in Florida stimulates  
business, increases employment  
and pays taxes.

Advertising and publicity play  
a very important part in bringing  
these people and this wealth to  
our state and while Florida has  
no official state publicity bureau  
and spends no state funds ex-  
pensively appropriated for the  
purpose of attracting tourists, there  
are numerous groups, organizations  
and individuals who spend hundreds  
of thousands of dollars each year  
to advertise and publicize Florida at no cost to the  
state or the taxpayer.

Each year thousands of Florida  
pictures are published in the  
sections and on news pages of  
magazines, newspapers and trade  
journals throughout the country.

Photogravure and magazine sec-  
tions of great metropolitan daily  
newspapers, copy readers, photo-

graphers, printers, publishers,  
messengers boys, proof readers,  
salesmen, and employes in a hun-  
dred or more other occupations  
all have a part to play in this  
big and important task.

Key men in this great program  
are known as "publicity directors".  
Their job is to interpret the

Florida scene. Radio programs in  
countless stations, and often on  
national hook-up, tell listeners in  
an appealing, colorful manner,  
through every available medium,  
facts, information and data that  
will create in the hearts of millions  
the desire to visit the state.

Under their direction events are  
staged, stories are written, celebra-  
tions are carried on, booster plates and  
bumper strips that advertise the  
state. Beautiful exhibits, dioramas  
and translighted displays, greet  
travelers in railway stations, ho-  
tels, and public buildings. Tons  
of carefully prepared literature  
in the form of attractive illus-  
trated leaflets, leaflets and books  
are mailed to tourist agencies,  
travel bureaus, transportation  
lines and individuals from  
coast to coast, acquainting additional  
millions with the interesting  
things to do and see in Flor-  
ida.

The amount of money spent on  
such promotion runs into the mil-  
lions and thousands of men and  
women in Florida depend for their  
livelihood on this ceaseless state-  
wide effort to tell the marvelous  
story of Florida to more and  
more people each year. Clerks,  
photographers, copy readers, photo-

graphers, salesmen, and employes  
in their own particular problem,  
the promotion of one city, section or  
area, are contacted and "sold" on  
Florida.

Heretofore, with no central  
organization or clearinghouse, work-  
ing selfishly and independently,  
hundreds of men and women in  
the state engaged in publicity  
work, all with the same objective:

to bring more people to Florida.

They have confined themselves to  
their own particular problem, the  
promotion of one city, section or  
area, are contacted and "sold" on  
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## Social And Personal Activities

MARY MAXWELL, Society Editor

### Social Calendar

## MONDAY

The South Side Primary School will hold its Annual Hallowe'en ball room at the City Hall Wednesday night for the Phi Alpha executive meeting of the Womans' Club. Ghosts and spooks decorated the hall room at the City Hall this week.

Executive meeting of the Womans' Club will be held at the home of Mrs. M. M. Cleaveland at 8 P.M. All W. M. U. general couples wearing the most original costumes. Miss Dorothy Kader and Joe Douglas were voted as the individual girl and boy costumed in the most original manner. Fortunes were told by Miss Julian Deas.

A flood show for the entertainment of the active members of the church and their guests was given by the new players of the club. They are as follows: Miss Elizabeth Whigham, Miss Katharine Hart, Miss Joyce Whiddon, Miss Nell Stewart, Miss Alice Wright, Miss Ethel Merriweather, Miss Mary Lodge, Miss Erma Dondney, Miss Betty Wathen, Miss Betty Lou Finch, Miss Gayle DeForest, Miss Marion Knox, Miss Mildred Wells and Miss Jessie Durden.

Chaperones for the occasion were Mrs. Emanuel Hunt, Mrs. M. Lloyd, Mrs. Paul Pelego, Mr. and Mrs. F. E. Rounillat, Mrs. J. E. Wathen, Mr. and Mrs. J. L. Hart, Mrs. J. H. Cogburn, Mr. and Mrs. F. A. Dyson, Mrs. W. J. Morrison, Mrs. L. M. Telford, Mrs. Fred Wright, Mr. and Mrs. W. H. Stewart, Miss Camilla Dorn, and Miss Lillian Deas.

Those attending were: Miss Marguerite Duncan, Miss Lucy Rounillat, Miss Gayle DeForest, Miss Marion Knox, Miss Dorothy Pearson, Miss Louise Bell, Miss Jane Cochran, Miss Martha Telford, Miss Joyce Hunt, Miss Hazel Lodge, Miss Mary Martha Emerick, Miss Dorothy Kader, Miss Marian Hayes, Miss Mary Frances Wills, Miss Mary Wright, Miss Frances Childs, Miss Margaret Spencer, Miss Helen Tamm, Miss Katherine Spencer, Miss Evelyn Echols, Miss Lois Chapman, and Miss Janet Potter.

Also, Miss Frances Baker, Miss Mildred Wells, Miss Jessie Durden, Miss Joan Azzarillo, Miss Constance Meisch, Miss Berens Hayes, Miss Ruth Strange, Miss Alice Lanier, Miss Evelyn Wilkins, Miss Nancy White, Miss Dorothy Warren, Miss Mary McManam, Miss Helen Palmer, Miss Carlson Palmer, Miss Mary Wiggin, Miss Madalyn Truluck, Miss Jane Shultz, Miss Jane Lloyd, Miss Louise Perkins, Miss Gretchen Morrison, Miss Elizabeth Carson, Miss Evelyn Stowe, and Miss Elsie Hutchinson.

Also, Miss Elizabeth Whigham, Miss Katherine Hart, Miss Doris Sue Williams, Miss Virginia Pegold, Miss Joyce Whiddon, Miss Nell Stewart, Miss Alice Wright, Miss Ethel Merriweather, Miss Mary Lodge, Miss Dorothy Kader, Miss Agnes Brinkley, Miss Estelle Hurd, and Miss Elizabeth Kelly.

Also, Henry Carroll, Giles Chapman, Robert Rumbley, Edward Higgins, Frank Ray, James Weatherford, Russell Othman, Frank Kelly, Buddy Wilkinson, Ralph Stewart, Raymond Lundquist, Max Rumbley, Bill Tyre, Bob Wilkinson, Dick Fletcher of Orlando, Dick Myers, John Angel, Bruce Bell, Clifford Proctor, Max Muller of Orlando, Billy Brown, and James Colbert.

