

# SEMINOLE COUNTY

*a perfect*

## *Vacationland*



Seminole County has a charm all its own with its many lakes and beautiful St. Johns River — Hunting and fishing are prevalent and popular as well as all of the competitive out-of-door sports.

Each one of the County and State Officials listed below invites you to visit this growing and industrial center, and to consider making it your permanent home . . .

Seminole County is always happy to greet the many visitors and prospective residents who prefer Central Florida to all other sections of the State.

**R. T. MILWEE**

Supt. of Public Instruction

**JOHN L. GALLOWAY**

Tax Collector

**J. D. CORDELL**

Sheriff

**O. P. HERNDON**

Clerk of Circuit Court

**CAMILLA D. BRUCE**

Supervisor of Registration

**MACK N. CLEVELAND, Jr.**

County Attorney — State Representative

**KARLYLE HOUSHOLDER**

County Prosecuting Attorney

**ERNEST HOUSHOLDER**

County Judge & Juvenile Judge

**B. C. DODD**

County Commissioner

**DOUGLAS STENSTROM**

State Senator

**F. A. DYSON**

County Commissioner

**J. W. YARBOROUGH**

County Road Superintendent

**OTIS E. FOURAKRE**

County Commissioner

**MACK N. CLEVELAND, Sr.**

Fire Chief

**JOHN W. MEISCH**

County Commissioner

**W. B. MILLER**

Chairman Board of County Commissioners

**J. Q. [Slim] GALLOWAY**

Constable 4th District



**Florida** *Keyed for Better Living!*

The following towns are located in Seminole County: Altamonte Springs, Bear Lake, Chuluota, Casselberry, Fern Park, Forest City, Goldenrod, Geneva, Lake Mary, Lake Monroe, Longwood, Oviedo, Paola, Slavia and Sanford the County Seat. Each town extends you a cordial welcome along with the

**COUNTY and STATE OFFICIALS**



# The Sanford Herald

AN INDEPENDENT DAILY NEWSPAPER

Section E

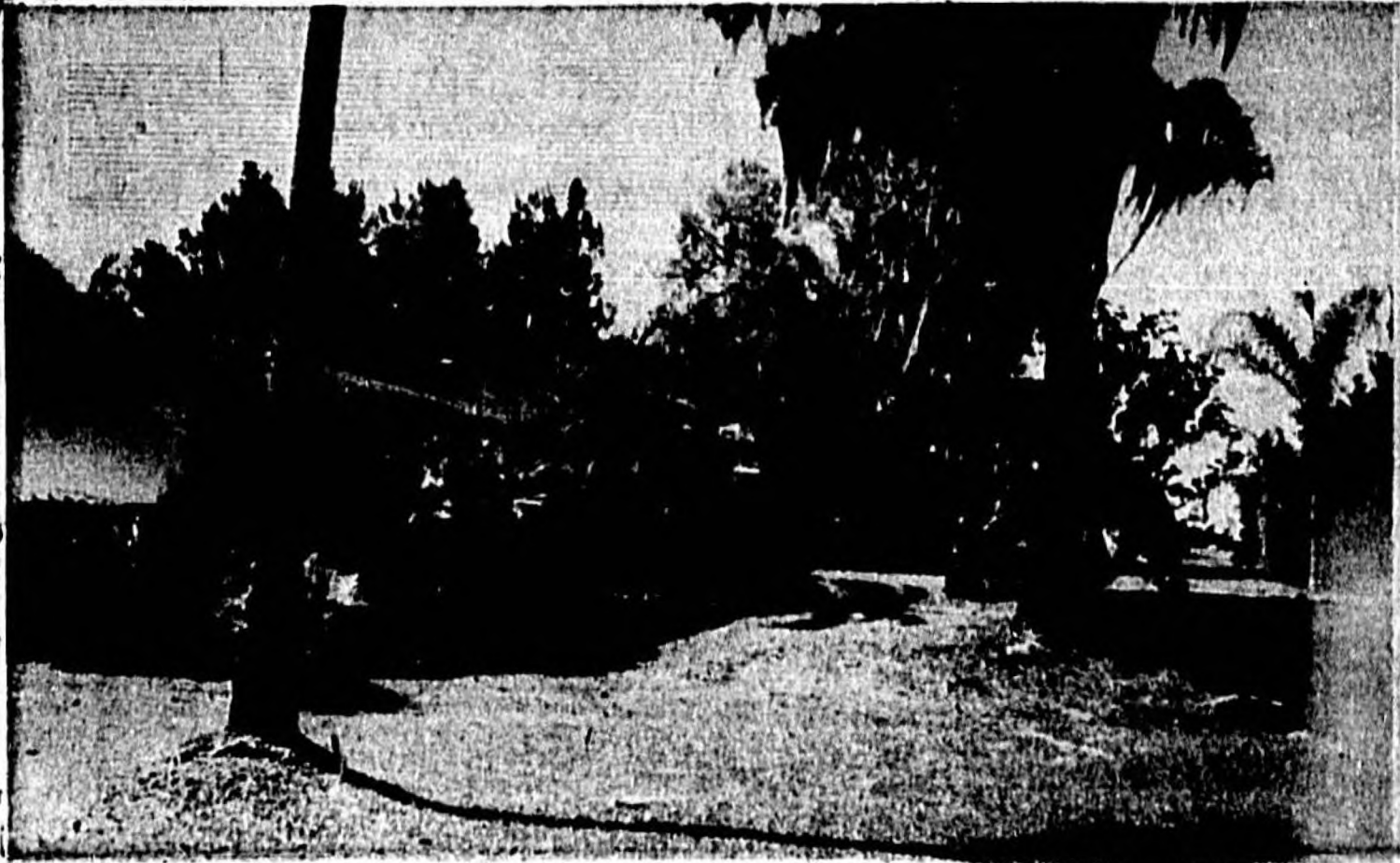
VOLUME XLVIII

Established 1908

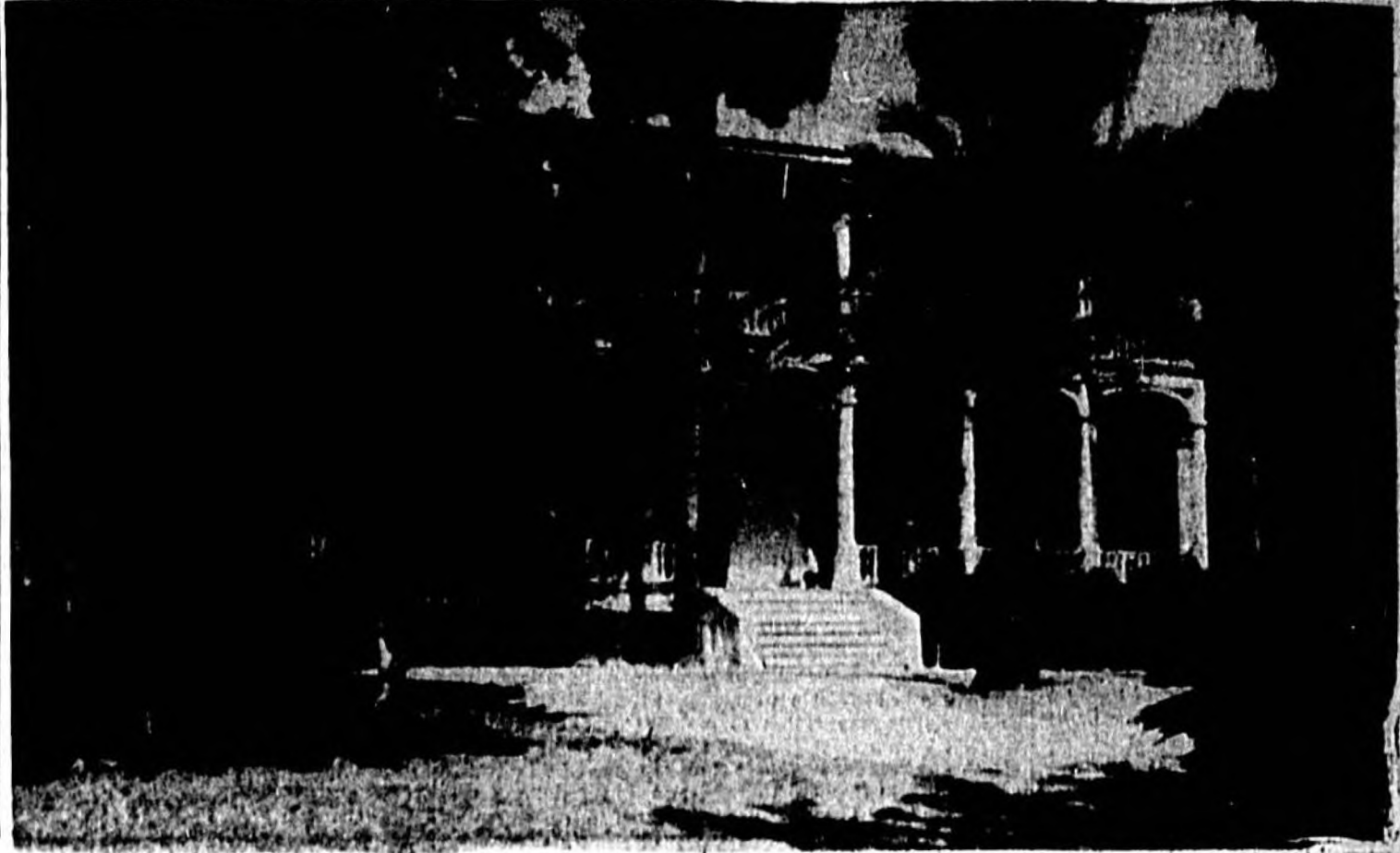
SANFORD, FLORIDA, MARCH, 1935

ANNUAL TOURIST EDITION

## Home Building Spearheads Progress Of Sanford, Seminole County



A. R. Peterson's home on Hidden Lake. (Photo By Jameson)



Count DeBary mansion now used for clubhouse



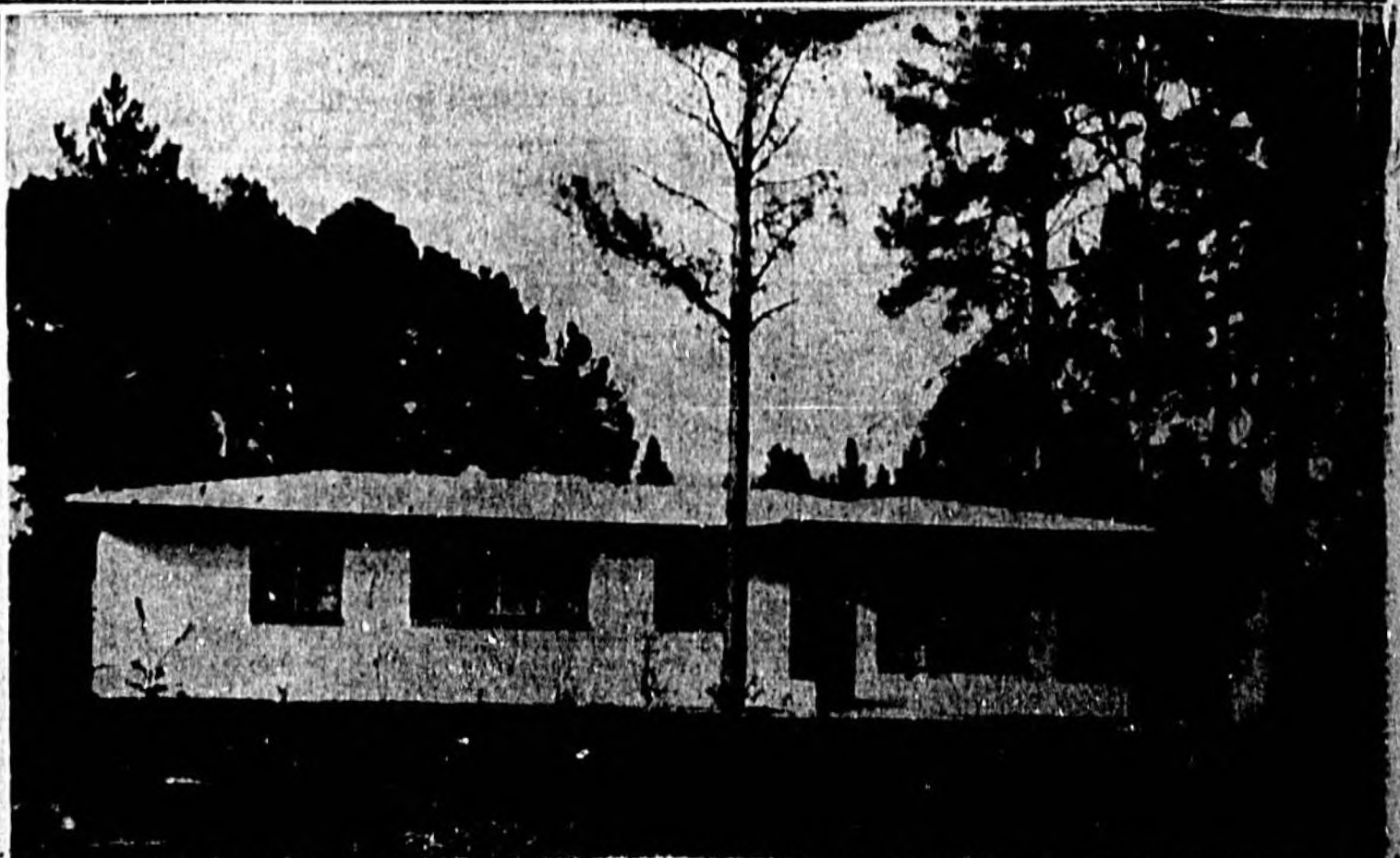
The lovely home of James Crapps (Photo By Jameson)



Neill Houston's home (Photo By Jameson)

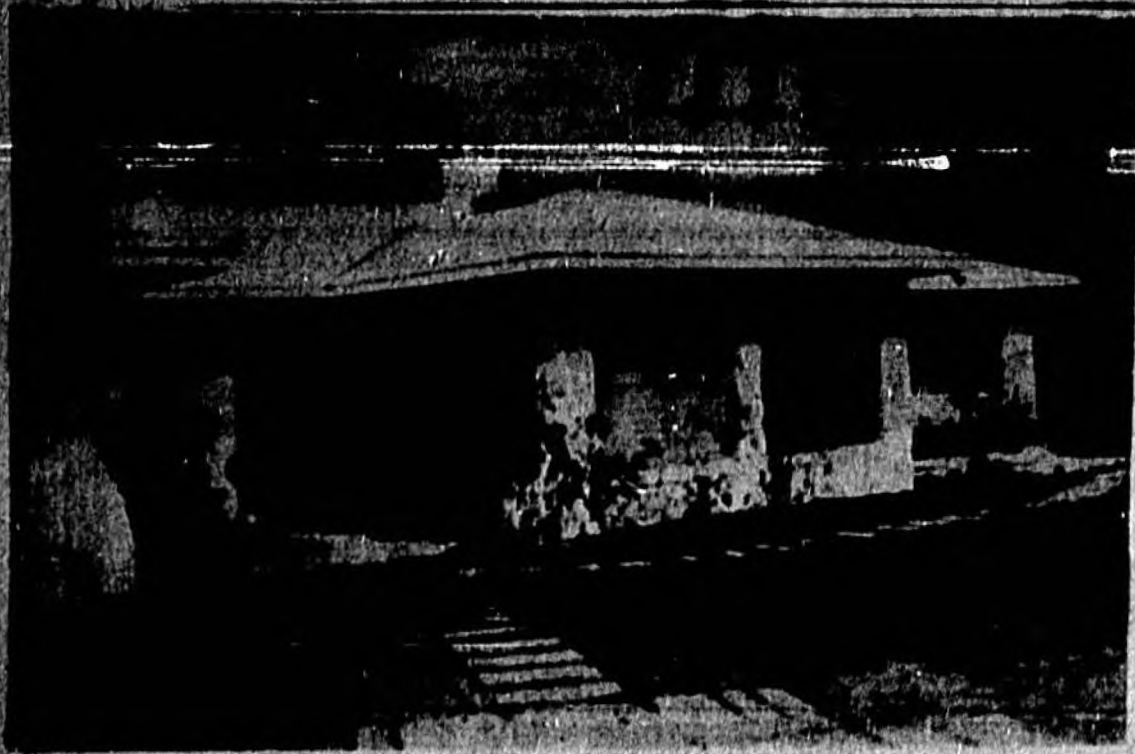


One of the homes built by Odham & Tudor, Inc.



