

Sanford Traces

(Continued From Page Two) which is made in a large pot kept continuously over a fire which is constantly burning. They have no regular eating hours but the stew pot is always ready and whenever a hunter returns to camp with a piece of venison, rabbit, or squirrel, the meat is thrown into the pot, together with corn, tomatoes, or whatever else may be found lying around. Whenever anyone gets hungry he just takes a large dipper and helps himself to the stew.

In recent years the Seminole man has abandoned most of his native garb and usually appears in a ten-gallon hat, dark trousers shoes and shirt of many colors, flowing freely to his knees or tucked into the tops of his trousers.

But the women still dress much as they did 50 or 100 years ago. Their outfit consists of a long full skirt made of hundreds of pieces of bright-colored strips carefully sewn together in a manner somewhat resembling a rainbow, and a cape around the shoulders extending just below the waist, and hundreds of strings of beads around their necks. The skirt is made of horizontal bands of cloth each about two inches wide, fashioned in an intricate design and made up of tiny pieces of material, some no larger than half an inch square. The skirts grow wider as they grow longer and their circling hems sweep the ground.

Sometimes the capes are made in the same way, but usually they are of plain colors with either fringe or a small ruffle of contrasting color around the bottom. In addition to the cape the younger women often wear a triangular scarf of thin bright silk worn on top of the cape close under the chin and tied in the back, the points hanging between the shoulders. The women and children, with few exceptions, still go barefoot but their long, full skirts almost hide their feet.

The Seminole women are great admirers of beads and are sometimes seen in town with as much as 25 pounds of beads around their necks at one time. They are usually made of a porcelain composition purchased in small lots at local stores. Fancy is allowed to run free in the designs formed by these beads. They are often worn as an almost solid breast plate extending up to the earlobes. Colors are not mixed on one string but several strings of the same shade often follow each other making solid bands of color.

Even the tiniest girl babies wear bracelets and necklaces. A baby girl receives a string of beads at birth and throughout her life she continues to accumulate them. Some come as gifts, others are bought with the money she earns. Upon reaching the age when she

ANNIE AND JOHNNY JUMPER



Ox Fibre

(Continued From Page Seven)

For the heating process there is a large steam plant with two large oil fueled boilers. The firm men are Kirby Sellers, Abram Sikes and T. H. Semmons.

From the cooking vats the bundles go on conveyor belts and are fed to machines with revolving drums that break up the bundles into strips which undergo more punishment in crushing and mashing machines, then are graded for length and quality before passing to the workers at the hackling machine for separation of the softened material into fibres.

Emerging from the hackling machines as workers alternately feed each end of the segment into the machine, the fibres, 12 to 26 inches long, have a well combed appearance and are medium brown in color. They are next racked and placed in long drying chambers.

Taken from the dryer, the she is more interested in the appearance of the younger woman of her family than in herself she begins giving away her beads, but she will always keep enough to cover herself completely from shoulder to chin.

bundles of fibre are sealed and weighed. Next they are fed to a combing machine that removes waste and short fibres. The bundles proceed to another department where they are fed to a new type of machine which quickly circles them with four lengths of heavy twine, an improvement over the former method of a single circle of twine, as the bundle requires less storage space than formerly.

In another building the fibre bundles are dipped into paraffin oil to preserve and protect the fibres. Some of the bundles are stored in original length prior to shipment. Other bundles, including those for the whisk broom factory, are processed in an efficient chain conveyor type of machine where the material is cut and trimmed to required lengths.

The plant's modernization program, will be applied to the processing departments, said Mr. Wright. Interiors of the buildings will be cleaned and repainted and machines will be re-aligned.

Painted in soft shades of gray designed to be easy on the eyes, the whisk broom factory has about 35 workers on its U-shaped production line. Large opaque windows and streamlined fluorescent lighting add to the modern appearance of the factory. Working with the incentive of

the rewards of piece work on machines that automatically compute the score of units processed, the workers show speed, concentration and skill at their tasks. Bundles of short fibre are deftly twisted around the short, wooden handles of the whisk brooms, secured in place by a wire winding machine, and the surplus handle is sawed off. Other workers on the production line remove surplus fibres, check the units for quality and shape, stitch the whisk broom with red linen in automatic machines, lacquer it around the shoulders and nail on the nickel caps.

The final operation is to trim the brush ends even, after which the completed whisk brooms are enclosed in labels and packed in cartons for shipment all over the United States and to foreign countries.