Also, Joe Douglass, Jimmy Dean of Orlando, John King, Jack Woodruff, Dick Brown, Norman Stacks, Maurice Blodow, Homer Foster, Walter Haynes, James Bradford, and Charles Cameron.

Karlyle Houholder Honors Cotrell Tally

Karlyle Houholder was host last evening at a stag party at his home in Rose Court honoring Cotrell Tally of Tavares, whose marriage to Miss Kathleen Laney will be solemnized tomorrow night.

The rooms of the home were opened up suite and decorated with baskets of dahlias and chrysanthemums. Lovely arrangements of purple spikes and roses were also in profusion.

On their arrival, the guests were invited into the dining room where the honor guests were seated and hors d'oeuvres were served. Hallowe'en decorations and fruits topped by a miniature bride and groom, centered the dining table.

The buffet dinner was served from tables decorated Hallowe'en fashion and placed on the lawn which was lighted for the occasion. Each guest received a Hallowe'en favor.

After dinner the guests assembled in the living room where games were enjoyed and several prizes wrapped in Hallowe'en colors were won.

Those invited to be with Cotrell were: his brother, Emmett Tally, Bill Duncan, Jimmy Hunter, and Chester Treadway, all of Tavares; Bill Ingram and Glen Spears of Orlando.

Also, Fred Williams, Henry Wright, Ed L. Laney, Richard Dean, Charles Palmer, E. H. Laney, and E. F. Houholder.

Modern scientific research indicates that long life is principally hereditary, though factors of environment and habits also are important.

### Personals

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### Party Is Given For Philathea Class

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## Mayfair Hotel Is Acquired By New Jersey Financier

*Continued From Page One*

Lincolnshire in Boston. Commenting on his new management, Mr. Archibald said: "The Mayfair will cater to the same conservative clientele as Useppa Inn or Dark Harbor. And that means that I am going to operate the Mayfair so that it will appeal to these people who are used to the best resort hotels in America."

**Hard Knocks**  
Mr. Dahlen is a native of Minnesota where as an orphan boy of six years he began work on a farm at 15 cents a day. At the age of 16 he went to St. Paul and secured a job at \$6.40 a week with the very corporation of which six years later he became president and principal stockholder.

Though he obtained his own training in the school of hard knocks, he is member of the board of directors of Valparaiso University in Indiana, and in 1929 was one of a small group of men who worked together to save the school from economic collapse.

Himself married, with a married daughter, he lives in South Orange, N. J., one of the substantial residential suburbs of greater New York. Long fond of bridge, croquet, and fishing, he has recently acquired a hobby of golf. In his first round over the difficult Pocono Mountain course, he boasts a score of 106 though he now plays fairly consistently in the lower 90's.

A believer in the importance of spiritual values, Mr. Dahlen makes a practice of providing the guests of his hotels with facilities for spiritual rest and relaxation as well as physical and intellectual diversion.

With this philosophy he worked for three years after 1923 to establish Lutherland, a famous tourist resort in the Pocono

## LEADS IN CENTRAL FLORIDA



Yowell's, the only department store in Central Florida which boasts air conditioning, has been thoroughly remodeled inside and out at a cost of between \$15,000 and \$20,000, and is one of the most up-to-date and attractive stores to be found between Jacksonville and Tampa.

### PERSONALS

*(Continued from page three)*

brother, Dr. J. H. League, of Lauren, S. C., who has been with her for several days, returned last night from St. Petersburg. They accompanied Dr. Langley to Bay Pines Hospital where he will receive special treatments on his injured arm.

Miss Nancy Rossetter will arrive tomorrow from Stetson University to spend the weekend with her parents, Mr. and Mrs. A. K. Rossetter, Celery Avenue.

Miss Cecilia Truluck will arrive tomorrow from Pennsylvania. With a steady summer population of 1,500, the resort has 162 buildings, exclusive of cottages, on an estate extending over three square miles.

**Rewards**  
At present the Mayfair is under the supervision of Robert Nicklas, of Norfolk, Va., who has been in Sanford for the past two weeks and who will co-ordinate the interests of both Mr. Kirchhoff and Mr. Dahlen. The interior of the hotel will be re-decorated and every effort made to place it in the best possible condition for the formal opening Dec. 10.

Those bedrooms of the hotels, which have lacked furniture, will be furnished and put in readiness. New refrigerator equipment will be installed, and the kitchen, and pantries, etc. will be put in perfect order. The plans also call for re-decoration of the ballroom, additional furniture in the lobby, complete new dining room furniture, new silver, china, and linen.

Landscape of the southern exposure of the hotel is now in progress and the entire grounds will be groomed to be in keeping with the refurbishing of the interior.

The area and population of India are roughly equal to those of the whole of Europe, excluding Russia.

**Has your heater got whiskers?**

**THE NEW  
DUO-THERM  
"IMPERIAL"  
FUEL OIL HEATER**

EASY PAYMENTS

If YOUR oil heater's getting old, and gray and shaky, don't nurse it through another winter!

Come in and see the superb new 1938 DUO-THERM!

This amazing new type heater can give you an entirely new idea of heating comfort! Its new design keeps heat lower—keeps floors warmer—gives more room in the house more even, uniform heat! Uses less oil.

Its patented Dual-Chamber burner is more efficient—burns evenly, just the heat you want at the turn of a dial.

Many other comfort-giving, money-saving features. See them!

\*Patent applied for

We've sold Duo-Therm Oil Burning Circulating Heaters since Motor Wheel Corp. originated this type of heating comfort and we'll stake our reputation on Central Florida's leading heating contractors that none can match Duo-Therm for style, efficiency and value.

• Moulded Insula

• Footguide Heels

• Patent Applied for

\$1.75 to

\$3.75

Ivey's  
SHOE STORE

rive tomorrow from Stetson University to the guest of the Belgian Congo, produces gold, platinum, diamonds, radium, iron, tin and copper.

Mrs. G. E. Rollins, Mrs. J. G. Patterson, Mrs. S. O. Shuhacker, and Mrs. F. E. Bolz, members of the Sanford Garden Club, were among those attending the Deland Garden Club Mart which was held yesterday morning in Deland Central Park.