Home built by Phillips





SEEN OF MR. AND MRS. ARTHUR G. WAT'S WOMAN in DeBary. It was built by Sam Faron.

## DeBary One Of Most Publicized Retirement Colonies In U.S.

One of the most publicized retirement colonies in the U. S. is DeBary, seven miles North of Sanford. Eight years ago this tract, then in Florida belly, mirrored in shimmering lagoons and sheltered by towering pines, showed a dozen new homes appearing here and there in the sequestered groves.

Their owners, former school teachers, professional people and couples wishing to live quietly, far from the raucous voice of commerce, were the vanguard of many citizens intrigued by the numerous booklets sent them by Plantation Estates near the critical time of their retirement.

Describing this land of milk and honey as "1,000 acres formed from the heart of the great DeBary plantation, with miles of riding trails abundant with game offering sport and entertainment to the tired great of Count DeBary's time" the brochure, mailed nationwide went on to quote Dr. Kellogg of Little Creek fame: "Florida sunshine will add ten years to most any man's life."

Picturing the lush vistas of Count Frederik DeBary, the sidewheeler steamship he built to transport his famous visitors from the North; the duplicate of Cleopatra's barge manned by 30 Negro samaritan to sail them about beautiful Lake Monroe; it crescendoed to a roster of guests: President Ulysses Grant, J. C. Breckenridge, Livingston, Grover Cleveland, Alexander Graham Bell, the Van Nesses and the Prince of Wales before he became King Edward VII. Plantation Estates promised that the DeBary mansion of 30 rooms, eight fireplaces, six baths and rambling verandas would be the community clubhouse for the fortunate owners of this property, "little plantations" of a quarter acre or more.

New residents came. They called on each other and banded together for recreation and mutual civic interests, naming their group the Property Owners Association of Plantation Estates. They collected \$25 for their first "treasury" and had a community Thanksgiving at the mansion. Walter Hall allowed them to receive mail in his new store and finally, building cubbyholes over one counter, established a post office with himself as postmaster. The people called their new town DeBary. They submitted budgets, elected officers and increased yearly in association membership. They formed a recreation committee, a Glee Club, a Dance Club and a Woman's club. In front of the post office, however, was really the out-of-doors "town hall" for the friendly families gathered 'round at mail-delivery time to exchange confidences and plan neighborhood parties, with little side excursions into Stripp's grocery store.

Up in Cincinnati Ray Peck, a young insurance assistant manager won a trip to Florida in a contest he found this way of life so enchanting that he hurried home, sold his wife on the idea and found himself a job with Plantation Estates, being DeBary's first licensed broker. He was one of the first homes. He opened his own office in 1950 with this slogan: "DeBary is my home; may I make it yours?"

Also in '48 Wilbert G. Miller, an energetic bachelor whose name was to make an imprint on DeBary's history, found that Hollywood was too crowded for him. He wanted 'out' and room for expansion. In DeBary, on the West side of route 17-92 he began lush developments that grew into scores of homes, beautifully landscaped and honestly built. Soon, centering this territory, appeared a new Community house financed by popular subscription, with a DeBary Civic Association behind it and with much of the land for community and religious structures donated in part by Miller. He was like a father to the new owners; his attitude being "When a family buys a house, my work really begins. Many of these people come here from apartments; they don't know about planting grass, they are unused to tropical conditions. If I should urge them into buying and then drop them, I'd be a poor business man."

As this edition goes to press word has been received that Miller is to build the great new DeBary Post Office, in the Southern style, with ornamental windows and doors and with parking space for 125 cars. It is rumored that he and others will erect 400 new homes near this site.

To DeBary came Joseph Christberger, bought the second house that Miller built and remained as a developer. And in the early fifties a young man with a vision, Samuel Faron, drove down from Long Island to find the ideal place for bringing up his family in tropical enjoyment. He, too, was a builder who saw in DeBary a desirable location, where his name has now become a synonym for fine buildings. A Faron home bears the stamp of approval for many discriminating new residents. Along, too, came young Franklin Miller from Long Island, with his wife and two Junior citizens to enjoy the "easy living" in the sunshine while he opened an office and began making a reputation as a broker of integrity.

Men interested in fire protection organized a Volunteer fire department and auxiliary; with interest engendered by them funds were collected for a brave red fire engine. This, of course necessitated a place for housing it, so the next step was a firehouse, with modern kitchen attached and room enough for social club meetings. At this time the firemen have installed and used a new oxygen inhalator for emergency calls.

When the need of a Chamber of Commerce was indicated it was enthusiastically supported; V F W and Lions clubs started. Over 100 women founded a Garden club for discussion of home horticultural problems. A second Woman's club formed. DeBary was on the march. All new towns have growing pains; residents of DeBary wisely threshed theirs out at the Property Owners Association, the CoC and the Civic Center; the result was a member of the West Volusia county zoning commission, Charles Youmani; a zoning board and a building inspector, Robert Hofstetter.

Hofstetter reported for December, January and February well over a quarter of a million in building permits. But DeBary is not a 'boom' town; it's a town with an exuberant, short history and a bright outlook. Frederic L. Spiro of Plantation Estates developers, when he envisioned a picturesque village of medium sized homes easy to maintain and moderate in price, built well indeed for the town of DeBary.

## Community Of Enterprise At One Time Called Benson Junction

By HELEN SNODGRASS  
The community of Enterprise, just across the lake from Sanford, was, during one ten-year period called Benson Junction.

Located in Volusia County, Enterprise has an interesting and important history. The beginning of Enterprise was with Cornelius Taylor who was born in the State of Virginia but the exact date is not known. He is considered to be the founder of Enterprise, or Old Enterprise as some of the old settlers called it.

The community of Enterprise, even though just a short distance across the lake, is actually 12 miles from Sanford.

Cornelius Taylor was a first cousin of President Zachary Taylor. He was a commissioned major at the time he came to Enterprise in 1841, 115 years ago. The major served with his cousin, Zachary Taylor. Major Cornelius Taylor visited the Phillip Dewes family who lived on a Spanish grant between St. Augustine and the St. Johns River and it was there he married the daughter of Phillip Dewes. He brought with him, on his move to what is now known as Enterprise, his wife, a small daughter and nine Negro slaves. Here he built a large home on a high bluff overlooking Lake Monroe where he owned and operated a sawmill.

Major Cornelius is reported to be the first man to operate a steam power boat on the St. Johns River in this community.

During this time, this portion of Volusia County which included Enterprise, was a portion of Mosquito County and the county seat was located at New Smyrna Beach.

It was during the territorial government and in 1843 that Major Taylor was elected to the territorial legislature, and it was he who introduced the law changing the County Seat of Mosquito County from New Smyrna to Enterprise.

Major Taylor cleared his land and pushed back the native forests around the banks of Lake Monroe and planted an orange grove, importing some of the trees from Martinique.

Old Enterprise was approximately one to one and a quarter miles from the present site of Enterprise.

Shortly after the arrival of Major Cornelius Taylor to Old Enterprise, an epidemic of typhus fever broke out and claimed his daughter whom he called Polly and whose real name was Arabella.

The loss of the thirteen-year-old daughter Polly was a tragic blow to Major Taylor from which he seemed never to recover.

Polly was buried on the home site of the original Cornelius Taylor property and there on a marble slab, the marker of this grave of Polly is the following: "Sacred to the memory of our beloved Polly, daughter of C and C Taylor, who departed this life of typhus fever September 21, 1842, age 13 years and 13 days. Major C. Taylor was the first settler of Enterprise, in 1841 when the country was full of Seminole Indians, and in the midst of their nation there was no white settlement nearer than St. Augustine."

he envisioned a picturesque village of medium sized homes easy to maintain and moderate in price, built well indeed for the town of DeBary.



HOME OF MR. AND MRS. JOSEPH CASTRIANNI of DeBary and built by W. G. Miller

## Sanford Can Boast Of Many Projects

Sanford now boasts of a brand new million-and-a-quarter dollar hospital opened only this year; a sewer and water expansion and improvement program of a million-and-a-quarter dollars; a new Memorial baseball stadium, a new and modern golf course operated by the New York Giants' Mayfair Inn, newly paved streets, more than 25 parks, bordered by a lake that is five miles wide at places, and has within its county an abundance of lakes well stocked with the finest fish in the world.

Modern super markets make shopping easy and pleasant, and numerous stores of every description to furnish everything from medicines to machines.

Although the number of U. S. heart disease deaths per 100,000 people decreased from 1931 to 1955, deaths among men increased while a sharp decline among women more than balanced the increase.

When such names as Jay Gould, James Rockefeller, General Sherman, and President Grant, together with countless other national and international figures and sportsmen from all parts of the world were guests.

It has been reliably reported that one of the largest Indian Villages in this section of the State was on the shores of Lake Monroe just east of Old Enterprise. The famous Seminole Indian Chief, Coacchee, who fought many battles in this area, fought one of his last battles on the shores of Lake Monroe at Mellonville, near the present site of Sanford.

## Big George E. Turner Plant Supplies Power

By HELEN SNODGRASS  
Supplying electric power for the homes, farms, stores and industries of Central Florida is Florida Power Corporation's big George E. Turner power plant at Enterprise, across Lake Monroe from Sanford.

Last November a giant 70,000 kilowatt-generator unit went into operation to make the plant's total generating capabilities 111,000 kw and to make it one of the largest power plants in the Florida Power system.

Originally built in 1925-26 the plant first had a capability of only 11,500 kw, which was adequate for many years. Twenty-one years after the plant was built it was named in honor of the man in charge of the initial engineering and construction, George E. Turner of Orlando, long production superintendent for the utility.

To meet the great post-war growth of Central Florida, a 29,500 kw addition was completed at the plant in 1946, and the 70,000 kw unit last year. With its present capability of 111,000 kw, the plant is capable of supplying electric power for future growth in the years ahead.

## Church Of God Of Prophecy Friendly

The Church of God of Prophecy in Sanford is located at 2903 Elm Ave. The Rev. D. D. Cressy is the Pastor, and C. T. Swaggerty is Sunday School Superintendent.

Weekly meetings are held on Tuesday Night with a WMB meeting for Women, beginning at 7:30 p.m. On Thursday night a young people's VLB meeting is held. On various nights of the month prayer meetings are held in different members homes.

The Sunday services begin with Sunday School at 9:30 and Sunday morning services at 11:00. The Evangelistic service is held on Sunday night at 7:30 p.m.

The Church of God of Prophecy is noted in Sanford for its friendliness. And there is always a welcome mat out to visitors.

SEE  
**DeBary Heights Realty for DeBary Property**

We also have properties in Sanford, DeBary, Enterprise, Osteen, Orange City, Lake Helen, Lake Winnomisset, DeLand and DeLeon Springs Heights.

We can meet your needs and desires, whether it be for a lot or acreage; a home already built or one built to your specifications.

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From \$7,000.<sup>00</sup> up

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**PLANTATION ESTATES**

SPACIOUS

**HOME SITES \$690.<sup>00</sup> up**

"On Easy Terms"

DeBary, Florida  
On Lake Monroe  
Along U. S. Hiway 17,  
Between Sanford  
And DeLand

**PLANTATION ESTATES**

"Founders & Original Developers of DeBary"

P. O. Box 10 DeBary, Fla.





**ORGANIZATION LEADERS GET TOGETHER** in DeBary for discussions. (left to right, back row) are: Harry Falk Sr., vice-commander VFW; Carl Lacy, Treasurer, Lions Club; William Lutz, secretary, Lions Club; Mrs. Caesar Bolobolo, president, Volunteer Fireman's Association Auxiliary; Joseph Mehan, president, Volunteer Fireman's Association; and Roy Page, vice president, DeBary Association. (front row) Mrs. Harry Falk, member of VFW Auxiliary; Kay Hunninger, president DeBary Civic Association; and Mrs. Harry G. Gunter, president, DeBary Garden Club. (Staff Photo)

**Local Industrial, Business Expansion Good**

Industrial and business expansion in Sanford and Seminole County and its immediate trade area has kept pace with the home building program that has placed the area in one of the fastest growing of the State.

A steel fabricating plant located on the railroad facilities of the Atlantic Coast Line is now in operation and expanding along with the output of the new business.

Two boat building firms have located in the City of Sanford with both manufacturing plants operating at their present capacity with expectations of expansion to take care of the growing demand for water craft.

Two manufacturers of cotton and flannel garments are operating at peak capacity with one of the firms making immediate plans for construction of a new plant that will double its employees. Sanford Manufacturing Company and Brookfield Mills, with staffs of trained machine operators turn out nightgowns, pajamas, sport shirts, and other items of clothing.

Two new super markets are expected to be constructed in Sanford in the immediate future with plans going forward for the property sales and rezoning. Both supermarkets are to be located on the southern edge of Sanford where housing development has mushroomed in the past 15 months.

Smaller stores, business firms, and manufacturing firms are moving into Sanford because of the ideal climate, working conditions, friendly relations, and excellent tax structure.

With the advent of home developments increasing in Seminole County all phases of Sanford industry and business are expanding at a rapid rate giving natives and newcomers alike a greater selection of merchandise and year round employment.

Switzerland, Liberia, Ireland, Costa Rica and Ecuador have acquired fleets of merchant ships since World War II.

**Fishing Is Good In Seminole County**

The amateur angler will find everything in readiness for him in Sanford and Seminole County.

Modern Fish Camps with motel accommodations, boats for rent, tackle bait and all accoutrements are located on the shores of the lakes and rivers here.

Even guides will take the visitor to the choicest spots where the biggest bass or the speckled perch can be caught with every cast from the very first.

The Seminole County Junior Chamber of Commerce even awards a medal to every fisherman catching bass over certain weights. The medal provides a continuous memento of the occasion with the weight of the fish stamped into the medal.

There's always good fishing in Seminole County.

**Community Spirit Is Prevalent Here**

The community spirit is prevalent over all of Seminole County.

With Sanford as its County seat, there are a number of smaller and prosperous communities making up the entire population.

Oviedo, primarily a farm community, Slavia with its Lutheran Church Old Folks Home and Children's Home, Altamonte Springs, Longwood, Lake Mary, Forest City in which a citrus concentrate plant is located, Bear Lake area, Goldenrod, Chuluota, Geneva, Lake Monroe, Casselberry, and Fern Park.

Each of the communities that make up the county are fast growing and developing into popular residential areas for those who like to live in the peaceful quiet of surrounding lakes, whispering palms, and beautiful citrus groves.

**You Can Rely On De Bary's First Broker"**



Perfect 1-bedroom masonry home with tile roof in best neighborhood. Beautiful yard overlooking lake. \$6,750.00. Tax free.

Wide range of lots, \$305.00 and up, for every purpose. Also large choice of Plantation Estates lots in finest locations.

Most attractive 2-bedroom masonry furnished home—TV to automatic washer. House in rear of 82' x 221' corner lot, facing U. S. 17, where more than 7.00 cars pass your door daily. Ideal for a business lot. It's a rare bargain at only \$14,000

Attractive 3-bedroom furnished masonry home on 150' x 150' lot. \$11,000.00

"Always Check With Peck"



DE BARY is located on U. S. Highway 17-02, one of the most widely traveled routes in the state, in the beautiful ridge section of Florida, midway between Daytona Beach and Orlando, DeLand, the county seat and the home of Stetson University, is ten miles north of De Bary. Sanford, the celery center of the country is eight miles south, Orlando, the city beautiful, is only twenty-eight miles south . . . and Daytona Beach, boasting the "world's most famous beach" and the home of the Volusia County Kennel Club, is thirty miles northeast.

- Lots and Homes
- Businesses

- Income Property
- Orange Groves

- Farms - Ranches

- Lakefront Lots and Homes

- Newly Built Homes

*Ray E. Peck*

REALTOR

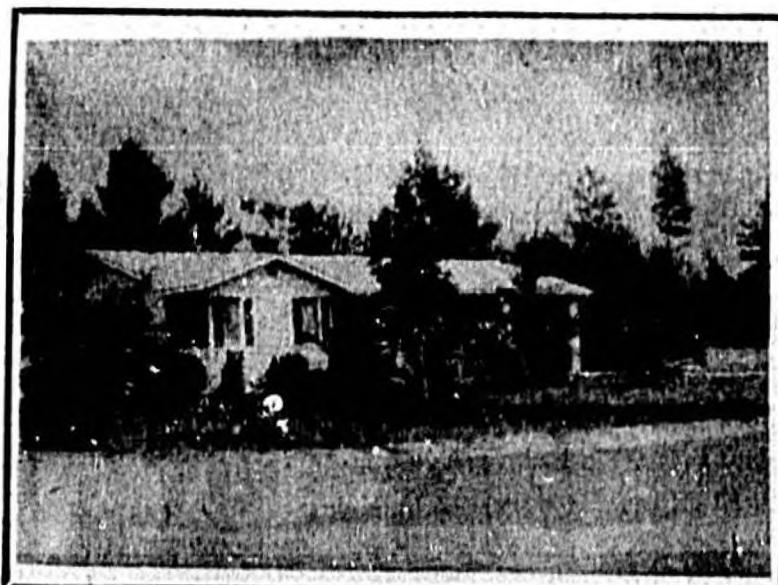
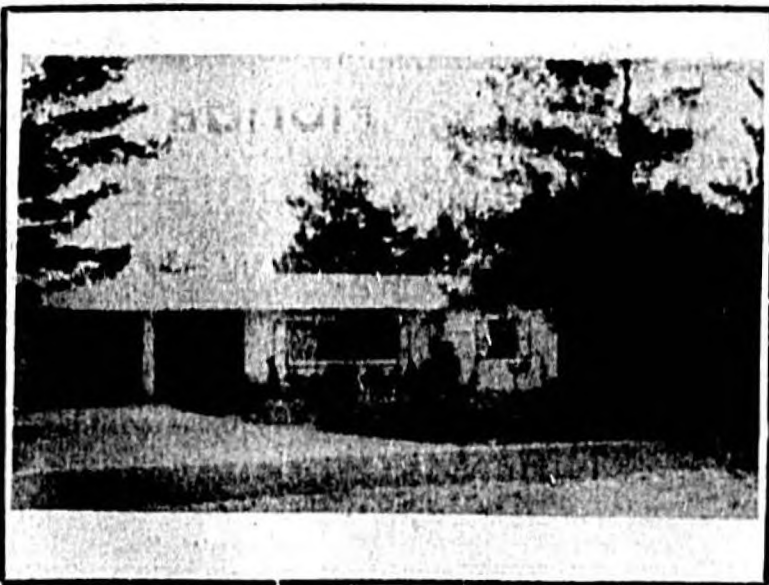
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DeBary, Florida



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for the best in Florida homes

SEE - -

## SOUTH PINECREST



160 Homes Already Built and Sold in Pinecrest, Rose Court, Bel-Air, and South Pinecrest

*There Are Many Reasons Why Odham & Tudor Has Built  
Over \$2,000,000 Worth Of Homes In 1955 - With Still Another  
\$1,000,000 In Construction Scheduled For Completion In Early 1956*

WE ARE VERY PROUD THAT WE HAVE BEEN ABLE TO BUILD AND SELL MORE HOMES IN SANFORD IN THE LAST 12 MONTHS THAN ALL THE OTHER BUILDERS HERE COMBINED. WE FEEL THERE ARE SEVERAL IMPORTANT REASONS FOR THIS—

We are interested in building you a home — not just a house. So we carefully selected our architects who would design individual homes. Each home designed to take full advantage of Florida climate and weather.

Our homes have twice the usual amount of windows for better light and ventilation.

Each of our homes have long roof eaves to allow your windows to remain open during light summer showers.

Our floors are all of marble terrazzo, life time floors, no rot, warping, no termites damage to be concerned about

All roofs are 5 ply built up with asphalt and marble chips. Throughout each home we have used only the best workmanship and best materials.

Our finance plan is the best. We offer V. A. — F. H. A. and Conventional Financing.

We know how to qualify our buyers without delay. In 30 minutes we can tell you yes or no. If your answer is yes you can move in while we process the papers.

WE GUARANTEE YOU, THE HOME OWNER, SATISFACTION

For 1 year we fully guarantee you that any defects, major or minor that occur in your home will be corrected at our expense.

Don't take our word for this, ask our home owners. They are our best sellers.

We sincerely believe we are offering the best dollar buy in home values today. We invite you to compare our homes with all others.

**FROM \$11,200  
TO \$15,000**

**Odham & Tudor, Inc.**

"Builders Of Finer Homes"

**BRAILEY ODHAM, President**

Phone 2100 or 2900

**SALES OFFICE 2625 South French Ave.**



**Rev. D. Carnefix  
Pastor Of Church  
On Park, 14th St.**

The Christian and Missionary Alliance Church of Sanford is one of the more recently organized groups of Christians in the community. Prior to the present organization the church was known as the Full Gospel Tabernacle. The former meeting place was built in 1926 and was located on the Orlando Highway just south of the Sanford city limits. The building was seriously damaged in a hurricane and the new edifice now located at Park Ave. and 14th Street was begun in 1948. The construction of this building has proceeded on a pay-as-you-go basis but as yet is not entirely completed. At the present there is no outstanding debt on any of the church property.

The church was incorporated into the fellowship of the Christian and Missionary Alliance in 1945. National headquarters for the parent organization of the church are in New York City. Local churches constituting a Society rather than a denomination are dedicated to the promotion of the Gospel of Christ both at home and abroad. There is a special emphasis on foreign missionary work. The doctrinal position of the Society is expressed in the motto: "Christ Our Savior, Sanctifier, Healer, and Coming King."

In 1945 the charter membership of the present Sanford church was only 17. Since that time the adult membership has grown to about forty-five active members and eleven inactive members. Rev. Glenn E. Smith was the minister of the church for eight years prior to leaving for another charge in the winter of 1932. It was he who brought the group into union with the Christian Missionary Alliance. He was also responsible for other great strides of advance during the period of his pastorate.

The pastor now is the Rev. David S. Carnefix who has had the charge of the work since February 1953. Under his leadership continuing improvement is being made with the blessing of God. A building program is being carried on in an effort to complete the Sunday School wing on the south side of the church. All the church's facilities are being pressed to the fullest extent of their capacity. Sunday school growth has made it necessary for one class to meet in a home across the street from the church. Other classes are crowding their classrooms each Sunday. It is apparent to all that the Sunday School expansion must be completed as soon as possible. Other plans for improvement are also under consideration including the construction of a new parsonage.

Behind the church there is a building which was once used for a garage and storage that has been completely remodeled to provide facilities for a Youth Annex. It is used for various activities of the Sunday School and Church as well as other week-day programs. Two teacher training classes meet there each week. The church sponsors two Youth clubs; one called the Girl's Christian Activity Club which meets every Monday after school, the other is the "Sky Pilot Club" for boys which meets every Thursday evening. Troop 3 of the Brownie Scouts also meet in the Youth Annex each week.

The church operates on an annual budget. The members also contribute generously to foreign missions over and above their regular offerings to the church. A missionary pledge is subscribed in the Annual Missionary Convention held each winter.

Over a year ago an auspicious change was made in the Sunday morning program of the church. Services for the Sunday School and worship which had been conducted separately before were combined into one service beginning at 9:45 a.m. and ending at 11:30 each Sunday. The program is divided into three seasons. The assembly of the Sunday School begins a study period with classes for every age



Odham & Tudor, Inc. has built many homes in Sanford. Above is one of them. (Staff Photo)

**Odham & Tudor Experiencing  
Mammoth Home Building Program**

The fifth residential area for Sanford, planned and developed by Odham & Tudor, Inc., headed by J. Bralley Odham, got underway February 15, when the construction of the first home in Grove Manors began.

The spectacular record of one of the fastest growing home building firms in Florida started with the construction of homes in Pinecrest, south of Sanford.

So great was the demand for the Odham & Tudor, Inc. finer homes for Florida living, that the South Pinecrest development was added, with others following in close succession with homes in Rose Court and Bel-Air.

The million-dollar home development will bring their total construction in Sanford to three-million dollars, one of the most amazing stories of home construction in the South.

The five home developments provide home owners and prospective home owners with a selection of planning to fit every need and every income. Each home constructed by Odham & Tudor, Inc. has been with the desire of the firm to provide the finest living for every dollar invested.

group. In the worship period which follows the pastor presents an illustrated sermon which is directed especially to the children, as well as a message planned and delivered on an adult level. This order of service, though in some ways unusual, has been marked with success from its inception.

Some adults who did not benefit by the Sunday School program are now enjoying the inspiration of the broader program of Christian instruction and worship. Furthermore, children who were unaccustomed to participation in the worship service are now being trained in this important phase of Christian experience. The good results of this arrangement are indicated by the fact that the average Sunday School attendance has doubled and the attendance at the worship has nearly tripled.

Besides the unique Sunday morning service the church also conducts a meeting on Sunday evening and a Mid-Week service on Wednesday evening. The Sunday evening service is always informal in which the congregation is encouraged to take part in selecting hymns and in fellowship together in personal Christian testimonies.

The Mid-Week service emphasizes united prayer for the needs of the church, foreign missions, and individual personal needs. There is also open discussion of various passages from the Bible.

There has been no equal to the immediate reaction to the Odham & Tudor, Inc. program of providing modern homes at the lowest possible cost. Careful planning and the use of only the finest materials available on today's market has made the homes in five separate developments of the greatest demand.

On the thirteenth-month birthday of Odham & Tudor, Inc., the firm celebrated by getting underway its most exclusive and most beautiful residential section. Homes in the \$18,500 to \$25,000 design have been planned for Grove Manors which is located on either side of Mellonville Avenue at 23rd Street.

Provided for every residential area constructed and planned by Odham & Tudor, Inc., have been paved streets, city water, sewage, large lots and utilities that make home living the most modern and comfortable available.

Gathering ideas from every available source to the home builder, Bralley Odham has selected only those, regardless of expense, that would add to finer homes for Florida living. Each home has been designed for comfort and a lifetime of pleasure.

Sound construction, with only the finest materials, has made the Odham & Tudor, Inc. homes the center of attraction in the Sanford and Central Florida area.

Odham & Tudor, Inc. has provided the enjoyment of family living in the contemporary manner while the new development, Grove Manors will offer City comfort in suburban environment.

J. Bralley Odham, head of the home building firm of Odham & Tudor, Inc. is one of Sanford's foremost civic leaders.

Throughout his career, Odham has contributed much to the development and progress of Sanford and Central Florida, because of his innate desire to further the best interests for every citizen.

A strong believer in the democratic freedom provided every citizen through the Constitution, Odham has spearheaded many campaigns for the betterment of his City, County and State.

Serving his country in the U. S. Navy during World War II, Bralley Odham returned to Sanford and the oil business, entered the automobile field, and then found his place in the growth of Sanford as he headed Odham & Tudor, Inc.

Bralley Odham conceived the home development program from idle property in and around Sanford and mushroomed a 13-month program to a mammoth three-million dollar development for homes in five areas of the community.

Odham has personally supervised the construction of homes in each of the developments chosen

by him as ideal locations for gracious living. Each day finds the developer watching the homes under construction for the personal satisfaction of knowing that only the best was provided for those who sought to buy homes in and around Sanford.

In addition to the usual building code regulations, Grove Manors homes can boast a whole host of special features, making up an all-star cast of 25. They are:

1. Well designed; built to endure.
  2. Paved streets.
  3. City Water.
  4. Furred and plastered walls.
  5. Tile window sills.
  6. Jalousies and awning windows.
  7. Terrazzo floors.
  8. Large water heaters.
  9. Colored tile baths.
  10. Spacious closets.
  11. Beautiful, roomy cabinets.
  12. Private patio off master bedrooms, on some models.
  13. Unusual large lots.
  14. Separation of bedrooms from living area.
  15. Huge master bedrooms.
  16. Large main bathrooms and powder rooms.
  17. Large, light living rooms.
  18. Dining rooms part of living area.
  19. Sheltered entrances.
  20. Cheery kitchen; large counter-top area.
  21. Service entry traffic by-passing kitchens.
  22. Two-stall carports, with built in storage.
  23. Entrance foyers absorb all cross traffic.
  24. Built-in workshop corner in garage.
  25. Large windows throughout.
- These 25 features are but a few of the outstanding examples of special characteristics that set the Grove Manors homes off to themselves in individuality. Features such as these that will be found in Grove Manors homes are incomparable additions that will create a home pride such as no other construction features one might find in average subdivisions.

**Trailer Parks  
Provide Comfort**

Three trailer parks in the Sanford area, and others throughout the county, make the "live in a trailer" family comfortable for short and long stays.

Every convenience is furnished in the modern facilities offered for the traveler who carries his home with him.

No matter how you travel, how long your stay when you come, the visitor will always find a home awaiting him.

There are about 14,000 wild mountain goats in the United States.

**Stetson University  
Began As DeLand  
Academy In 1883**

Stetson University at DeLand had few dull moments during the past years.

The Stetson law school moved to its new location and opened in St. Petersburg on a unique 10-acre campus of Spanish architecture, a setting which formerly housed the Florida Military Academy. A semitropical show place, complete with formal garden, the new home of Florida's oldest law school has been visited by members of the legal profession from all over the United States.

Stetson University, which began as DeLand Academy in 1883, got a start in legal education back in 1901. That was when the state bar association gave Stetson \$1,000 as the beginning of a law library.

An extensive building project on the DeLand campus has resulted in completion of spacious new men's dormitories but the expansion program received a blow Dec. 21, 1934 when fire swept the university commons. It was Christmas vacation. Faculty members volunteered for clean-up work. Nine working days later, students were eating their meals in the gymnasium and Florida Baptists had announced they would raise rebuilding and expansion funds.

Stetson has been a Baptist school since it opened more than 71 years ago in the lecture room of the first Baptist Church in DeLand. There were 13 students at the beginning and Henry DeLand, founder of the city, erected a building in the fall of 1884 to house the rapidly growing school. DeLand, a believer in Christian education, made up the deficits from his own pocket at the beginning but within two years the financial strain began to hurt and he looked about for help.

John R. Stetson, the hat man, was wintering in Florida. He provided his name and a million dollars for the school. Stetson acquired an insignia and Stetsonites are still known as the Hatters.

It was the 10-gallon sombrero that the school accepted and that headgear is most commonly regarded as "official" but, through the years, other hats have served

special purposes. For example, the basketball team has been known as the "high hatters" for obvious reasons and a silk plug model often appears as programs for social events.

Now and then a student object to the western style because he says big hats are associated with Texas but the name and wide brim have stuck with the green and white down through the days of the bear-headed undergraduate.

Life at Stetson means a complete athletic program that takes its rightful place without over-emphasis. There are fraternities and sororities at Stetson and social life is not subordinated but the student who pursues religious subjects and seeks a life of service in religion will find the atmosphere and guidance he needs.

One of Stetson's outstanding "contacts" with the public is its Music School, which became a college of the University in 1936, providing artists second to none, many of whom have been featured in radio and television. The Music School is housed in DeLand Hall, first of the campus structures.

The School of Business was organized in 1940 and Stetson's ROTC program began in the summer of 1950.

J. Ollie Edmunds, president of the university since 1948, was a

practicing Jacksonville attorney before coming to his present post. He graduated from Stetson, himself, being the first Floridian to return to his alma mater as president. He has long been a champion of the private university and sets forth Stetson's merits with enthusiasm.

He pointed out that the school is large enough for a complete and qualified faculty but small enough to allow a "personal touch" for the individual student. President Edmunds believes the university has a responsibility in teaching its students how to live as well as how to earn a living and character is a Stetson objective along with information.

Stetson is proud of its product with a long list of national leaders among its graduates.

Stetson University invites local residents, those in nearby areas and winter visitors to attend many of its functions. Among these are the many music recitals and programs, art exhibits, lecture series and the approaching Fine Arts Festival. All are free of charge and open to the public. Stover Theatre productions and outstanding sports events are open to the public for a nominal ticket price.

There are seven separate naval units based at NAAS.

**City Of Sanford  
Has Much To Offer**

No other City has so much to offer and yet one can live as if in a metropolitan center with the advantages of ocean beaches, air travel, bus transportation, railroad, truck freight, and facilities for large water craft.

Visitors have come to Sanford from the Eastern States by boat to tie up at the local pier for a stay. Fishermen have flown to Sanford to fish in bass filled lakes, loaded trucks leave Sanford with produce and vegetables for the northern markets and come back loaded with raw materials for manufacturing plants or manufactured materials for Florida outlets.

With close contact with the rest of the world, Sanford is a mecca for easy living, friendly neighbors, and cooperative businessmen.

Because many Americans read too slowly, many business firms pay for training their employees in faster reading in the interest of efficiency.

U.S. farm mortgage debt at a total of \$8,200,000,000 has doubled since 1945 while mortgage debt on homes in towns and cities has increased 4 1/2 times.