Dr. and J. N. Tolar left yesterday afternoon to spend a few days in Chapel Hill, N. C., with their son, Ralph Tolar, who is a student at the University of North Carolina. They plan to attend the North Carolina-Duke football game tomorrow.

Before returning home, Mrs. Tolar will visit with friends in Philadelphia, Pa., for a short while.

The border between Poland and Lithuania never has been officially settled since the two states were brought into being after the World war.

**HILL HDWE. CO.**  
301 E. First Phone 531

## Burns Shows Native Wit In New Picture

"You gotta stop off somelace so you can have the fun 'startin' out again!"

With these words of wisdom Bob Burns, playing a wandering printer and nobleman of the road, pauses a moment in a small town to help a lady in distress, remains to take over the editorship of a country newspaper, and ends up by capturing the entire community with his boldness and wit, but once his work is done and his friend's newspaper is put back on its feet he is seized by the fear that work is becoming a habit with him.

All this happens in Burns' latest picture, "The Arkansas Traveler," which opened today at the Ritz Theatre Local fan of the sage of Van Buren, Ark., anses, will see their hero in this first big character role—that of a happy-go-lucky hobo and, later, courageous, crusading editor, whose homespun philosophy and native wit endear him to every one on meets.

"The Arkansas Traveler" was made in response to the demands of Burns' many admirers that he quit the musical comedy roles, which marked his early screen career, and play the sort of American characters typified by the late Will Rogers. Paramount agreed with the fans, for the sage of Van Buren, now appears minus the bazooska, in a role glorifying one of America's best-loved and most colorful

figures—the crusading editor of the country newspaper.

"A tramp is just a travelin' loafer—but a hobo ain't afraid to work—he's just afraid of gettin' in the habit of workin'," says Burns in "The Arkansas Traveler," and this describes to a "T" the character he plays in the picture. Although he would rather "ride the rails" than hold on to the best job in the United States, "the Traveler" settles down to help the widow of an old friend and captivates an entire community with his boldness and wit, but once his work is done and his friend's newspaper is put back on its feet he is seized by the fear that work is becoming a habit with him.

"There's somethin' inside me that a train whistle just throws into an uproar—and I gotta get on and ride," says "the Traveler," as he bids goodbye to the community he adopted and makes for the open road again.

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The loganberry, regarded as a hybrid of the wild blackberry and red raspberry, first appeared in a private yard in Santa Cruz, Calif.

The Lincoln highway, connecting New York and San Francisco, is 3,384 miles long.

**666 MALARIA**  
In 7 days and  
relieves and  
colds  
first day  
fever  
drops, nose  
Tetra-Mol  
World's Best  
Clystaline

## Frestone Tire Sale

Prices on all sizes of tires drastically reduced for this sale.

Liberal Allowance For Your Old Tires

**Call 37**

**SEMINOLE TIRE SHOP**

201 N. PARK AVE.

**Is THEIR future CERTAIN?**

If not, make it certain.  
Provide security for your self and family. See our local agent or write



## WHEN VISITING ORLANDO

Stop at the GREEN TREE  
Delicious Dinners  
Lunches and Sodas

## GREEN TREE SODA & LUNCH

371 N. ORANGE AVENUE ORLANDO  
24 HOUR SERVICE—IMPROVED PARKING

**TIMES Change  
and EYES DO, TOO!**

The passing of Indian Joe is a symbol of changing times. In Indian Joe's day, flickering kerosene and gas lights represented man's feeble efforts to provide after-dark illumination.

Eyes, long accustomed to out-of-doors seeing, adjusted themselves as best they could to the meager indoor lighting available. Many a case of eye strain and eye failure resulted.

Indian Joe has gone and so has the necessity of primitive indoor lighting of his day. Advances of the changing times have not given us anything to replace the wooden Indian, but they have provided safe, sure and sufficient light—the light which makes it possible for your eyes to do today's work without strain or danger.

W. H. Collier, manager  
Your Florida Power & Light Company is here to help. Dealer will make a free test of the light fixture in your home with a High-Max meter to show you how much light conditioning you need.

**TIME IS MONEY  
EYES SIGHT IS MONEY  
LIGHT CONDITIONING IS CHEAP—LIGHT CONDITIONING YOUR HOME**

## ZORA HURSTON IS WIDELY PRAISED ON LATEST BOOK

### "Tell My Horse" Is Fascinating Tale Of Life In Haiti

Zora Hurston, author of "Juno's Gourd Vine" and "Mules and Men" and a native of Eatonville, near Sanford, has just finished another book, "Tell My Horse", a story of voodoo and life in Haiti, published by J. B. Lippincott Company.

Keen social comment relieved with constant humor, packed with good stories, accounts of folks, songs with music and words, is the way the new book is described by Carl Carmer, himself the author of "Stars Fell on Alabama", who reviews it for the New York Herald Tribune.

"Folklore is a spontaneous product of vitality and imagination," writes Mr. Carmer. "It needs a careful interpreter whose reports have these same two qualities. None has been more happy combination than that of the vivid, fantastic folklore of the West Indies and interpreter Zora Neale Hurston. Zora Hurston is a trained scholar. She is also one of the most delightfully alive personalities of our day. She knows what she is talking about and she talks with a zest and a humor and a genuineness that make her work the best that I know in the field of contemporary folklore."

"The first part of 'Tell My Horse' is a sort of practice walk-around in Jamaica. There is, as Zora Hurston would be the first to admit, a lot more to be written about Jamaican folklore. Stopping off at that British island to hunt the wild hog, collect proverbs, observe marriage customs, hear the 'Night Song' After Death" served to let her get her hand in for the big job ahead.

"It is when Zora Hurston begins writing about her life and observations among the denizens of the misty mountains of Haiti that she becomes incomparable. A few works on Haitian lore have been too dullly sensational; a few have been dullly academic. Zora Hurston's book is so filled with the spirit of her subject that the whole feeling of its spine-chilling supernatural grotesque creeps pastes the reader and he has a hard time convincing himself that he is reading the authentic work of an honest, valiantizing scholar.

"Perhaps because she is herself a negro, Zora Hurston makes her readers conscious of the deep current of racial poetry that runs beneath the rituals of Haitian life. Her sympathies are so strong that she seems to identify herself with her subject. She is but another folk teller of the tales she has



The African leopards at the Municipal Zoo feel more at home in their new cage, constructed under the direction of Superintendent of Parks James Moughton. One leopard is shown surveying surrounding territory from the heights in his new home while the other looks on. The antics of the animals are now the leading attraction at the zoo.