*Howdy, Folks!  
Come on down and see  
us at our new location.*

*It's  
a Pleasure  
to Live  
in Florida*

**USE  
Therm-O-Tane Gas**  
*Clean - Convenient - Economical*

**USE  
THERM-O-TANE GAS**  
*and have more leisure time to enjoy Florida living*

**THERM-O-TANE**  
GAS and APPLIANCE COMPANY

Ninth St. at Laurel Ave.  
1827 N. Orange Ave.

SANFORD  
ORLANDO

Phone 4114  
Phone 7-1112

**LOOKING FOR A  
VACATION SPOT?  
Sanford  
Will Prove To Be Your  
DREAMS COME TRUE.**

**CHINA JEWELRY CRYSTAL GIFTS**



114 MAGNOLIA AVE. PHONE 147



### Friday Means Auction Time For Everyone

Friday night is "auction night" for several hundred families of Seminole and neighboring counties who find the Farmers Auction on Route 17-92 just south of the Sanford City Limits.

Not only is this an ideal place for getting rid of your excess merchandise but you always see someone you know to "chew the fat with."

With the sound of the gong "Col" Larry Jones, auctioneer, starts the bids rolling in and until midnight or after there is seldom an idle moment. Rain or clear the show goes on and often "Col" Jones gives a better show than is found on many a vaudeville stage.

Charles Dawson, county agricultural agent, found the need for starting an auction back in April of 1951. The first sales were held in at the State Farmers Market on French Avenue. Next it was moved to the middle of F. T. Meriwether's cow pasture east of the Naval Air Station where open air sales were held.

In 1952 enough money had been raised to construct the present building valued at \$8,000. Now the new headquarters has cattle scales, cattle pens and many other items of use.

The company operates on a small commission. All of the money taken in goes for additional improvements. None of the several persons handling the sales is given a cent of pay. They volunteer their services.

Nightly crowds range from 400 to 1200 people depending on the weather. The gross intake is about \$400 a night. A barbecue pit on the grounds is rented out on evenings during the week to groups, giving the company another small source of income.

One of the major attractions is the people themselves. A stranger coming for the first time is greeted by the "regulars" and before the evening is over he is as much at home as the rest. New friendships are formed and the farmers get a chance to talk over the coming crops and such matters.

Many a deal in addition to what is actually being sold on the stand has taken place. The operators of the auction are willing to help people get together in sales of trades without taking any commission. At least two house trailers have been sold during business transactions on the site.

## Fosgate Citrus Concentrate Has Big Expansion, Building Program

By EVELYN CUSHING

The fresh fruit department of Fosgate is one of the most modern and best equipped in the state and was the first plant in the state to pack and ship one million boxes of fruit in a single season. For years it is plant held the most unique fruit shipping house in the entire citrus belt.

The year 1955 was a memorable one for this sound and solid Mid-Florida industry which during the peak of its widespread operations carries more than 2,000 persons on the payroll. But 1955 holds even greater promise for officers and grower members of this majestic enterprise.

Fosgate buildings, 30 in all, ranging from packing house to warehouses to the Jacksonville division. Its importance was emphasized all the more when an entirely new \$800,000 railroad station, completely modernized and the state's only air-conditioned one was placed in use here.

L. A. Anderson, the district superintendent for ACL, has his home here.

In order to further facilitate the large movement of freight cars in the Sanford area, the ACL in 1951 built a six-mile short cut freight route from Rand's Siding on the West side, to a point south of Sanford and about three miles north of Lake Mary.

Since 1939 the Coast Line has acquired hundreds of units of Diesel motive power of all types, lightweight passenger train cars and thousands of freight cars.

The program of rehabilitating and modernizing roadway and track structure began in late 1943. When 131-pound rail was adopted as standard for principal main line tracks.

The Atlantic Coast Line Railroad comprises some 5,500 miles of railroad tracks, extending from Richmond through Jacksonville into the Florida peninsula, where a network of branches is operated. It represents the unification of more than 100 small separate railroads.

The oldest constituent railroad in the ACL as now formed is the Petersburg Railroad, chartered by act of the General assembly of Virginia on Feb. 10, 1830, and by special act of the North Carolina legislature on Jan. 1, 1831. It was opened in 1833, and extended from Petersburg to Blakely, N. C. along the north bank of the Roanoke River.

In Florida, the ACL acquired the Plant System in 1902. This railroad was built by the late Henry B. Plant, pioneer developer of Florida.

Champion McDavis, president of the Atlantic Coast Line Railroad Co. in a recent pamphlet devoted to fragments of history of the line, stated, "In 1879 and 1880, Mr. Plant acquired the Charleston and Savannah and the Atlantic and Gulf Railroad, and thereafter, began building a transportation system which, at the time of its acquisition by the Coast Line in 1902 operated a network of railroads and also operated steamship lines."

At Sanford the first railroad began was the South Florida Railroad a narrow gauge road of the early 50's which was later to be replaced by the Atlantic Coast Line.

President U. S. Grant turned the first spadeful of earth for the building of this railroad, according to the writings of Frederick H. Rand, who at that time was president of the First National Bank here and who had extensive land holdings between Sanford and Orlando.

Mr. Rand was in Longwood when the first train from Sanford arrived there in June, 1860. In October of that year the first train reached Orlando from Sanford. Daily operation of trains began on Nov. 15, 1860. According to the late W. E. O'Neal of Orlando the population of Orange County which then included Sanford and what was later to be Seminole County was 6,612.

In his "Memoirs of a Pioneer," Mr. O'Neal wrote, "The men who had the vision of the state which was to be, built the South Florida, the Florida Midland, Jacksonville, Tampa and Key West and the Orange Belt, all now a part of the Atlantic Coast Line Railroad. They not only had the faith but they contributed their time, money and talents to the developing of the state. Most of them were in middle life when they began this work."

"The men who had dreams of the 'days that were to be' were right in every respect, for the ACL has grown to be one of the biggest names in the State of Florida and will continue to grow as long as men have the initiative and the will that made the first railroad track stretch to 5,500 miles.

Jalousies are changing styling of homes in every climate. Jalousies are shutters with movable louvers, or slats, and are supposed to be of Moorish origin. Glass jalousies are fine for windows that have no overhanging eaves to protect it from the weather.

Real butterflies, leaves and flower petals are laminated in rice paper and plastic for shojis which look good in every home.

President of Fosgate Citrus Concentrate Cooperative is Chester C. Fosgate, native of Boston, who became interested in Florida citrus as a youngster of 8 when he was associated with his father of a Boston commission market.

Early in his career Mr. Fosgate learned all phases of the then young business, and in 1919 began operation in the state as Chester C. Fosgate Co. This company soon developed into the leading packing and shipping house in Florida.

From this original company has grown the vast industrial holdings now comprising the Forest City operation, one of the largest in the South.

The Fosgate Citrus Concentrate Cooperative is around 5 years old, having been established in March, 1951, and its products are marketed frozen juice and the Duncan Hines pack are the leaders.

The Duncan Hines label alone is for a one-million box pack of Hines-Parks Co., for many years purveyors of fine foods, selected Fosgate to do their packing because of the new plant and the high standards of quality insisted upon by Fosgate.

Man behind the wheel of the Fosgate enterprise is Claude C. Mermon, vice president and general manager of the concentrate co-operative.

Mr. Mermon joined the Fosgate company in 1932 upon graduation from Orlando High School. He rose from gas boy to truck driver, to foreman and through a number of jobs to become manager of the packing house then fertil-

izer plant manager.

He was speedily promoted through other jobs gaining increased responsibility. He was elected general manager in 1948.

The new cold storage warehouse is a spacious building 245 by 120 ft. with a 32 ft. high inside ceiling which allows for storage concentrate cases 28 ft. high. The facility will handle one and a half million cases of 24-6 oz. cans.

The warehouse construction was accompanied by installation of the remarkable "palette hatch" an invention of Jim Fluke, plant production manager, which has won the enthusiastic interest of other citrus plant officials.

Other improvements at Fosgate include addition to the modern equipment as well as general area improvements. Also other facilities were converted to enlarge and improve the adback facility, that operation which involves holding back juice in process in addition to other runs in order to standardize the blend.

Fruit receiving facilities were expanded efficiently by installation of truck weighing scales. And rounding out the vast program was the addition of some \$40,000 in lift trucks and other equipment to streamline operations.

The cattle feed mill, one of the latest additions to the Fosgate enterprise, is capable of handling all waste and peel products resulting by-products manufacture of cattle feed and other fertilizer or agricultural compounds. The plant can handle 400 tons of peel a day.

And the concentrate plant—its production during season runs 24 hours a day and a half carloads a day. The manufacture of nearly four million tons a year of frozen citrus juice is not unreasonable with present facilities.

Fosgate Citrus Concentrate Cooperative has plans for continuing expansion and growth, keeping step with the industry and the state. This then, is the Fosgate story.

Seminole County and Sanford are located on the St. Johns River, "The Nile of the Americas", and is a part of the immensely popular Central Florida section of high ground and lakes. Yet its nearness to the Atlantic Ocean, puts the beach and ocean fishing only a short drive away.

Sliding glass doors are now being made more invisible

### ACL Rail Shipments Are Very Important To Seminole County

The tremendous importance of the Atlantic Coast Line Railroad to Sanford and Seminole County is emphasized by the fact that during the 1955 season thousands of carloads of produce grown in this area were shipped to Northern points.

Seminole County is one of the state's leaders in rail shipments of vegetables and citrus and the 1955 season has been no exception.

Sanford has an important part in Florida's ACL as the headquarters for the Jacksonville division. Its importance was emphasized all the more when an entirely new \$800,000 railroad station, completely modernized and the state's only air-conditioned one was placed in use here.

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HOME OF CAPTAIN AND MRS. E. N. GROVES, Built by Plantation Estates Inc. of DeBar

## Many Growers Bring Problems To Local Experiment Station

The Central Florida Experiment Station in Sanford is located on Celery Avenue east of the Baseball Park and is a branch of the University of Florida Experiment Station.

Dr. F. W. Ruprecht is the director of the station with five scientists working with him to improve the methods of insect and disease control, better the cultural practices, work on plant breeding, work on vegetable crops in the farming sections, test varieties, and experiment generally.

Dr. Ruprecht is well equipped to head this experimental work. He was born in New York State, attended school in Rhode Island and received his higher education at the University of Massachusetts at Amherst and at Cornell University. In 1920 he came to the University of Florida to head the chemistry department at its experimental station. In 1937 he was sent to Sanford to replace Dr. E. R. Purvis of South Carolina, who had worked under him at the station.

Dr. Ruprecht has the title of vice-director in charge of the Central Florida Experiment Station. One of his outstanding discoveries during the early days of the local station was the cure of the disease known as crack stem in celery by means of administering Borax.

Benjamin F. Whitner Jr., horticulturist at the station, has been working in close co-operation with Dr. Ruprecht in experimenting in the growing of new varieties of vegetables which may prove profitable to this section.

Mr. Whitner was born in Sanford, attended local schools and graduated from the University of Florida in 1919. He served for four years as county agent, and has been engaged in experimental work at the station for the past nine years. There is no end to the problems faced at the station by Dr. Ruprecht and his staff. Growers from Seminole, Lake, Orange, Brevard and other nearby counties are constantly bringing their problems to the station for solution.

Plants are always becoming affected by diseases, numerous blights and mildews, and this calls for the knowledge of the compe-

tent plant pathologist, Dr. John F. Darby, Dr. Darby a graduate of University of Florida and University of Wisconsin is in close co-operation with other members of the staff. Constantly they're trying out new chemical combinations for the control of plant diseases.

This is Dr. Darby's 3rd year and outstanding results have already been accomplished by his hard work and experiments.

Dr. John W. Wilson, entomologist, is a native of Georgia. He did his graduate work at Clemson and North Carolina State College at Raleigh. He received his DSC degree at Bussey Institute, a branch of Harvard.

Elimination of insect pests is Dr. Wilson's constant goal. Dr. Phillip Westgate, associated horticulturist, came to the station from Cornell University where he received his degree. During the last years he has been testing various types and amounts of fertilizers for celery and other vegetables. One of his main problems is to seek and remedy the deficiency of minerals in the soil such as iron, copper, manganese and magnesium. He has found a lack of iron in many plants in this area.

In a class to themselves are the nematodes which exist in uncounted numbers in all soil. These tiny worms cannot be seen with the naked eye but do considerable damage. They live on the roots of plants, retard growth, particularly of celery in this area.

It is estimated that there are about two to four thousand nematodes per pound of soil. To obtain specimens is an interesting process. First soil is put into a container with four parts water. Then this is strained through a fine mesh sieve which catches the nematodes. These are then placed in funnels containing cotton and the nematodes wash through to the bottom of the tube in the solution, leaving behind foreign matter. They will live in the water for several hours.

Dr. Walter T. Scudder is associated horticulturist, Dr. R. B. Forbes is the assistant soil chemist, and Jack B. Hurst is an entomologist research student of the University of Florida working to-

ward his Master's degree.

Besides the building on Celery Avenue which contains offices, and the chemical and pathological laboratories plus the greenhouse and insectory, a new laboratory and greenhouse has just been completed on the 25 acre farm located about one mile and a half out at city limits. The station has also just rented 10 acres of muckland in the Zellwood area for scientific purposes.

The Experiment Station was started here in 1933 as the Celery Investigation Laboratory with offices at 512 Sanford Ave. The County farm on the West Side was then used for experiments. In 1934 the headquarters was moved to the 'Felsch Building. After Dr. Ruprecht arrived here in 1937 the station was enlarged, and in 1946 it was raised to the status of a branch station of the University of Florida.

Besides the 7 scientists Dr. Ruprecht has on his staff Miss Betty Michels, secretary and 3 field superintendents.

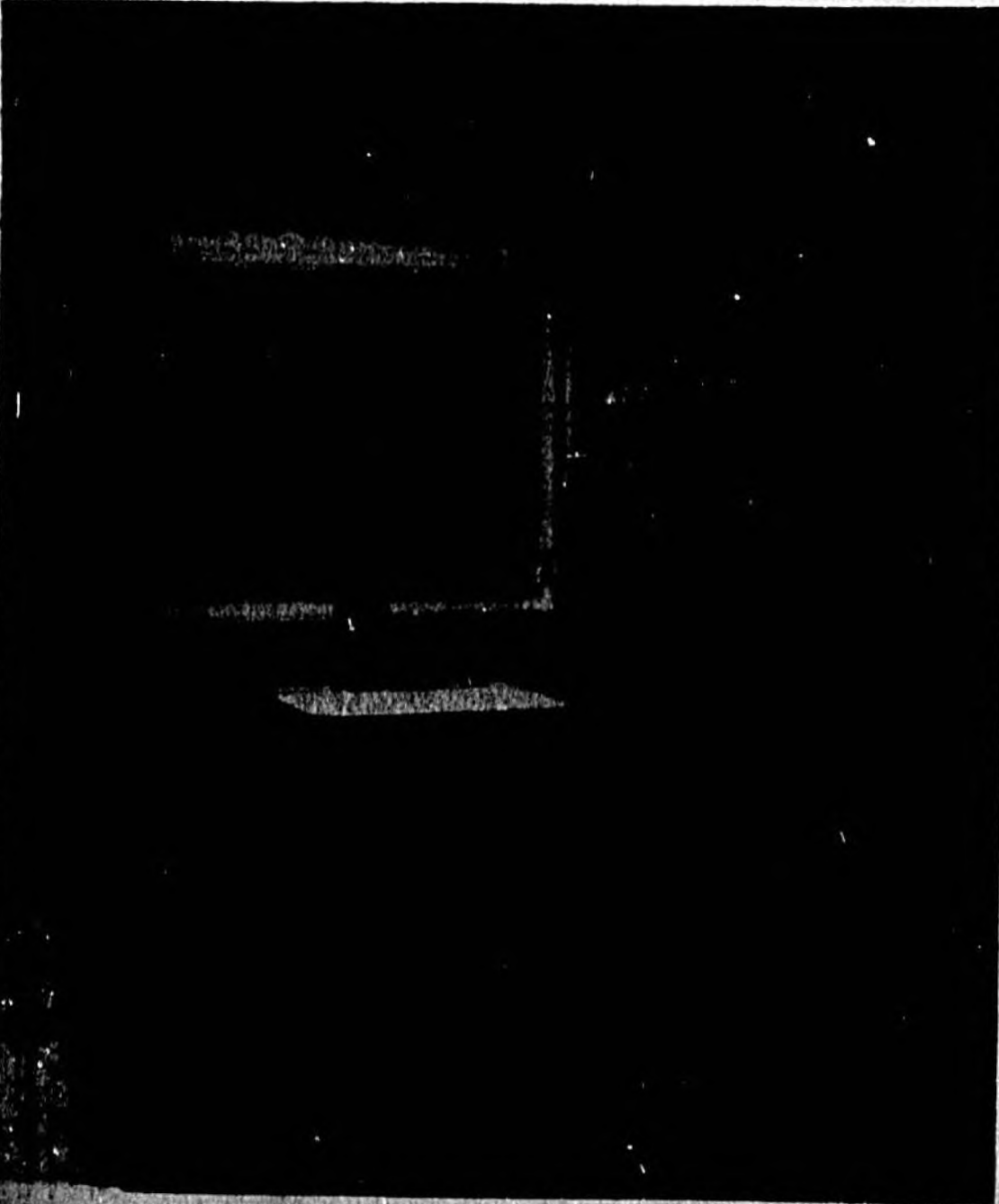
### Midget City Is In New Location

"It looks like a dollhouse city," is the usual expression when one sees Midget City located on 17-92 south of Sanford.

The city, recently moved to its new location because of the widening of 17-92, is laid out on a concrete platform in 2,415 square feet of area and surrounded by a miniature railroad track 200 feet in length. Complete in every detail, it has all the characteristics of a metropolitan center. A bank, stores, garages, houses, shrubs, paved streets, tiny people, bright colored automobiles, barns, buses and other attractions are seen by as many as 1,500 people a day.

Midget City was brought to Seminole County a little more than ten years ago. It was built in Ohio originally as a rock garden during the depression days in the early 1930s.

The attraction has been open to visitors since arriving here as a source of amusement and interest.



THE PLEASANT KITCHEN in the home of Mr. and Mrs. William T. Ferguson in DeBar

For Your Health's Sake

"Be Sure" with these

COOLING and REFRESHING  
BIG VALUES in QUALITY  
CITRUS CONCENTRATES

[Duncan Hines]

You Can Always  
"Be Sure" with

[Ace High]

try our GRAPEFRUIT  
BLENDED ORANGE  
GRAPEFRUIT and TANGERINE

# FOSGATE

CITRUS CONCENTRATE CO-OPERATIVE  
ORLANDO, FLORIDA





A SCENE OVERLOOKING the beautiful St. John's River in Sanford.

### First Federal In 22nd Year Of Service

In the van of the economic up-sweep of surging Seminole County is one of its leading financial institutions, the First Federal Savings and Loan Association, now in its twenty-second year of service.

As the ever-increasing, enthusiastic immigration of people to the county continues there is, of course, a pressing demand for homes—and the money with which to build them. More and more prospects, acquainted with the Savings and Loan operation from the cities in which they previously have lived, turn naturally to this source of capital, Howard Faville, president said.

In the five years closing with 1955 the loans made by the local thrift firm have grown from \$2,064,131 in 1951 to \$4,910,871. In the 12 months that closed on Dec. 31, in this brief span 4,410 loans for the purchase, improvement and construction of homes have totalled \$16,773,762.

In 1950 the statement of First Federal showed assets of \$1,816,465. The year-end statement on Dec. 31, 1955 showed \$3,942,368. This increase of over 250 per cent is symbolic of the growth of the area.

Since savings of many clients are the basis for the capital of the Association, it is interesting to note that savings advanced from \$2,217,671 to \$5,485,410 in this same five year period.

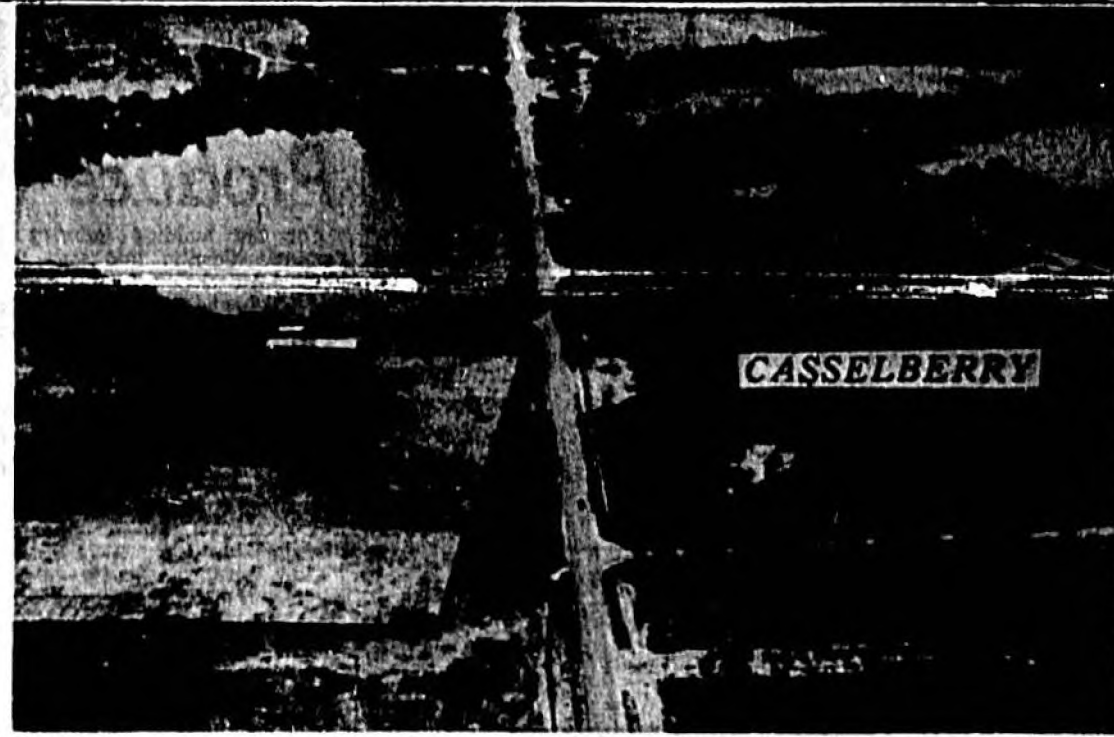
During this time the dividends have been at the rate of three per cent a year, payable on savings on June 30 and Dec. 31.

Directors, with an eye on safety for savers, have increased the reserves from \$116,813 in 1951 to \$424,531 according to the statement last year-end. Added security is assured through the association's membership in the Federal Savings and Loan Insurance Corp. that insures each account up to \$10,000, Faville said.

The outlook for the current year is good, according to Executive Vice President George Touhy, who added that the demand for money is increasing terrifically as more and more people recognize the many advantages of residing in this attractive hub of scenic Florida. It is the opinion of the operating officer that the drive for sales by major manufacturers will counteract people's intentions to save in sums previously planned and that the tightness in the money market will continue pretty well throughout the year and demand will increase.

Directors are E. C. Harper Sr., S. F. Doudney, H. James Gut, J. H. Van Hoy, A. Edwin Shunholser and Touhy and Faville.

Officers in addition to the latter two are Harper and Doudney, vice presidents; Mrs. B. E. Chapman, Secretary-treasurer; Mrs. James Ekern, assistant secretary-treasurer; A. Edwin Shunholser, attorney; Mrs. C. L. Powell and Miss Barbara Flynt, tellers.



CASSELBERRY, one of the many neighboring communities of Sanford

### Good Farmland Available Here

Some of the best farm land in the world is available in Sanford and Seminole County. Already established as one of the nation's more important agricultural centers, its principal crops are celery, cabbage, lettuce, ascarole, green beans, eggplant, squash, sweet corn, and peppers. In 1954, 2,899,811 crates of fruits and vegetables, totaling some \$6,000,000 were sold and shipped from the Sanford State Farmers Market, third largest in Florida. Cabbage topped the list with 921,964 packages going through the market, setting celery, long time leader, down into second place. There were 52 varieties of fruits and vegetables handled last year, with trucks conveying them to 287 cities throughout the United States.

This is, however, the kind of Farmers Market where you may sell one box of berries as well as a carload of cabbage, which is, indeed, a great boon to the man with his own small truck garden, for it means that the small grower has a wonderful opportunity for selling his produce through his local market.

From October through the month of April, farms across the county are blanketed with green and growing vegetables. Most of these farms have flowing artesian wells connecting with underground tiles, affording water for irrigation when required. At the present time, some 20,000 acres are under cultivation in the county, of which 4,000 acres is in pasture. Farm machinery, seeds, insecticides, and fertilizer are very active adjuncts to the agricultural industry. There are also many packing houses which wash, grade, crate, and pre-cool products for shipment; several other plants also can and process vegetables.

The county is also noted for its fine citrus — oranges, grapefruit, and tangerines—shipped all over the country during the season. A frozen juice concentrate plant, with a capacity of 25,000 cases per day, is located in Forest City, and also, manufactures marmalades, jellies, and other delicacies.

Beef cattle raising is coming up fast in the county with the development of the Brahman strain from India, with over 12,000 head of cattle now grazing the pasturals.

Seminole County and Sanford is a friendly area, with the big heart of a small town, and without the haste of the big city. We think our quiet, casual way of life almost as much as we do. We think our quiet, casual way of life would interest you.

The City Government of Sanford is administered by a five-man Board of Commissioners elected at large and a commission-appointed City Manager. The Mayor is elected by the commission.

Assisting Mrs. Driggers is Mrs. L. E. Walker.

New York City had 68,500 marriages in 1955, 2 per cent less than in 1954.

### Sanford's Library Has Comfortable, Quiet Atmosphere

The Sanford Public Library, located at Fifth St. and Oak Ave. is a Spanish type building nestled among towering, moss-covered oak trees. From the moment you enter there is an atmosphere of quietness and beauty.

Row upon neat row of books line the walls and aisles of the three rooms. Smooth polished floors, fluorescent lighting and a number of reading tables provide a pleasant spot for reading and relaxation.

In the reading room there are many maps and magazines for those who want to look up references.

According to Mrs. S. Driggers, librarian, over 5,000 people used the library last year for reference work alone.

All the best sellers in both fiction and non-fiction are included among the 800 new books which have been added to the Sanford Municipal Library during the past year.

Visitors in Sanford can easily obtain temporary resident cards. This was found to be helpful when many of the personnel of the Naval Air Station came here after the base had reopened.

An effort has been made for the past several years to obtain books and magazines which would meet the interest of the children and teen-agers. About 3,500 books are available for use now in the library for these ages.

Mrs. Driggers stated that the younger generation, as a whole, is reading a better class of books, especially biographies and instructional volumes.

Seminole University pupils are frequent visitors to the Sanford Public Library since it is so well equipped with reference books.

Also, the teachers in Seminole County feel free to bring their classes of pupils to the library to familiarize them with the facilities. Many subscribers include residents of Seminole County, DeBary Estates and many tourists, who list reading as one of the "musts" for winter and summer relaxation.

Assisting Mrs. Driggers is Mrs. L. E. Walker.

New York City had 68,500 marriages in 1955, 2 per cent less than in 1954.

### Florida Holds Life Of Adventure

Whether you have been thinking of Florida as a new resident, a vacationer, or a business man, there is something here that will make your life a new adventure. Informal and neighborly, the county is populated by folks who walk the middle of the road—neither rich nor poor—but who have learned to grasp the best in living.

Picture the business man as he sits away from his desk for an afternoon of fishing in a nearby lake or river... or rushing home in the afternoon to take his family for a boat ride or skiing date on a nearby lake. Or perhaps taking himself to the nearest golf course or tennis court where he can enjoy his favorite sport through the whole year.

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are many opportunities for the small investor of retired status in the agricultural and citrus fields which abound in the county.

Then suppose agriculture is your main interest—here in Seminole is one of the world's greatest concentrations of truck farms. Known the world over for its celery production, the county also packs and ships thousands of carloads of fresh vegetables of all kinds to the nation's market throughout the year. From October through April, farms across the county are blanketed with green and growing vegetables. The county is also known for its fine citrus—oranges, grapefruit and tangerines—packed here and shipped all over the country during the season. Here again we

find a serious business carried on against a relaxed and pleasing background, with the same lakes and streams and springs and recreational facilities close at hand for the farmer's enjoyment after a hard day at work.

A rapidly growing group of light industries is also offering employment for many. Typical of these are several garment factories; specializing in sports clothes, pajama and lingerie manufacturing; lawn mowers and accessory plants; a brush factory, and several boat manufacturing plants.

We could go on and on — but whatever your interests might be — we are sure that Seminole County offers to you an adventure in good living.

Sanford is a city of clean, tree-bordered streets radiating southward from the shore of Lake Monroe, of parks (there are twelve within the city limits totaling 47 acres), and well kept homes. There is a municipally owned and maintained zoo which is one of the largest in Florida, a modern swimming pool, Tourist Club building with adjacent recreational area, pier and bandshell, and a new concrete and steel athletic stadium.

Lakes and streams in the Sanford area furnish the finest of fresh water fishing, while salt water fishing is but an hour's drive away. There is an abundance of game in the County. Turkeys, ducks, squirrels, doves and quail are plentiful. In the "jungle" areas are deer, bears, foxes and wildcats.

Year around swimming may be enjoyed in the springs and lakes of the region. San Lando Springs, with a flow of 15,000,000 gallons

daily, is famous for its tropical beauty. The springs pool, with its constant temperature of 72 degrees, the large indoor pool, picnic grounds and dance pitto make it central Florida's favorite recreational grounds. New Smyrna and Daytona Beaches, famous the world over, are but 34 and 42 miles from Sanford.

A municipal pier and private boat works with dry dock and complete repair facilities are available to pleasure craft which may reach Sanford via the inland water route from any part of the Atlantic seaboard.

The 18-hole course of the Seminole Country Club which is owned and operated by the New York Giants' Mayfair Inn attracts golf enthusiasts from all over the country. Recent extensive improvements now place this course among the finest in the entire Southeast.

Sanford is situated on the main line of the Atlantic Coast Line Railroad, 124 rail miles south of Jacksonville and 114 rail miles northeast of Tampa, and is thus assured of fast freight, express and passenger service to all points in the U.S. In 1953 the Atlantic Coast Line completed a half-million dollar improvement program in Sanford which includes a new air-conditioned combination passenger freight depot, District Headquarters offices, and extensive renovations to car and Diesel servicing shops.

Federal Highway 17-92 and State Highways 46 and 415 make Sanford easily accessible by motor from all parts of the country. According to figures released by the Florida State Highway Department, traffic on Highway 17-92 has increased 142 per cent during the past twelve years, and between Sanford and Orlando in the second heaviest in the entire state. Sanford is served by two major truck lines and the Florida Greyhound Bus system.

Air service by either Eastern or National Air Lines is available within twenty miles of Sanford.

A twelve-foot government maintained channel from Jacksonville to Sanford makes water transportation possible to all eastern seaports. Three oil companies with bulk stations in Sanford transport all fuel oil and gasoline by water for distribution throughout central Florida. The Florida Power Corporation and the Florida Power & Light Company generating plants on Lake Monroe use water transportation for fuel oil. Tonnage handled in 1951 into Sanford was 1,200,000 barrels of heavy burner oil, and 625,000 barrels of gasoline. The cost per barrel was from 10 to 15 cents per barrel, without a return shipment.

Fast dependable taxi service is provided in the Sanford area by a large number of radio equipped cabs operated by the Sanford Transit Line.

Many Activities Available Here

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A CYPRUS TREE OVERHUNG WITH MOSS, Many of these can be seen along the St. John's in Sanford.

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117 Magnolia Sanford, Fla.

MADISON CITY one of the many wonders to be seen in Seminole County.



# Phillips 1st To Mass Produce Homes Here

For the building industry in Seminole County, 1935 may well be a more challenging and exciting year—and also, perhaps, the most interesting and rewarding, said Wallborn C. Phillips Jr., local builder.

Competition among home builders, he said, will be very sharp. This will force great improvements in workmanship, materials and designs. A continuous battle will be waged to secure the best financing terms, he revealed. And Phillips said, "The average 1935 home will have better and more complete equipment than its counterpart in 1934." More attention will be given to location and block and street layouts and to engineering and a further effort will be made to get away from the "project" type of development with the repetition of a limited number of plans over and over again.

"I believe," Wallborn C. Phillips, Jr. said, "that the home buyer of 1935 will be purchasing a home substantially better in many ways than the home he could have bought in 1934."