### Slum Clearance Work Gives 160,000 Homes

WASHINGTON, Oct. 28.—The \$800,000,000 slum-clearance and low-rent rehousing program of the United States Authority will provide nearly 700,000,000 "man hours" of labor in addition to constructing decent homes for approximately 160,000 low-income families according to a report submitted to Nathan Straus, USHA Administrator, and made public today.

A total of nearly \$700,000,000 or more than three fourths of all the money to be invested in local low-rent housing projects, for which the USHA lends 80 percent while the local community puts up the remaining 10 percent of the development cost, will be spent on building materials, con-



MRS. FRED P. CONE, wife of the Governor of Florida, who will christen the new Boardwalk Diesel Electric Locomotives in Washington, D. C., October 31.

tractors' fees and construction labor.

On this amount \$250,000,000 will be consigned as wages to building trades workers and will provide approximately 270,000,000 "man hours" of direct labor on the project sites.

For every 10 men who hammer, nail and lay brick and install bathtubs, at least 15 additional men will be put to work in the mills that produce nails, the kilns where bricks are baked, and the factories where bathtubs are made. This "behind the scene" or indirect labor will approximate 430,000,000 "man hours."

The total of 700,000,000 "man hours" of labor, both direct and indirect, which the program thus will provide is the equivalent of nearly 300,000 men working one year spaces in the construction of all the 160,000 low-rent dwellings to be built under the long-range USHA program.

**RATES**

1 insertion	10¢ a line
2 insertions	8¢ a line
One week	7¢ a line
One month	6¢ a line
Count five words to the line.	

**THEY WOULD READ YOUR AD  
TOO, IF IT APPEARED HERE**

### BUSINESS SERVICE

W. J. KING, Plumbing, Phone 56-  
5444. YOUR Watch repaired by  
our really known how,  
Briggs' counter Magnolia Ave.

**APARTMENTS FOR RENT**

THE PARK Apartments, Park  
Ave., with 25 Moderate  
Clean-Rent. General Electric  
Refrigerators. Apply Apartment  
Man, Mrs. C. G. March,  
Mun. Apt., Mun. Bldg., March  
Ave., phone 276.

**SUBURBAN GARAGE** apartment  
furnished. Adults only. Mrs. A.  
D. Smith, Tel. 16.

**FOR RENT**

FURNISHED HOUSE, good terms,  
nearby park, electric  
garage. Tuohy's Restaurant  
22 ACRES ideal country land, John  
Harrison, Tel. Laurel.

**FOR SALE**

CHESSBOARD, 8 cubic feet, have  
been used, \$125. Seminole  
Two Shop.

20 TONS of sand, lime, sand  
and gravel, \$100.00 per ton.  
John F. Purdon, Tel. 2882.

**WANTED**

GENERAL BUILDING  
SUPPLIES, 100 ft. front, 20 ft.

deep, 10 ft. high, \$1000.00 per  
month.

RENTED

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SUPPLIES, 100 ft. front, 20 ft.

deep, 10 ft. high, \$1000.00 per  
month.

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# Sanford And Ocala To Clash Tonight In Conference Tilt

Locals To Be First Strong Opponent To Battle Ocala's High Scoring Unit

Wildcats Favored To Win Encounter

Contest To Climax School's Homecoming Activities

By JULIAN STENSTROM  
OCAALA, Oct. 28.—The Seminole High School Celery Fed arrived here this afternoon for their tilt tonight with the Ocala Wildcats in a regular Northeast Conference battle and will mark the climax of Ocala High School's gala homecoming activities.

The Wildcats will begin the game at the underdog because the Wildcats have run up a commanding total of 284 points in five contests although they boast only one conference victory against no defeats.

The Wildcats won their only Northeast conference victory when they ran up a score of 69 to 0 over the New Smyrna Bulldogs last weekend.

So far this season, the McLucas coached eleven has won three out of four conference games and should they come through with a win tonight they will be back in the running for a possible conference crown.

They whipped Eustis in the season's opener 7 to 6 and shut out Lake City in the second tilt by a score of 6 to 0. They went down in defeat at the hands of Daytona Beach by a score of 14 to 7 but they came back last week to whitewash the Deland High Bulldogs by a 20 to 0 count.

The probable starting line-up for the Fed will be the following: Sam White and L. M. Telford at ends, Robert Howell and Jimmy Renaud at tackle, Sonny Powell and Raymond Hasty at guards, Bud Epps at center, Bucky Ferguson at quarterback, Darrell Ferguson at left halfback, Art Williams or Pete Tilts at right halfback and Fred Glass at full back.

Coach Jack Smith has been drilling his outfit this week on kick formation. So far this season the Wildcats have been forced to punt only a few times. Smith declined to announce a starting line-up before game time.

**Erskine, Stetson Tangle Tonight In S. I. A. A. Contest**

DELAND, Oct. 28.—The Stetson Hatters will go to battle tonight against another S. I. A. A. rival when they tangle with Erskine University on Holly Field. Jack Todd, head coach of the Erskine tribe will not be with his squad when they go on the field because he was the victim of an auto accident in Augusta early yesterday morning.

Todd was sent to the University Hospital after the bus in which the team was traveling collided with an automobile. None of the players suffered injuries. Dr. C. G. Henry, attending physician, told the Associated Press yesterday afternoon that Todd was not injured seriously but suffered several bruises and painful muscle strains.

**OFF-SIDE!**



## SELECT SELECTIONS By RALPH WARNER

Batting out a percentage of her one team. If the New Yorkers 98.8% correct last week by virtue play over their heads and receive 32 games decided correctly, four or five or two, they could easily incorrectly and three ties, this through. However, it is almost impossible to nominate King Pitts.

State, undoubtedly the toughest of the year so far, with renewed get a week nod.

Dartmouth over Yale. Unbeaten.

Finally, believing there is an Indians fight hard to pass on Santa Claus, our happiness will other crucial test.

Harvard over Princeton. One beyond comprehension if this belief is still intact about 6:00 P. M. Saturday.