Phillips said, "During the year 1935 we saw the end of one era and the beginning of a new era. The first era began with the end of its role in breaking this log-

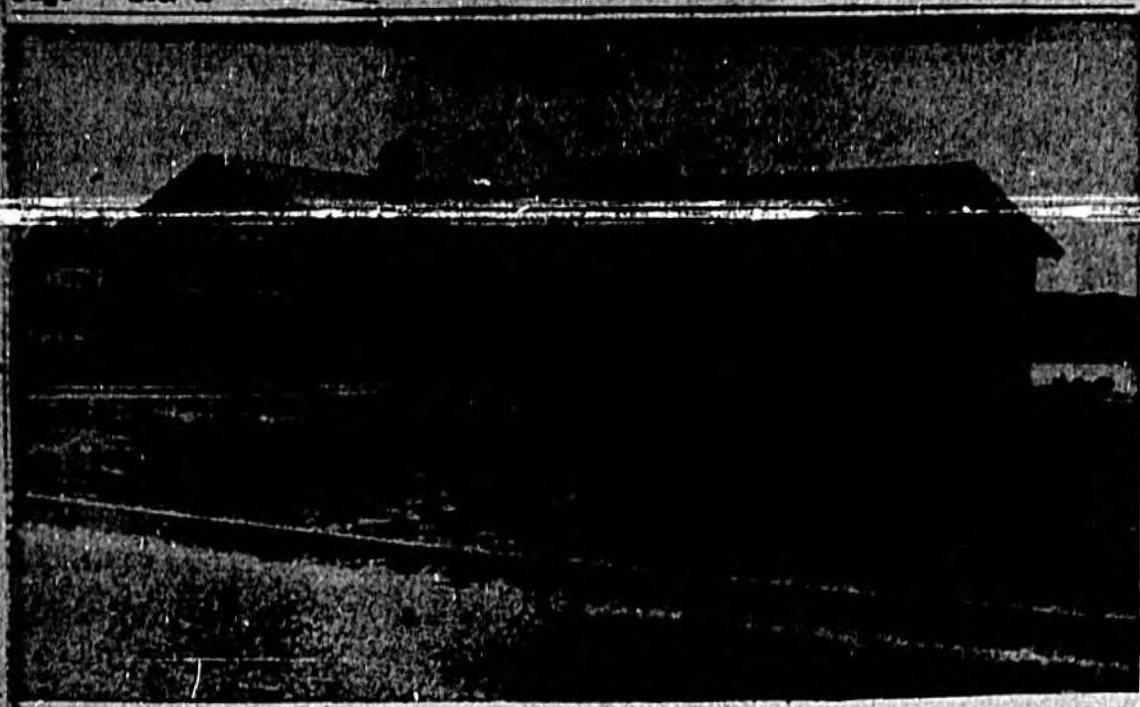
ging ten year period of time, the— of Sanford actually began, with the building industry first taking care of the pent-up demand which accumulated during the war years when no building took place. My own construction firm is particularly proud of its role in breaking this logjam by being the first to mass-produce homes in Sanford. The 1933 session of the Legislature recognized the beginning of growth for the community by enlarging Sanford's city limits for the first time since the boom days of the 1890s by taking into the city limits our Wynewood development."

The new era, which began sometime in 1935, will see more of a buyer's market. There may also be a lot of other conditions which may not be welcomed by the individual builder but which, I believe, said Phillips, will represent a more healthy-growth climate for Sanford over the long run. With a buyer's market, the builder will have to provide better workmanship; he will have to seek constantly for better locations and he will have to seek continued diversification of architectural design. The home purchaser of 1935 will not only be seeking good financing terms but will also want a home of real individuality. He will not be content in living in just another "project home." The builder will have to fight for mortgage money and will experience to some degree a continuation of material shortages.

The minimum allowable VA and FHA down-payments were increased by 2% in late 1935. During this present year, we will probably see a continuation of the mortgage money shortage and the maintenance of the increased minimum down-payments. There may also be a tendency to further shorten the length of mortgage loans. All of these conditions, I believe, he said will be healthy over the long run because the home purchaser will be giving more real consideration to the actual values he is getting rather than just buying terms.

We are particularly proud that our own firm, Wallborn Phillips, Jr. commented has already given considerable attention to location and individuality of each home and such developments as Wynewood and Lock Arbor are eloquent proof of this. In selecting areas for development, we have searched for natural beauty and then designed the appropriate homes to fit the setting. In addition to this, in 1935, we are seeking to effect some very substantial additional improvements—new types of heating, for example, and new styles of architecture are very shortly going to be introduced. To make our homes even more nearly "Florida Homes," we will go even more into the use of glass brick and glass paneling and larger windows and we will use more and more, with each home, a greater profusion of tropical plants and citrus trees. Kitchens and bathrooms will become real things of beauty. We will be using, very largely, colored kitchen appliances and colored plumbing fixtures, most often associated with higher-priced homes.

Phillips concluded, "We will pursue in 1936 an even further diversification of architectural styles. We will continue the development of the Britany Farm House—a style new to Sanford. At the same time, our plans call for the further development of the styles including the modern and conventional, or make 1936 one of the most interesting and rewarding and successful and constructive years for Sanford and Seminole County."



ONE OF THE lovely homes built by Phillips. (Photo By Jameson).

## Industrial Group Of Seminole County Invites Inquiries

The Industrial Committee of the Seminole County Chamber of Commerce invites inquiries regarding business opportunities in this area. To assist this Committee in encouraging new industry to locate in Sanford is a City appointed Industrial Board composed of local business men and civic leaders. Both these bodies cooperate with Sanford Industries, Inc., a private corporation formed to arrange for repairs and renovations to existing buildings which may be available for new manufactures. This corporation also is prepared to give assistance in the erection of new buildings for prospective industries. Building sites strategically located for direct rail or water transportation are plentiful. Several buildings are available which were formerly used by the Atlantic Coast Line Railroad before the erection of their new freight and passenger depot. These have the advantages of location on a railroad siding. The larger of the two, contains approximately 10,000 square feet of floor space. Inquiries for additional information regarding buildings or building sites may be addressed to the Seminole County Chamber of Commerce, P. O. Box 1581, Sanford, Florida.

## Statistics Prove People Live Longer In Sunshine State

Statistics are proving it . . . people live longer in Florida! This is undoubtedly due to the pure air, the golden sunshine, the relaxing atmosphere, and a climate which is not extreme in either direction. Folks literally live outdoors all year round. If they are not outside in the sunshine, they have the doors and windows open, letting the tranquil, balmy air seep in; their nerves are better, for there is no noise, no hurry, no tension. Drinking water in Sanford is excellent, pumped from deep artesian wells. Those afflicted with cardiac or kidney ailments, arthritis, sinus infections, high blood pressure, respiratory disorders—all have found decided relief in this climate. It is not an actual cure! Colds, flu, and pneumonia are almost non-existent. Average January temperature is 69.8 degrees . . . August, 82.1.

## Lake Monroe School Started As One Room

By GRACE THURSTON  
The Lake Monroe School started in 1916 as a one room school. Sessions were first held in the Community Church. The school structure was soon started and pupils moved in, and teaching started March 2, 1918.

Mr. Shisholser was the contractor for the building and the architect was the late F. H. Trimble. All the classes met in one large room, which was divided by sheets for the many classes.

During the time Mr. Jacobs was principal and taught the school, it became the first accredited school, Class L. Mr. Jacobs had an enrollment of 200 pupils at that time. The building of the Ice Plant and the new Power Plant brought many families to Monroe.

The second addition of the school came in 1923. Later Mr. and Mrs. Jacobs helped organize the lunch room, and assisted with it in addition to teaching the children.

The Jacobs planted the acorns, and nourished the lovely oaks, that now stand in the school yard, where they stand as a dedication to Mr. and Mrs. Jacobs. Mr. Jacobs did many things to improve not only the teaching system in Seminole County, also many things to improve the community. He organized the first baseball team in Seminole County in 1918, along with Dr. Blackburn of Rollins College.

Mr. Jacobs left Lake Monroe School in 1926, to become the principal of the Junior High School. Principals that followed after Mr. Jacobs were: Clarence Priest, Herman Morris (now principal of Seminole High School), Ben Steele, Mr. True, Mrs. Bates, Mr. Nichols, and the present principal, W. J. Wells Jr.

The enrollment at the present time is over 100 pupils. First through eighth grades are taught in Lake Monroe. Teachers now at Monroe are: First grade: Mrs. Dorothy Doughton, second and third grades: Mrs. Pauline Kirkpatrick, fourth and fifth grades: Mr. W. Watt, sixth and seventh grades: Mr. Ben Steele, eighth grade: W. J. Wells Jr., also principal.

The delegation said Turkey now gets less than one per cent of Europe's tourist business and they thought the experts could supply some answers.

Shells are being used in many homes in place of draperies.

## Lake Mary P-TA Organized In '25

The Lake Mary P-TA was organized in 1925, when the present school—building was opened for use. The local association entered the National Congress of Parents and Teachers March 14, 1933, and received its charter October 24, 1934. The membership has grown from 25 members in 1933 to 80 members at the present time.

The association has received the Blue Ribbon Award three years for meeting the National Congress requirements for progressing, and "We are striving toward that goal this year."

Among the tangible accomplishments of the past are the purchasing of dishes for the lunch room, a loud speaker, and varied playground equipment. Also a school library for which the parents are putting forth much effort in selecting books for the children. In the last year approximately 150 new books have been purchased, which has increased great interest in the maintaining and the use of the library.

In November 1935 the 32nd annual convention of the Florida Congress of the Parents and Teachers was held in Miami. The Lake Mary P-TA had two delegates attending this convention. Members of P-TA who attended such meetings contribute a great deal to their local units for the benefits they receive.

The main objective of the Lake Mary P-TA through the years has been to promote good citizenship through a better understanding among parent, teacher, and child. The purpose of the 1935-36 P-TA program has been to advance moral and spiritual education in the home, school and community.

The officers for our local unit for 1935-36 are as follows: president Mrs. W. B. Evans; vice president, Mrs. Cecil Nixon, secretary, Mrs. J. L. McCracken; treasurer, Mrs. A. Case; working simultaneously with our faculty consisting of Professor Hugh Carlton, Mrs. Hugh Tullis, Mrs. E. L. Humphrey, and Mrs. Glenn Cochran.

Our community is a better place in which to live for having had a Parent-Teachers Association.

## Present School Building At Geneva Erected In 1924

The present school building at Geneva which was erected in 1924 is a brick structure with an auditorium with seating capacity of 250, four classrooms, and a cafeteria where hot lunches are served to the children daily.

The faculty consists of Mrs. Mary Lee Nichols, principal, and teacher of the intermediate grades, and Mrs. Corinne B. Lowry, Primary instructor. The present enrollment approximates forty.

Softball, soccer, volleyball, and simpler team games are the major physical ed. activities of the group. The fifth and sixth grade pupils participate in the Seminole County Spelling Bee each year.

As its major project of the year the P-TA is installing new playground equipment for the pupils.

## Clubs Kindle Civic Pride, Cooperation

The spirit of cooperation is engendered in the Sanford and Seminole County area through the many clubs and organizations which kindle civic pride and close harmony.

In Sanford alone one may become a member of the Rotary Club, Kiwanis Club, Lions Club, Junior Chamber of Commerce, Chamber of Commerce, Merchants Association, or of any of the lodges such as Masonic, Odd Fellows, Woodmen of the world and others.

The ladies are associated in the Pilot Club, Business and Professional Womens Club, Garden Club, and numerous church circles.

There is a beautiful pride among Sanford and Seminole County folks for their friendly spirit.

When you want to learn how to do a job right, ask the experts. And when it comes to attracting tourists, Floridians know quite a few of the answers.

Glass jalousies are appropriate for enclosing a porch—they're inconspicuous.



A HOME IN ONE of the many developments started by Phillips. (Photo By Jameson)

## Rollins First College In Florida

Founded in 1885 under the auspices of the Congregational Church, Rollins College at Winter Park was the first college in Florida. Now a non-denominational small, independently-endowed liberal arts college, Rollins has attracted the attention of educators throughout the United States for many years.

Rollins has made impressive contributions to the field of education. Under the late Dr. Hamilton Holt, more than 25 years ago the college personalized education and established its now famed conference plan of teaching. Under the conference method, classes are kept small in order to permit free discussion between teacher and student. An individual curriculum is planned for each student.

During the past years under the administration of President Hugh F. McKean, the college has continued to advance by doubling its endowment funds and balancing its budget every year. An unusual college president, who doesn't actively solicit funds, McKean says "Make a college strong enough and it will win its own support."

Rollins students come from almost every state in the union, and last year 18 foreign countries. Rollins offers three degrees—Bachelor of Arts, Bachelor of Science, and Bachelor of Music. Rollins offers courses under seven divisions: English, languages, science, economics and business

administration expressive arts, health and education.

In the past two years Rollins has entered into cooperative programs with Duke University, New York University, and the Amos Tuck School of Business Administration at Dartmouth College. Under these programs, a qualified student may attend Rollins three years and the other institution, two. At the end of the fourth year he receives a Bachelor's degree from Rollins. At the end of the fifth year he receives a Master's degree in Forestry from Duke, a Bachelor of Science degree in Engineering from New York University, or a Master of Business Administration degree from Tuck School.

On April 1, 1933, Rollins College became the eighth institution of higher learning in the south to be elected to membership in the College Entrance Examination Board. This membership, which associates Rollins with slightly over 100 of the leading colleges and universities in the nation, is another indication of the attainment of the highest academic standing. Rollins is the only college or university in Florida which has been elected membership to the Board.

During the winter months Rollins offers a variety of Community Courses open to the public.

They include lectures on art, music, science, psychology, and many other subjects. Several courses for college credit are al-

so offered to those who wish to complete their education or for those who wish to be certified in Education.

Few campuses offer more physical charms than that of Rollins. Located on the shore of Lake Virginia, the Mediterranean-type buildings, with their balconies, loggias, gardens and fountains, suggest the Spanish traditions of Florida and symbolize the warmth of Rollins' education.

Although Rollins does not play intercollegiate football, it has competed successfully in baseball, basketball, crew, tennis and golf against such larger universities and colleges as Ohio State, Michigan State, North Carolina, Duke, University of Florida, University of Virginia, Amherst, and others.

Rollins' baseball team went to the finals in the national college baseball tournament in 1934. Its tennis team is usually ranked among the first ten in the nation and the first five in the South and its basketball team is considered one of the strong outfits in Florida. Its eight-oar crew is ranked high among the small colleges who participate in the sport.

Galileo made the first scientific study of sunspots. India plans to apply irrigation to an additional 20 million acres in the next five years.

The U.S. natural gas industry has 29,210,000 customers.



# SANFORD and the SEMINOLE realty, SHORTCUTS to SECURITY and happiness

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4 Unit Apartment house, \$260.00 monthly income, close in, excellent return on \$22,500.00

New, 3 Bedroom, masonry home, close to shopping center and Air Base, \$10,000.00, 1/2 cash.

3 Bedroom, frame construction, on 1 acre of good land, furnished at \$4,800.00 — Terms.

New, 3 bedroom, 2 bath homes, near Country Club, prices start at \$12,800.00. Good terms arranged, some as low as \$800.00 down.

Several tiled forms, flowing wells, some with homes.

See us for Groves, Lake-frontage, River frontage, lots and acreage.

We have no side-lines! Making you happy is our business.



## Seminole Realty

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### Phillips Developments in the Sanford Area:

- |                                      |             |                  |                                  |
|--------------------------------------|-------------|------------------|----------------------------------|
| Little Venice                        | Pinehurst   | San Lanta        | Franklin Terrace                 |
| Loch Arbor<br>(Crystal Lake Section) | Buena Vista | Sanfo Park       | Highland Park                    |
| Dreamwold                            | Wynnewood   | Phillips Terrace | Frank L. Woodruff<br>Subdivision |
| Magnolia Heights                     |             |                  |                                  |

## GENERAL ELECTRIC

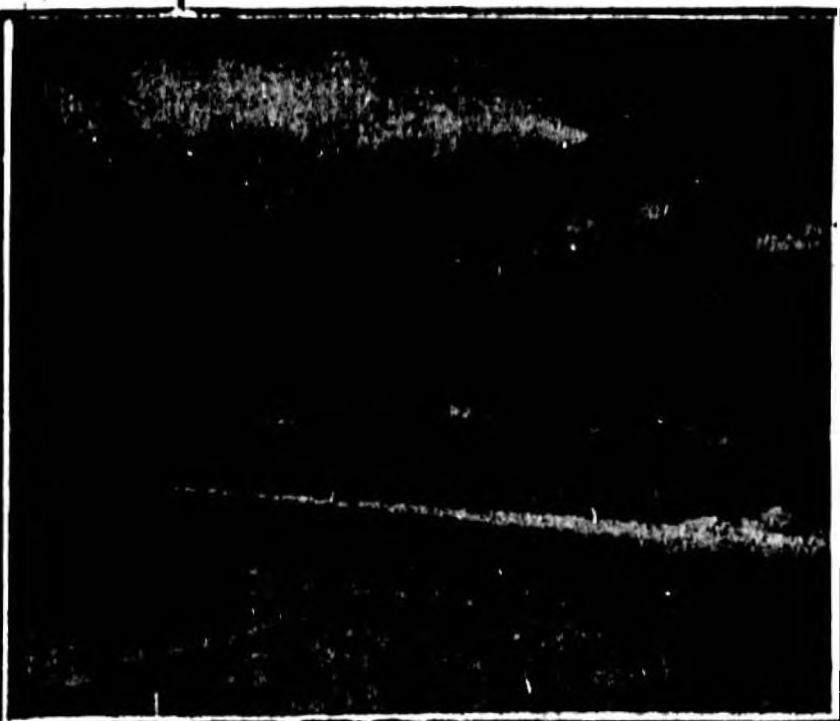
- GE garbage disposal
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- GE automatic dishwasher in deluxe, 2-bath homes
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- GE large size range

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LAKE MONROE

THIS IS LAKE MONROE as seen from the air. The agricultural community is immediately west of Sanford. (Photo By Jameson)

### Sanford 32 Miles Off Coast Of Atlantic

A mere 32 miles off the coast of the blue Atlantic Ocean and in the east central section of the Sunshine State is a quiet, charming, moss-shrouded community of small towns. Strung elegantly together by a series of sunsparked lakes, rolling green groves of citrus, and acres upon acres of wonderfully productive farm lands, it is a fairly populated by folks who walk down the middle of the road—neither rich nor poor—but who have learned to grasp the best in living.

For them, life has begun anew, with glorious meaning . . . for these are people who love the wide outdoors . . . the golden sun which shines all day long all the year around . . . the green and growing things of their gardens . . . the oranges they pick off their own trees. They glory in the steeles bushes which cover the front porch with flamboyant beauty, and love the lazy hours drifting down a quiet stream, hoping the "big one" won't get away. These are neighborly communities, with people having more or less the same habits and eager to help a friend. Many of them are folks of retirement age who have found they have been merely "existing" the past fifty years—now they are learning to live! Seminole County, green with tropical beauty and bustling truck farms, is a bread-and-butter area, without pretension, where a person can relax at least and do the things he's always wanted to do.

Sanford, a thriving little city claiming some 18,000 of the county's 30,000 permanent residents, is the principal city and seat of Seminole County government. Located on the southern fringes of majestic Lake Monroe, it is the head of navigation on the St. Johns River which links central Florida by water with the entire eastern seaboard. On the main line of the Atlantic Coast Line Railroad which

has its district headquarters for the area here, it is also served by two track lines, a through bus system, and is traversed by U. S. Highways 17 and 92 and State Highways 46 and 415.

Agriculture is, of course, the principal occupation and commodity not only of Sanford, but of all of Seminole County. It is, in fact, a concentrated agricultural center devoted to the production of vegetables and citrus fruits. Also an integral part of Sanford is the Sanford Naval Auxiliary Air Station with its 1500 personnel. Not only does its payroll help cement the economic stability of the area, but the man have become so happily content to live in this tropical haven. They like Sanford . . . and Sanford does indeed like the Navy!

Sanford is an informal town . . . folks saunter down its city streets chatting with their neighbors. There is no rush, no hurry, no hustle and bustle. The shrill traffic noise of the big city is absent here . . . yet business abounds in rewarding volume.

The County itself is a lush area of beautiful lakes, groves, and farmlands. Largest in population, next to Sanford is Oviedo with its 1800 acres of fertile farm land, 200 acres of citrus, and large marketing firms located on the south side of Lake Jessup. With a congenial population of 1700, it is in the heart of the rich muckland so ideal for the raising of celery and cabbage—progressive, growing, with business moving along at a very sharp clip. Slavia, nearby, is an unincorporated village of some 25 houses, all of one faith, all one nationally, started in 1912 by Slovak-American factory workers who migrated to Florida and hogan to farm, backed only by their energy and meager savings. Today, the community boasts some of the largest truck farms in the country, with a startling high financial rating.

Longwood, in the southwestern section of Seminole County, and especially popular with tourists, has as its principal industry the growing and shipping of citrus fruits. Then there is Lake Mary in an area of lovely lake country ever popular with boaters and fishermen . . . Lake Monroe, a few miles west of Sanford, with celery fields traversing its acreage . . . Forest City, home of Forest Lake Academy and the gigantic Fongate Citrus Concentrate Corporation, manufacturers of concentrated citrus products and jellies . . . Geneva, with its cattle and groves . . . Altamonte Springs, Chuluota, Goldenrod, and Paola, citrus producers, Fern Park and Casselberry, famous for their luxurious ferns.

Because of the railroad center here, the abundance of power supplied by the two power plants, and a large labor pool, industry is moving into the county with increasing tempo, providing payrolls for the area and work for those seeking employment. Financial institutions are housed in two banks and a savings and loan firm in Sanford and a bank in Oviedo. Shops are more than adequate, with additional facilities available in Orlando, a city of 80,000, just twenty miles away.

But above and beyond the "workable" side of Sanford and Seminole County, there are so many wonderful things to do . . . healthful things, like fishing the nearby fresh lakes and streams, with ocean game only an hour's drive away. There is hunting during the season for turkey, duck, quail, deer, foxes—even wildcats over in the "jungle." There is year 'round water skiing, and swimming in the various clear water springs and lakes of the county . . . in the Municipal Pool at Sanford . . . at tropically cool Sanlando Springs . . . a nine hole golf course at Casselberry and an 18-hole golf

course at the Seminole Country Club in Sanford owned and operated by the New York Giants' Mayfair Inn . . . Spring training and exhibition games by the Minneapolis and Richmond Baseball Clubs . . . and cultural advantages in the form of lectures, recitals, concerts, and drama at nearby Winter Park's Rollins College or Stetson University in DeLand.

There are tourist clubs, social clubs, church societies, women's clubs, civic clubs—friendly faces everywhere—in fact, something for everyone eager to find new joy in the art of Florida living!

New York is 13,181 miles from San Francisco via the Straits of Magellan and 9,263 miles via the Panama Canal.

Japan produced \$30,629,000 pounds of spun rayon in 1933.

SAFE AS AMERICA  
U.S. SAVINGS BONDS

# SANFORD

"THE FRIENDLY CITY  
ON THE St. JOHNS RIVER"

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We know you will be favorably impressed with the many advantages of "Florida's Fastest Growing City". Keeping abreast with the growth of the city, you will find fine streets, schools, churches, useful utilities, a brand-new-up-to-the-minute hospital and best of all, a friendly people that will make you feel at home.

### COME FOR A VISIT AND PREPARE TO STAY



RELAXING then a starts at the working end of a seawall bordering Lake Monroe at Sanford. (Staff Photo)



THE BOARD OF SANFORD CITY COMMISSIONERS and officials. Reading left to right (front row) are: Commissioners John Krider, David Gatchell, Mayor F. D. Scott, Jack Ratigan, and Earl Huginbotham. (Back Row: Police Chief Roy G. Williams, City Attorney William C. Hutchinson, Jr., City Manager Warren E. Knowles, and City Clerk H. N. Sayer. (Staff Photo).

THE CITY COMMISSION  
OF  
SANFORD, FLORIDA.



## No Limit To Type Of Letters Sent To Local CoC

By GEORGIA BALL

Each week thousands of inquiries from all over the U. S. and other countries too pour into Chamber of Commerce offices throughout Florida requesting information on business, employment, agriculture, housing, retirement... unclassified.

This mail is especially heavy during the winter months. Some come down with a chest cold, mama gets tired of muddy tracks on freshly scrubbed floors, papa starts going down the hill in work and bashes in a fender, and that evening the family gathers around and writes a letter to Florida. "Please send us information about..."

The Seminole County Chamber of Commerce mail in those first five categories above just about triples during the cold months. Every card and letter is answered too, and frequently by personal reply in addition to mimeographed statistical material, brochures, booklets, and copies of The Herald. The printed material is reviewed often, in the hope of covering everything that could possibly be asked, but it's those "Unclassified" inquiries that keep John Q. Public away ahead of the Chamber staff.

For instance, we haven't a thing in our material on "scorts," which just recently popped up in a letter from Barbara, a girl of eleven. "My grandfather gave me some things about Sanford," she wrote. "I am very interested in Sanford. I would like to know more about swimming scorts and sports. Would you be kind enough to send me something about what I have just said."

We were sorely tempted to type off a little note to Barbara: "If you will tell us about scorts... any kind of scorts... we'll be glad to tell you if we have swimming scorts."

A gentleman in Michigan requested of us, "Kindly furnish me information for accommodations with children four and six years old during the month of February."

This was the first we knew that accommodations came with children. We always thought it was so, judging from the tales of chicken bones found under sofa cushions after the departure of a guest with three or four of the little rascals.



THE NEWLY CONSTRUCTED Disabled American Veterans Home near Sanford (Photo By Jameson)

Then there was the man who, in 1931, gave a pedigree dog to a Sanford family (whose name and address he has lost) with the understanding that he was to have one of her pups at any time. "I would be forever grateful to you," he wrote, "if you could help me." And who wouldn't!

Doubling for a detective agency or a credit bureau are frequent requests. "Please give me the present address and telephone number of Miss Jan Doe, who used to live in Sanford," or "Tell me honestly what you think of Mr. Blank. The information you send will be kept strictly confidential." Confidentially, the run-around the inquirer receives on that particular type of letter could be televised!

This one from Flossie Ruth brought out the blood-hound in us. "To whom it may concern: I am writing you girls to ask if you will please help me locate James Brown address alias Jimmie last known location Goldsboro. Thanking you I and waiting."

Presumably Flossie Ruth is still waiting for we very heartlessly tossed her letter into the Dillie File.

Once in a while we receive a letter of appreciation. "We thank you again," said one of these, "for taking the interest for me. Sure is Southern hospitality lived up to."

It is nice to know that we are

## Meet Me At The Clock

"When I come to Sanford where can I find you?"

"Well, meet me at the clock."

Considering there are four ways to enter the City of Sanford this is a very appropriate answer. For right where the four roads meet stands the huge iron clock mounted in its concrete base which has become an outstanding attraction to tourists and out-of-town people.

The clock was put up on Nov. 4, 1931 by the Merchants Assn. It was originally on the corner of First St. and Park Ave. next to the National Bank building. The Florida State Bank is situated at that spot now. The next few years the National Bank moved across the street to a new location, where the Atlantic National Bank is today, and the clock moved with it. It was placed in back and hardly noticed. Then came the depression and the bank closed.

Six months later it was sold by the receivers from Washington at public auction. A. H. Moses bought the building and two years later he was approached to donate the clock to the Merchants of Sanford to be erected in its present site.

He consented to donate it so the merchants decided to engrave his name on the four sides of the clock at the top.

Various merchants donated their time, expense and talents to fix the clock. Metal for the top was hammered and cut, lighting was planned and a base fixed.

When Park Ave. was being laid the contractor wanted to remove the clock but the townspeople would not allow it.

The clock is operated by ninety cell batteries which have to be changed every year and a half. It is run by a master clock which is set up in Sanford.

Would you be so kind and help me to include in my work plan your publicity stuff regarding your town and its vicinity and data which you consider as interesting for my purpose and our people?"

## Growing, Peaceful Community Of Lake Mary Began In 1870

The Lake Mary of today first began back in 1870 when a man named Bent settled in that vicinity. The town's first name was his own. When the narrow gauge railroad which later became the Atlantic Coast Line was built, a station was put where the town now stands and was named "Bents."

In the same decade which brought Bents came Judge McDonald Paramore, a civil engineer. A townsite was surveyed. It began where the present school now stands and ran south along the West shore of Lake Mary. The town was named Belle Fontaine. In about 1880 Dr. W. H. Evans, the father of Frank Evans, came, and the name was changed in Lake Mary.

At about the same time General Sanford started a grove development which he called Belair about two and one half miles south of Sanford in the direction of Lake Mary. The railroad built a depot there approximately twice the size of the Lake Mary station. Two miles south of Belair another station was built and named Crystal Lake. Then came Lake Mary. A mile south of Lake Mary was Soldier Creek Station.

Lake Mary's first postmaster was named Webster. In addition to handling the town's mail he was railroad agent and keeper of a general store. He worked at all three of these tasks until 1913 when he was killed by an express train.

Back in 1880 a Dougherty had served as one of the town's merchants for many years, he sold out to Mr. Simblom. In 1916 Mr. Simblom platted the town's first subdivision and called it Modern Woodman's Homes. The name was later changed to Crystal Lake winter homes. After that many subdivisions came into being. The town grew in leaps and bounds and today is a thriving community of beautiful homes and spacious living.

Anderson's Drug Store, Francis Hamilton, pharmacist, winds the clock every Saturday morning. The hands move every minute.

The last time it was inspected was July 30, 1931 and it has kept faithful time ever since.

E. C. Harper and Syd Richard



One of the many home developments in Sanford. (Staff Photo)

## USO Has Wholesome Environment

It is the clear responsibility of the civilian community and, as its chief agency the USO, to demonstrate an even greater interest in the welfare of the men and women in uniform than ever before and to provide for them during their off-duty hours, healthy influence and a wholesome environment. Character and career guidance, physical fitness, recreation and welfare, religious devotion, and the serviceman's usefulness as a private citizen, especially in the years to come after he sheds his uniform, are the primary concern of the USO. The USO provides him with a "home away from home" where he will feel that he is a welcome addition to the civilian community, no matter where he may happen to be sent. By offering him an opportunity to meet respectable girls and to be invited out to dinner at the homes of their parents, and by maintaining his interest in religious activities, and giving him a chance to attend entertaining programs and camp shows, the USO makes a tremendous contribution toward maintaining the morale of this civilian army, and toward winning the peace in as significant a manner as it helped to win the war years ago.

A comfortable building where a serviceman may read from the books and many magazines found on the tables in the room, write letters on stationery furnished him, spend time just resting, playing the "juke box," or piano.

Comfortable chairs and lounges, plus card tables and lamps are there for his convenience. At one end of the big dance room is a fire place where almost always you can find a blazing fire in the wintertime when it is cool enough.

Ping pong, cards, chess, television, dancing, skating, swimming, wiener roasts, song fests, dancing lessons, and many other things are enjoyed by the men.

To plan parties and dances, look after the refreshments and just be there to entertain are the Junior hostesses. These are a selected group of girls who are under 30 and above the age of 17. Also working with the Junior hostesses are the senior hostesses. These are women representing the different church organizations and civic clubs around Sanford who come every night of the week to open and close the USO and lend a helping hand.

There is a kitchen complete with stove, refrigerator and sink for use at any time. Also an electric coffee maker and cups and saucers.

Behind the dance floor is a tele-

vision room which has been newly painted by the boys for those who would rather watch TV programs than dance.

There is usually one formal dance a month and regular dances every Wednesday, Friday and Saturday nights. On Sunday nights a song fest is held after church and refreshments are served.

During 1933 home parties and patio dances were quite popular as were wiener roasts and skating parties.

Mrs. F. C. Kuhn is general chairman of the Sanford USO and is always ready with helping hand and friendly smile.

Plans for a variety of programs and dances have made the attendance records higher than ever before.

Good clean fun and high ideals are the task to which the Sanford USO set its mind and all agree the goal has been reached ten times over.