Follows the elections for what we believe will be "Sunday Sat-

Tennessee over L. S. U. By an extra point or so.

Georgia Tech over Vanderbilt.

The same overwhelming margin is noted here for the surprising Jackets.

Duke over North Carolina. Still another stand-off in which anything can happen.

Tulane over Mississippi State.

The Greenies really seem to have something.

Alabama over Kentucky. Looks like a romp.

North Carolina State over V. P. I. Not easy.

V. M. I. over Maryland. Little difference.

Virginia over Wm. and Mary.

Auburn over Rice. Probably.

Texas Christians over Baylor.

Christian rank just behind Pitt.

Texas A. & M. over Arkansas.

There should be a touch down edge here.

Southern Methodist over Texas.

It is possible for an upset to rear its ugly head here.

Boston College over Florida.

The trip is too long, and there is too much waiting for the Gators when they arrive.

Pitt over Fordham. A Fordham win would not be a great surprise.

The great Ram eleven ranks just a shade behind the nation's num-

## IN THE FIELD OF SPORTS

By JULIAN STENSTROM

The Fed should rank very high in the game tonight against the Ocala Wildcats although the Jack Smith crew has run up 284 points in five games so far this season. According to Ocala sports writers, the Gats are still being regarded as an unknown element since every game they've played has been against small schools.

The Ocala outfit will trot out on the field in brilliant green uniforms with white trimmings, the school colors while the Celery Fed delegation will wear their new and shiny uniforms bearing the Seminole colors, orange and black.

Coach Leonard McLucas still has not decided to let the team wear the new set that go with the Fed uniforms. He has put one of the "classiest looking" high school teams in the state on the gridiron this season.

Going down state to Miami, there will be the battle of the century in the Magic City tonight between Coach Jack McDowell's Rollins College Tars and Jack Hardin's University of Miami Hurleians who just got home from Iowa where they played Drake last Saturday afternoon.

Rollins needs this game to clinch the State collegiate tilt.

**By Jo Metzer**

## MYRA NORTH, SPECIAL NURSE



DAN DUNN - SECRET OPERATIVE 48



## Florida Gators Workout On Fordham Field

Kocsis Return Will Lee-Orlando, Leon-Aid Cody Eleven In Boston Clash

## Florida School Teams Face Hard Games This Week

Daytona Contests Are Outstanding

NEW YORK, Oct. 28.—The Florida Gators headed by Head Coach Cody pulled into many of the top ranking teams in New York City early this morning in their respective conferences enroute to Boston where they will attempt to keep undefeated records in one of the hardest weeks of the season's schedule.

Gator Gridmen will tackle the un-defeated Boston College Elephants Saturday afternoon.

This afternoon Coach Cody and his assistants will send their charges through a light workout on Fordham Field.

The boys will go through a short signal drill, punting practice and a light dummy scrimmage.

Six Sophomores are slated to attempt to make a loop comeback start for Florida tomorrow afternoon and they include Frank Smith's high scoring Wildcats.

Yankees at end, Guard Muhs Battista, Center John Berry, and Backfield men Bobby Johnson, Ted Taylor and Bud Walton.

Frank Smock will open at the other end position, with Goff and Gardner at the tackle slots. Frank Kocsis will be at the other guard position while Blalock will round out the loop to take on the Hurricane defense of Jackonville.

In the South Florida conference, Coach Bob Pitman's Barlow Yellow Jackets will have an open date, Bradenton will entertain the Big Ten, Sarasota will battle Tampa College, Arcadia will take on Palmetto, Punta Gorda will play host to Wauchope and Winter Haven will battle Ft. Myers in an important conference contest.

The Big Ten conference will be the Orlando Lee tilt fought in Lakeland where both undefeated elevens meet for a possible state title. Hillsborough will entertain Bob Lockett's St. Petersburg Green Devils, Lakeland and Traveler to Plant City while Plant High of Tampa travels to Gainesville tomorrow night.

In the Central Florida conference, Lyman High Greyhounds of Longwood played Ocoee yesterday afternoon. Winter Garden takes in high scoring St. Cloud, Groveland travels to Tavares, Umatilla goes to Apopka, Mt. Dora travels to Dade City and Jim Mobley's unlikely Winter Park outfit plays host to the Deland High School Bulldogs.

In the Southeast Florida loop Fort Pierce goes to Stuart for the spotlight tilt, Ponce de Leon of Miami takes on Andrew Jackson of Miami, Miami Beach plays host to South Broward and Lake Worth goes to Fort Lauderdale.

## Rollins And Miami Ready To Battle For Florida Crown

Game Called A Toss-up By Grid Heads; Tars Have 4 Hurt To Cripple Squad

COPAL GABLES, Oct. 28.—The Rollins College Tar under the supervision of Head Coach Jack McDowell arrived in Miami this morning for their Little Four Conference contest tonight.

We the Dennis, right guard, Sidell and backfield will carry on, Ray Johnson.

McDowell will probably decide on another strong set of backs, including Eddie Daugherty, Joe Justice, Rick Gilligan and Clyde Jones. Lane Coach Alex Wadsworth will probably use Daugherty and Hume at ends, Jack Johnson and Hayes will hold the guard jobs, Clinton and Lawton will be in the starting line-up, while Dick Turk will stand out the line at center.

**LEADERS IN SANFORD**  
• SEMINOLE PRINTING CO.  
PHONE 483

## "LIGHT" IS RIGHT

...So your smartest move is to try Schenley's Friendly Red Label and Black Label



BY VINCENT HAMLIN

As the SPIDER AND BENSON are struggling in the cockpit, THE BLACK BULLET roars earthward in a crazy spin!



## New Director Of Recreation Plans Varied Program

**Continued From Page One**  
Creek, Mich., graduating from the latter with a degree in Social Science and Physical Education.

Upon graduation from college in 1914, Mr. Ash joined the staff of the National Committee of Y. M. C. A. with headquarters in New York City, and was with this national organization for 12 years as traveling organizer and director in different cities throughout the United States. During this period he assisted in organizing the Y. M. C. A. at Miami and became well acquainted with Florida.

Leaving Y. M. C. A. work, Mr. Ash was for four years winter sports director in the Bahamas B. W. I. and summer sports director at Charlevoix, Mich. In 1931, he joined the faculty of the Cranbrook Foundation School in Detroit and remained in this position until 1934 when he became affiliated with the Florida Emergency Relief Administration and later the Works Progress Administration.