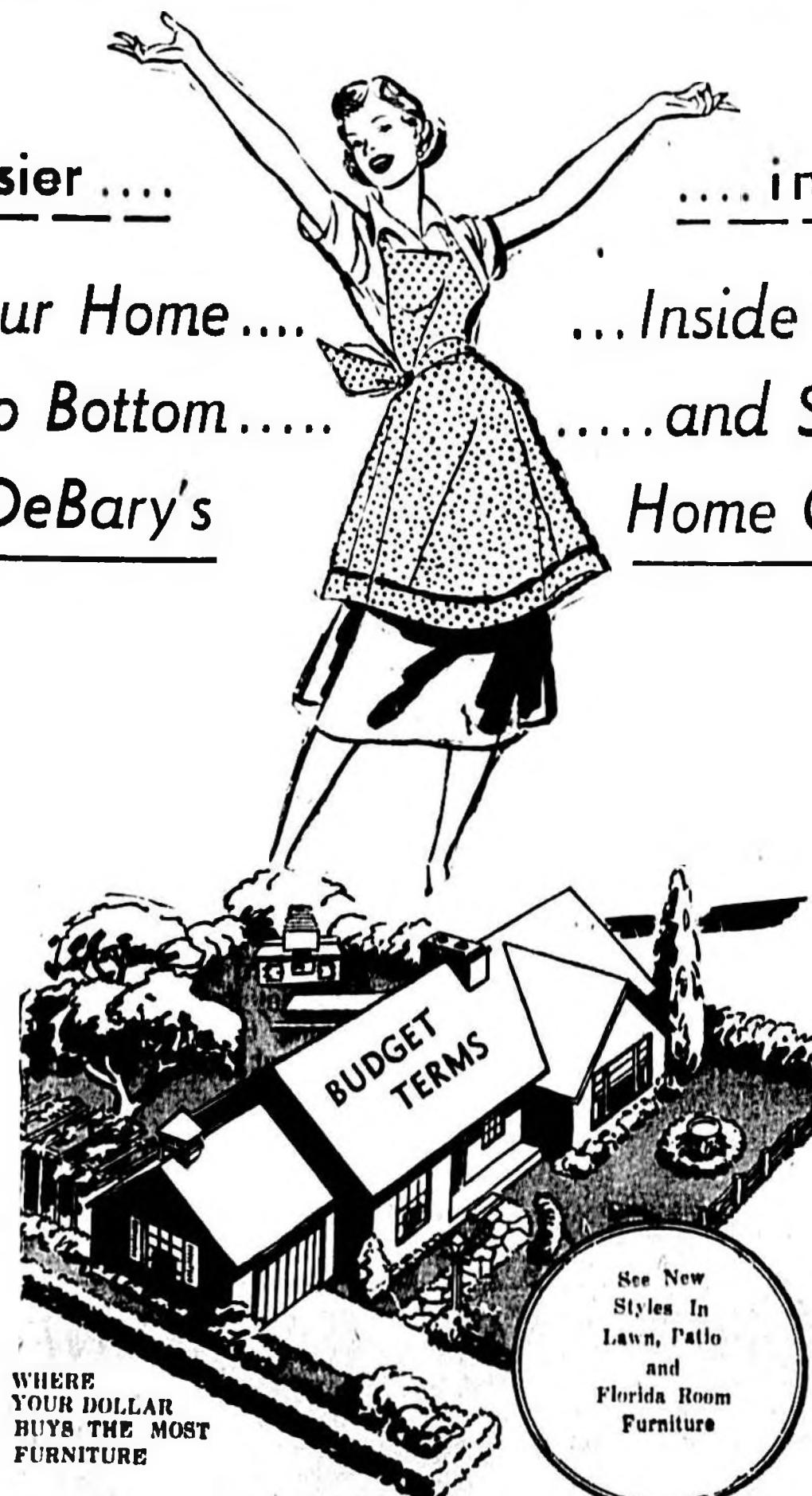
There are some 21 churches in Sanford alone, representing all denominations and faiths. At Glavia is located the Lutheran Home for the Aged and a Children's Home. The Seventh Day Adventist's Forest Lake Academy affords not only church accommodations but educational and assembly facilities as well.

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- CHROME DINETTE**  
7-Pc., Large Size \$89.95
- LIVING ROOM GROUPING**  
10-Pc. Living Room by day, Bed Room by night \$139.00
- DOUBLE BUNK BED**  
or 2 TWIN BEDS with 2 mattresses, 2 springs, ladder and guard rail \$79.95
- 8-PLAY GYM SET**  
Full size \$19.95

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courtesy

... reflecting our sincere desire to be helpful to you in all your banking needs

**WE  
HAVE GROWN  
HELPING SANFORD  
GROW**

Our Officers and Staff have watched the growth of Sanford with pride ... It's their town. They take an active part in civic activities and community life. They live and rear their families here. They believe that Sanford will continue to grow, even more rapidly than in the past. They believe wholeheartedly in the broad opportunities here in Sanford, Central Florida and our entire Magic Peninsula.



*The* **SANFORD**  
**ATLANTIC NATIONAL BANK**

*Organized 1928*  
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# The Sanford Herald

Section F

AN INDEPENDENT DAILY NEWSPAPER

VOLUME XLVIII

Established 1908

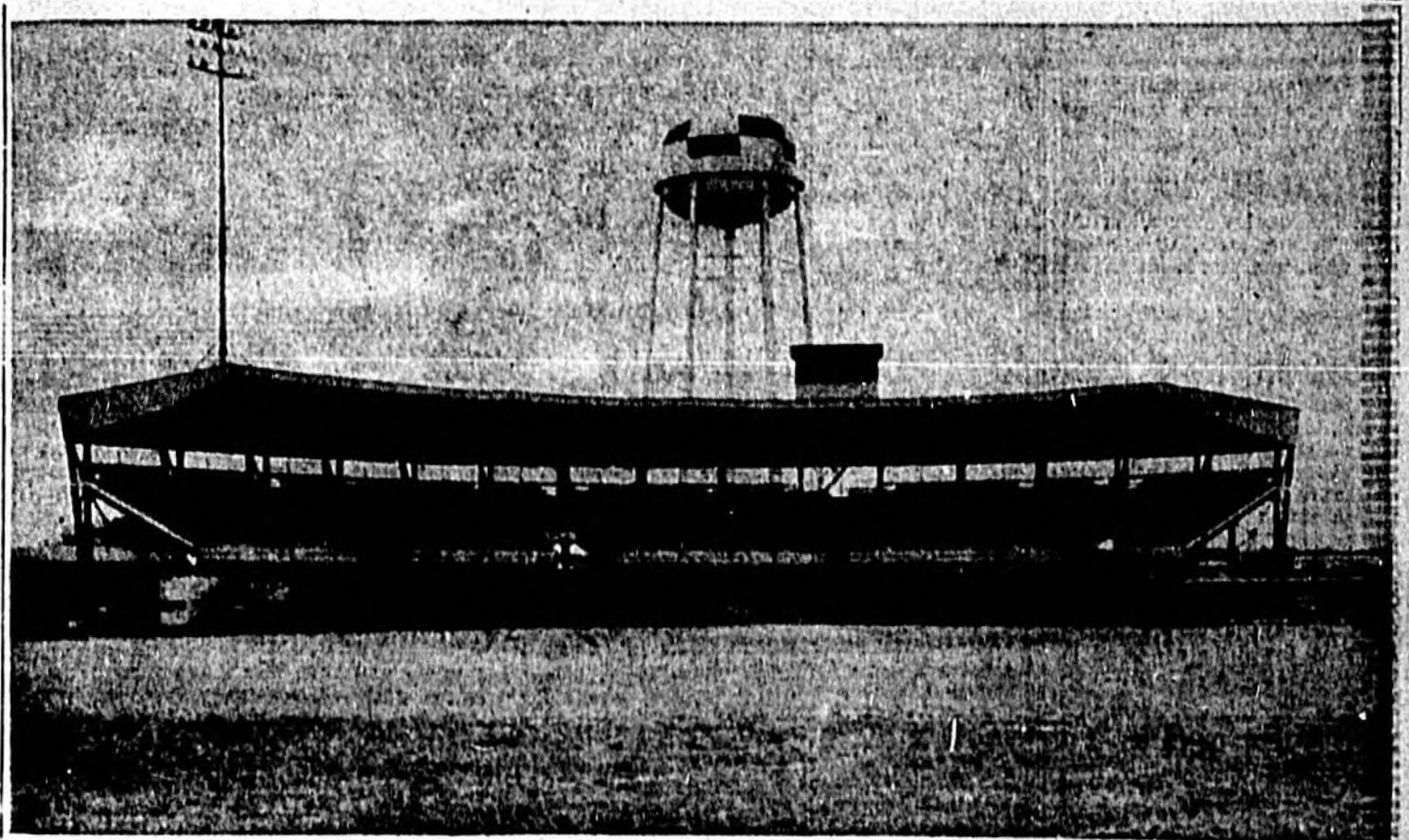
SANFORD, FLORIDA, MARCH, 1956

ANNUAL TOURIST EDITION

## Recreation Provided For All Ages In Sanford, Seminole County Where Growth, Advancement Are Experienced Every Day



The beautiful Municipal Swimming Pool in Sanford



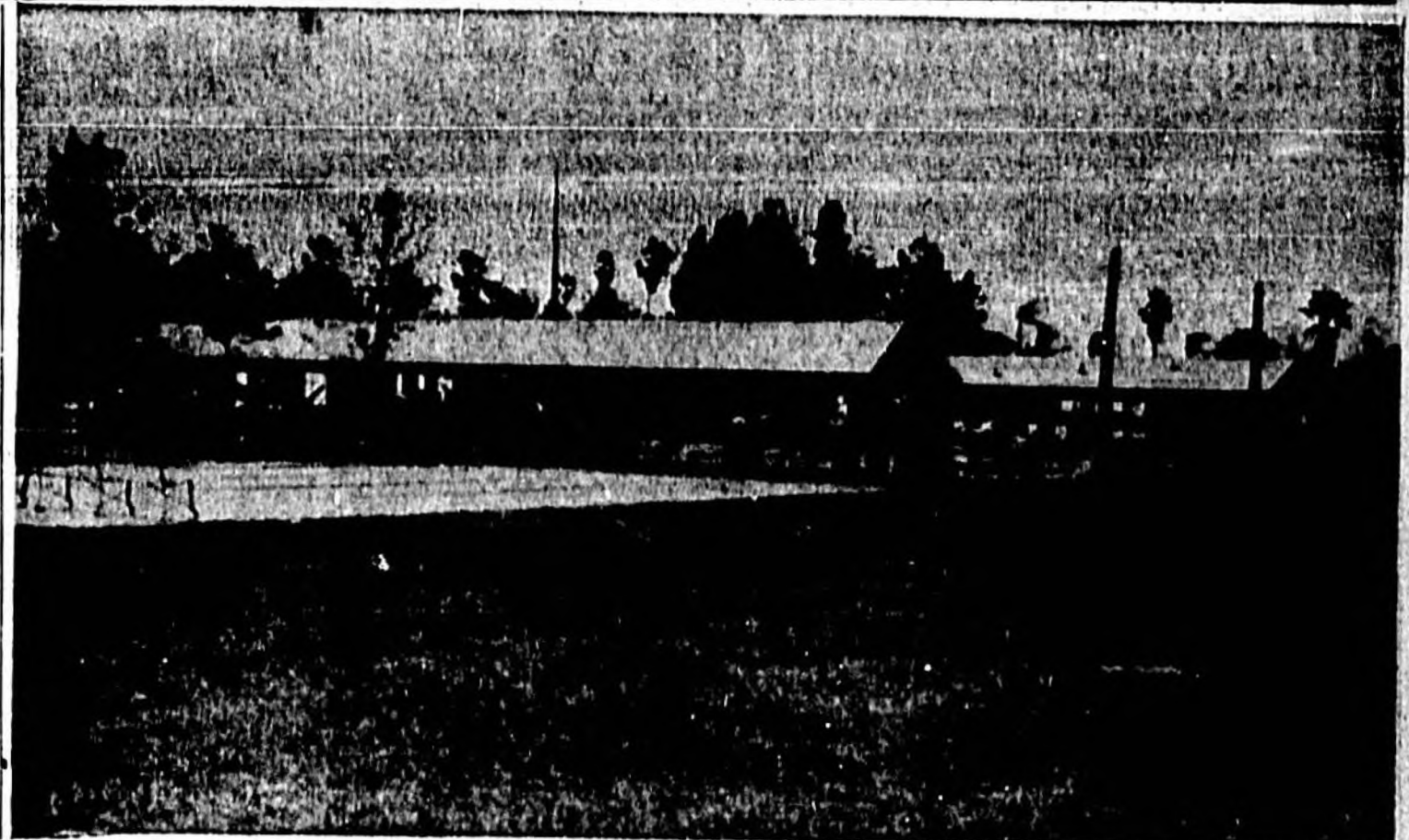
Sanford Memorial Baseball Stadium

(Staff Photo)



A scene on monkey island at the Sanford Zoo.

(Staff Photo)

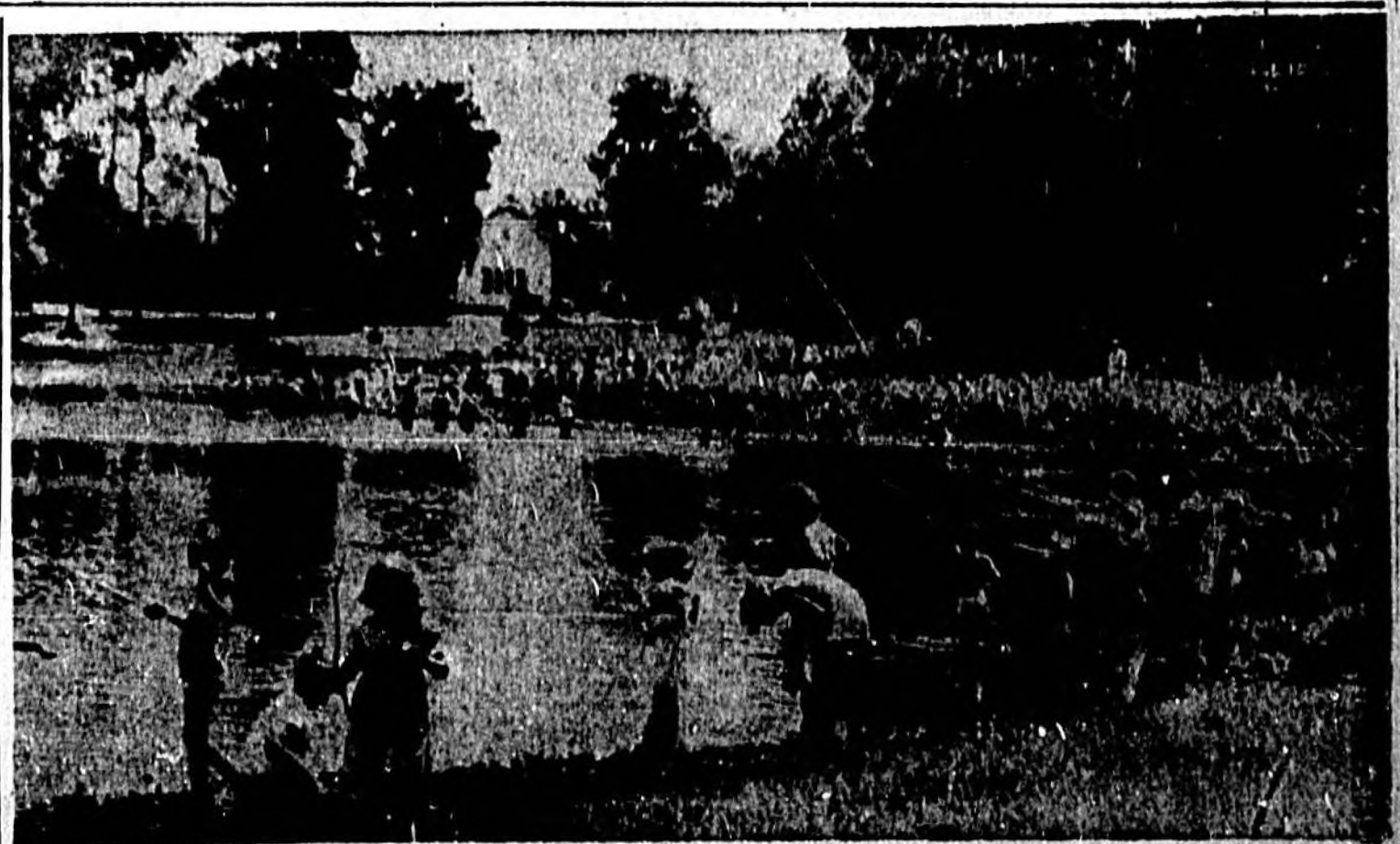


The shuffleboard courts are enjoyed by everyone.

(Staff Photo)



Overlooking the beautiful St. John's River



THE FISHING BODEO sponsored by the Seminole County Junior Chamber of Commerce for the children is an annual affair. (Staff Photo)