To the sportsman, Sanford and Seminole County have much to offer. For the older folks shuffleboard is a popular sport in this city. The Sanford courts are very fine and well equipped. There is also a Sanford Shuffleboard Club formed each year and this sport lasts the year around. The club enters a team in district tournaments several times during the year and has a schedule calling for matches with many of the surrounding cities.

The Sanford Country Club, one of the most pretentious golf courses in the central section of Florida, accommodates many of the Sanford and Central Florida golfers who turn round, but is particularly popular in winter. The club is located four miles southwest of Sanford near Lake Mary and maintains an 18-hole course. Surrounded by beautiful lakes and orange groves the course is considered without a par for the attractiveness of its surroundings.

Sanford and Seminole County have many lakes, rivers and streams in which fresh water fishing is as fine as anywhere in

## ATTRACTIVE SMALL HOME



—Photo by McCallum  
Newly completed residence of F. A. Dwyer, former editor of the Herald, located at the corner of Seventeenth Street and Old Dixie Highway.

## Simpson Tenders Resignation As C Of C President

**Continued From Page One**  
Simpson, who has been president of the Knights of Columbus since 1934, will be succeeded by James J. O'Farrell, of Boston, Mass., who has been vice-president.

A strong non-smoker, Mr. Simpson has no objection to the use of tobacco.

He has been a member of the Knights of Columbus for 20 years.

Mr. Simpson has been a member of the Knights of Columbus for 20 years.

## Fine Golf Course Is Big Inducement To Tourist Crop

**Continued From Page One**  
The Sanborn Park Golf Course, located on the lake side of the lake, is a fine attraction for tourists.

With a large number of visitors, the course is a great attraction.

It is a fine place to play golf.

## Longwood Council Seeks WPA Aid In Park Improvement

**Mayor Bridge Fore-  
sees Good Season  
For County Town**

A WPA project to assist the City of Longwood in the improvement of Sunny Shady Park has been filed by the City Council and sent to Washington for approval. Mayor George H. Bridge of Longwood said today.

The project totals over \$2,000 according to Mayor Bridge with the town paying approximately one third of the total cost and provided for the construction of shuffle board courts, tennis courts, a baseball diamond and a new pavilion for the park.

Most of the equipment used was painted out and will be used on the addition to the park which has been donated to the city by the South Florida Diocese and the Episcopal Church.

In a move to make the town Seminole County's leading tourist community, the councilman also plan to make extensive street improvements. This program, Mayor Bridge stated, will include the widening, straightening, and resurfacing of number of the thoroughfares.

For the near future, the city plans construction of a new road direct to the Sanford Orlando highway. This, it was said, would give the town a closer contact with the tourist traffic.

With the new developments planned for the town, Mayor Bridge declared he expects "a better season than ever before."

In addition to the improvements planned by the city, a great deal of remodeling and repairing of homes have been done by residents. Several new homes have also been constructed in the vicinity.

### LAKE MARY

Gordon Cole and Miss Alice Hinds returned to Asheville, N.C. Sunday after spending a week with relatives. Mrs. Mabelle Cole accompanied them to Ashe-

### OUT OUR WAY



BY J. R. WILLIAMS

### Dispelling The Fog

(Continued from page two) It so happens that Franklin Roosevelt and Herbert Lehman have been friends since boyhood. Lehman was Lieutenant Governor during Roosevelt's term at Albany and Roosevelt nominated him for his successor. Their friendship has continued, and continues on uninterruptedly, despite a disagreement on one item in Roosevelt's federal program.

Mr. Kent attributes Governor Lehman's renomination to the efforts of Chairman Farley. But nobody but a G. O. P. propagandist can see that the chief of the Democrats' field forces could or would go out to renominate the Governor of New York in opposition to the wishes of the New Yorker in the White House.

As a simple observer of political affairs, particularly of Democratic affairs, might I venture the suggestion that both President Roosevelt and Chairman Farley were concerned with the selection of a winning ticket in that State and connived with each other, choosing the candidate for Governor who would ensure a victory for the Democratic side next month.

It was no secret that Herbert Lehman was reluctant to accept a fourth term in Albany. Is there any child in politics who believes that he would have accepted his party's call at this time had he thought that the President of the United States opposed his renomination?

As to the wisdom of New York's choice, even the most intense of the Pejoe cannot see calamity for the Democratic party if that outcome. Pejoe is a handy contraction of Pejorists, which was a word discovered to me by a college professor and which I found meant a superlative to pessimists. There has been a good deal of debate, judging from my mail, in the choice of this designation for a miscellaneous assortment of interests that represents the anti-Roosevelt forces and for which Republican was obviously an inadequate term. One correspondent insists that they should be called Pejobs, explaining that Job made capital of his trials. Another etymologist presents that a better designation would be Pejers, the 'Jer' standing for Jeremiah, the great biblical calamity exponent. A third offers Pejoe, on the theory that that

word lent itself readily to further contraction into Joe. Needless to say, this third correspond-

ent was a newspaper man and was thinking of a word that would fit nicely into headlines. A fourth came across with the statement that the new designation of the minority party ought to be Pejokes. And there were many others. Amid so many helpful thoughts, I am bewildered and therefore must continue the use of the original designation un-

til I have further enlightenment.

In view of the constant propo-

vided as affording evidence of

this kind. They are running at

a level higher than for the cor-

responding period in any year

since 1929.

"All of the evidence point

to some improvement in business

whatever obstructions have to be

overcome, with the improvement

increasing as obstructions are

withdrawn."

Certain tree lizards lack limbs

and closely resemble snakes.

## Walter L. Cooper Agency

"Community Builders"

Congratulations to Sanford upon its unusual progress, building and business expansion

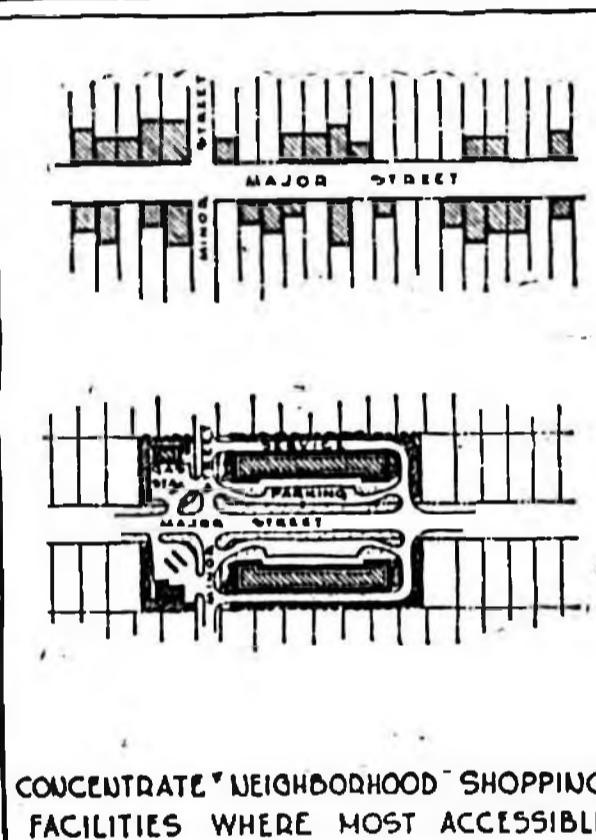
We have many de-  
sirable property lo-  
cations — business  
and residential

INSURANCE  
REAL ESTATE.  
RENTALS  
Property Service



hone 720  
COOPER BLOCK

### Land Planning



In the above sketches the Land Planning Section of the Federal Housing Administration illustrates the difference between a haphazard commercial development along a typical major street and a planned commercial center.

The shoestring development of the first illustration not only is unattractive but also makes for street congestion and unsatisfactory property values. In the lower sketch a unified development within easy walking distance of over 3,000 families has been designed with off-street parking facilities, service alleys, and screen planting.

When planned together as a group, and not permitted to develop as unrelated units, a small cluster of stores becomes a definite neighborhood asset.

Open For Business  
WINDOW AND DOOR FRAMES  
CABINET WORK  
TURNED WORK—  
IRRIGATION PLUGS  
CLARK VARIETY WORKS  
411 ELM AVE.

The Smile Of  
PROTECTION



It can only come from sound, adequate insurance! Every element of worry and fear is taken from your shoulders . . . and the cost is small!

Let Us Write Your Insurance  
Insurance & Real Estate

Colclough Realty Co.

Telephone 732  
Sanford Atlantic Bank Bldg.  
Sanford, Fla.

Seminole County will have dog racing again this winter conducted under the highest standards of the sport where the public can be assured of receiving the fairest of treatment.

The management of the Longwood track is ever mindful of its obligations to the people of this county and is always interested in co-operating in any endeavor to proclaim or promote the growth of this section.

## The Sanford-Orlando Kennel Club

Open December 27, for 90 Days

### WERT the JEWELER

Diamonds And Watches

Fine Watch And Jewelry Repairing  
Diamond Mounting And Engraving

WHERE PRICES ARE THE LOWEST

200 E. First St. Phone 5 Next to Jeweler's



### FEEDS, SEEDS and GRAIN

50-50 Scratch Feed

100 lbs. \$1.85

MASH

CRACKED CORN

OATS

100 lbs. \$1.75

SANFORD CASH FEED STORE

W. T. WOOLEY, OWNER

200 Sanford Ave. Phone 80

### Flowers

for every occasion

A. K. ROSSETTER  
florist

Celery Avenue  
Fresh Shipment Rose Bushes

Chrysanthemums  
Oxeye-Zinnias  
Lily-Cineraria  
Pome-Hyacinths  
Astro-Prunus  
Orchids-Violets  
All Cutted Plants

## Residential Construction Reaches New 10-Year Peak

### Business Men Are Cheerful Over Future

**Realtors And Building Trades See Increase In Construction Coming Soon**

**Boyd Says FHA Loans Helpful**

**Toll Anticipates Revival In Home Construction To Last**

Sanford business men, who are engaged in real estate and the building trades, feel that this city is on the eve of its greatest construction activity since the boom and point to the strides made during the past six months as an indication of what is to come.

Of all those interviewed by a Herald reporter not one sounded a note of pessimism and every one, without exception, expressed faith in Sanford's future and pointed to the visible signs of construction on every hand as proof that the city is experiencing a great resurgence in building.

Predicting a continued increase in interest in new home construction under the FHA, C. M. Boyd, local insurance and real estate agent, declared today he has three new applications already in, one for \$4,500 and the other two for \$4,000 each.

Mr. Boyd pointed out, that there were several new building projects under contemplation but that final arrangements had not been made. Under the circumstances, he said, he felt it was a little premature to divulge the plans.

E. Compton and J. H. Truluck of the Security Lumber Company, expressed great optimism over the outlook for new construction in Sanford and reported that work would start in the next few days on two new homes. They stated that many inquiries about obtaining FHA assistance in home building are being received and they predicted interest will continue to mount during the ensuing months.

W. J. Toll of the United Lumber Co. said he felt the next 12 months would see a great revival in home building in Sanford that would dwarf anything seen here since the boom. He said that not only is new construction of homes becoming more popular but that there seems to be mounting interest in renovations.

J. H. Colclough, whose activities are confined chiefly to real estate and insurance, expressed his faith in Sanford by declaring that real estate activity has shown a marked improvement recently and that the prospects for the next year seem to be better than at any time during the past 12 years.

H. C. Dubose, another real estate dealer, was also optimistic about the future in this line and pointed out several deals that are pending and are expected to "break" any day.

P. Bayard Smith told of his confidence that Sanford is approaching a period of great building activity and he cited several recent deals and hinted of several others now pending.

H. James Gut, of the A. P. Connally & Sons, revealed his firm is confident that the building spurt during the past six months is only a forerunner of greater things to come during the next year. He pointed out the many construction jobs on business properties during the summer, and said he felt building activity would continue indefinitely.

That new construction has not been confined to Sanford proper is attested by the fact that Orlando has seen work begin on a new house two weeks ago and others are being made for work assignments sent on another.

Mr. T. Chance, Atlantic Coast Line agent in Orlando, is building a home to cost approximately \$4,000 and James A. Purdin, citrus celery grower, expects work soon on a home to

### NEW MATHER LOCATION



The McLauder Arcade Building, recently acquired by the Center Furniture Co., which occupies a large portion of the structure, has been remodeled to house and display the products offered by this wooden furniture concern.

### Florida Sets Pace For Realty Sales, Building

By VIOLET W. DUNHAM

ORLANDO, Oct. 28.—Up to the minute summary of real estate conditions shows Florida continues to set the pace in real estate sales and construction. Florida, with new ground, new growth, new men, is continually in the spotlight as land ownership assumes high degree of desirability as a major hedge against inflation.

Many investors are turning to rural property in the desire to get away from thickly settled districts and live close to Florida nature. Others find that a small farm homestead free from operative taxes enables its owner to raise fruit, vegetable, and chickens for pleasure or profit.

Florida this year has an investment of \$800,000,000 in farms and groves. Tree farming has become a big business and paper and other articles manufactured from Florida trees amount in value to \$150,000,000 a year.

Real estate sales of forest plantations, orange groves, ranches, hunting lodges, new and used homes are increasing steadily. With continuation of higher employment levels, tenant credit, growing improvement, many tenants are becoming owners of rental properties, thus adding to the backlog of permanent residents.

There has been such a remarkable building impetus that Florida is experiencing a small boom. This has attracted investors.

(Continued on Page Eight)

### County Ranks High In Farm Crops Shipped

Over 5,000 Acres Of Celery Raised Here Last Season Out Of 7,295 For State

With more than 100 different varieties of fruits, vegetables and flowers produced annually in Seminole County, agriculture is the county's biggest industry. Crops valued at \$5,000,000 are harvested annually from the fields of Seminole, the fourth largest county of Florida's 67.

Seminole County ranks fourth in celery shipments of vegetable and citrus fruits. An average one car of fruits and vegetables are shipped every hour of the day throughout the entire state.

Valued at more than \$2,500,000 annually, celery is the county's principal crop. During the past season, 5,078 acres of celery were produced here out of a total for the state of 7,295. The average yield per acre was 551 crates and the yield in crates for the season was 2,750,531 out of a total for the state of 32,755,532.

Seminole County produces one-fourth of the celery grown in the United States.

According to an agricultural survey compiled by R. F. Whitner for the season beginning July 1, 1936, and ending June 30, 1937, there are 864 white and 24 colored farmers in the county. A total of 730 growers own their farms while 288 were mortgaged and 120 rented.

Citrus production follows second to celery in the county. The survey showed the annual value of citrus crops is approximately \$680,000. The orange crop of 470,390 boxes was harvested from 279,741 bearing trees and was valued at \$543,014.21. A total of 90,232 boxes of grapefruit were harvested from 51,895 bearing trees for an estimated value of \$70,306.22.

The tangerine crop was valued at \$52,285 while 305 boxes of temple oranges were marketed for \$720, and 132 bearing satsuma trees yielded 116 crates of fruit valued at \$101. A total of 2,000 boxes of lemon fruit were harvested from 1,000 bearing trees for an estimated value of \$70,306.22.

The grapefruit crop was valued at \$52,285 while 305 boxes of temple oranges were marketed for \$720, and 132 bearing satsuma trees yielded 116 crates of fruit valued at \$101. A total of 2,000 boxes of lemon fruit were harvested from 1,000 bearing trees for an estimated value of \$70,306.22.

The several businesses in this community report a good summer and anticipate a considerable increase in the volume of business during the winter months.

Since there are few homes

### THE E. B. STOWE RESIDENCE



Among the most beautiful homes of Central Florida recently completed is that of Edmond B. Stowe, located at Indian Mound Village, overlooking the St. John's River. The residence is of patterned masonry and frame construction with a shingle tile roof. It is insulated with rock wool and it concrete and terrazzo floor, lined with a copper termito shield, insures it against the ravages of fire and the attacks of insects.

### Twenty-Six New Homes Are Constructed In Lake Mary

In Lake Mary, one of Seminole County's leading tourist communities located near the Sanford Country Club about six miles from Sanford's business district, new construction and remodeling have reached unprecedented proportions during the past two years.

In this period no less than 26 new homes have been either extensively remodeled or newly built. The proportions of this building program can be seen in

the fact that the last U. S. census gave this rapidly growing community 307 residents and 290 homes. Since this census many new families have moved in and have constructed homes on the shores of Lake Mary's numerous lakes.

The several businesses in this

community report a good summer and anticipate a considerable increase in the volume of business during the winter months.

Since there are few homes

More Houses Built So Far This Year Than In Any Similar Period Since The Boom

Permits Expected To Continue Rise

More Than \$50,000 In Repairs Are Made To Sanford's Stores

Residential construction reached a new high in Sanford this year for a period covering at least the last ten years, as building permits since Jan. 1, 1938, soared to \$115,000. This figure does not include a number of the larger houses completed this year for which the permits were issued later.

Nor does it include any of the estimates on new dwellings for which plans have been made and which are already in architects' hands, reported as aggregating in the neighborhood of \$50,000.

Outstanding among the building permits which have been issued this year are those for new residences, most of which are in the \$2,500 to \$4,500 class, representing a total investment of \$22,500.

Building permits have also been issued in the amount of \$52,500 for the renovation and general remodeling of a number of stores in Sanford, while a permit for the construction of the Sinclair Oil Company's filling station at Park Avenue and Eighth Street was issued.

The modern school in Lake Mary also underwent repairs during the summer months and Principal C. W. Ebdell reported a 10 percent increase in attendance.

(Continued on Page Six)

### Standard Brand

This label identifies our product as possessing the finest quality, assuring the consuming public of perfect satisfaction.

By adhering to strict grading regulations we feel the demand for our celery will be increased and the members of our association thereby rewarded.

**Standard Growers Ass'n.**  
SANFORD, FLORIDA

By adhering to strict grading regulations we feel the demand for our celery will be increased and the members of our association thereby rewarded.



for Health's Sake

Play Golf

It isn't considered a luxury any more to play golf. Anything that relaxes the mind and invigorates the body is good health insurance, and, at the low prices prevailing at the Sanford Country Club, a business man can ill afford to be without this insurance.

Take advantage of the opportunity to keep in perfect physical trim and, at the same time, enjoy an exhilarating sport amid a setting of unusual beauty.

**The Sanford Country Club**