At intervals in the morning or afternoon a shrill siren sounds, and workers are allowed a 10-minute rest period.

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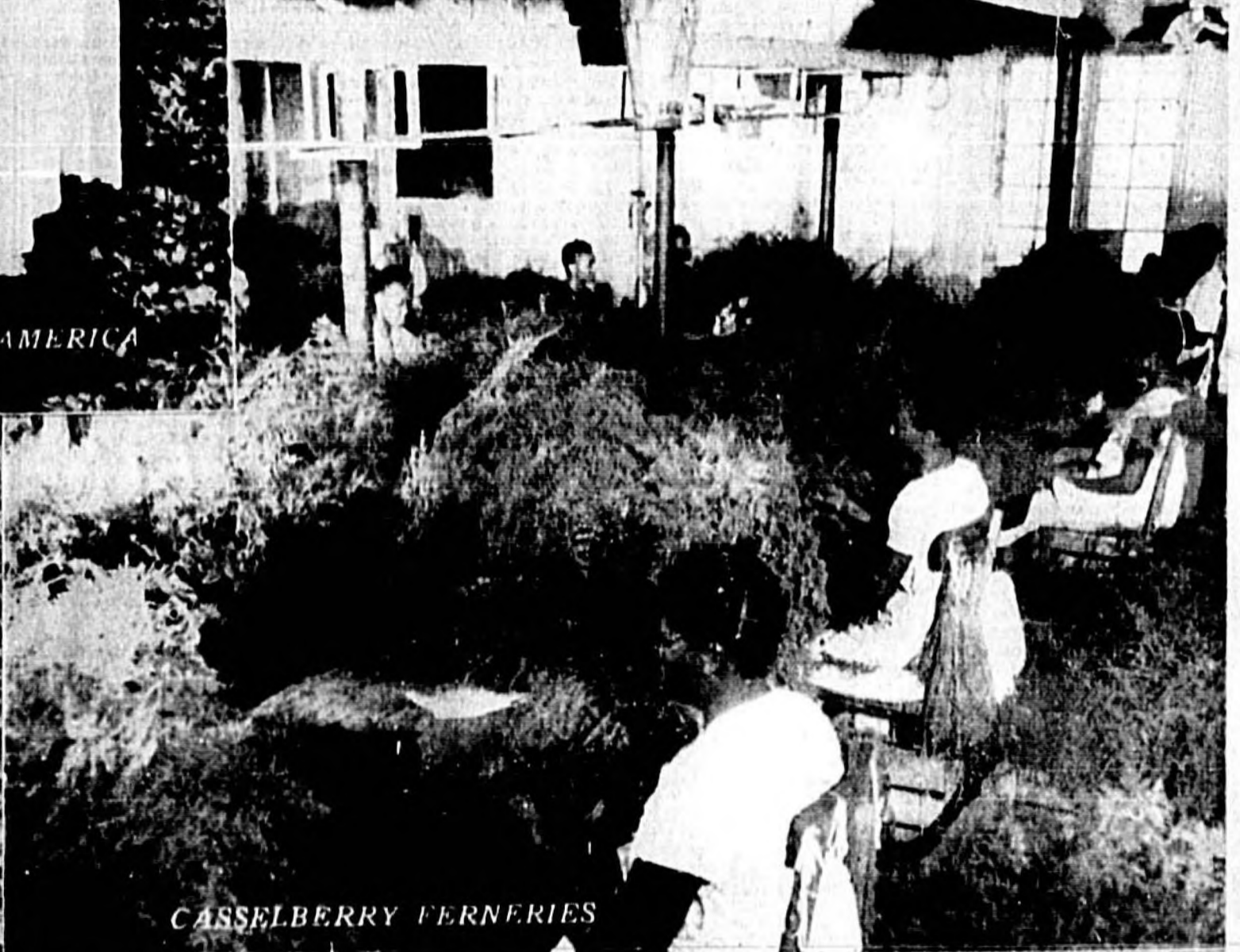
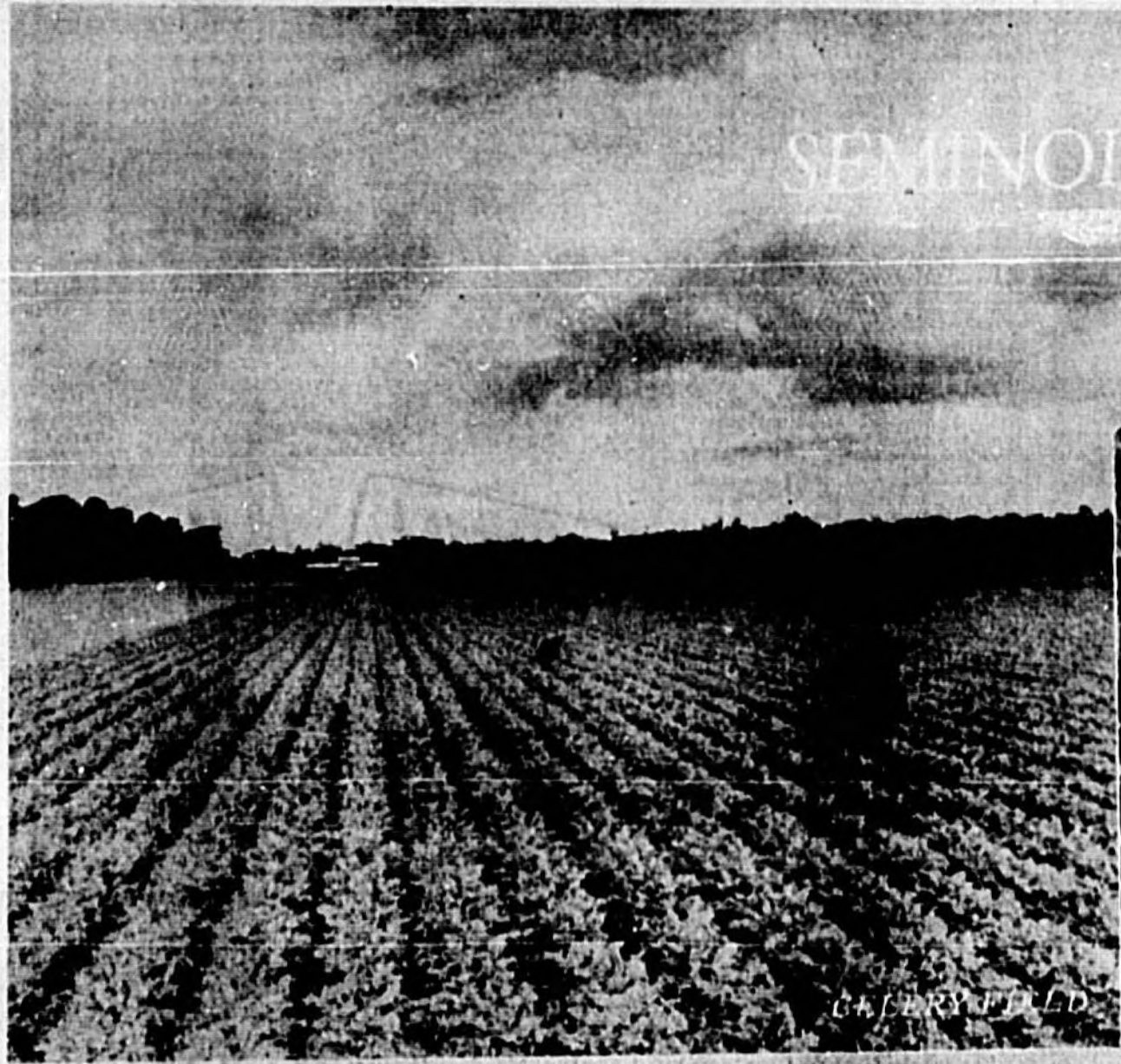
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## SEMINOLE COUNTY FARMS



# Farm Market Sales Hit Nearly \$5,000,000

### Manager Anderson Reports \$107,000 Increase In Sales Over Previous Year

The Sanford State Farmers Market, the second largest in the state, did a total business of \$4,732,929 for the season of 1949-50, an increase of \$107,289 over that of the preceding season, according to Sandy Anderson, manager.

The market is located at the intersection of two of Sanford's busiest streets, French Avenue, running north and south and connecting with the Orlando-Deland highway, and Thirteenth Street running east and west.

With as many as 215 of the big semi-trailers rolling into the Market during a single week of the busy season, the pavement of French Avenue several years ago became full of holes. Since it was declared a farm-to-market road by the State, the resurfacing job was done by the State Road Department.

The City of Sanford co-operated by putting up no-parking signs along the Avenue. With the huge increase in traffic, however, it has been found necessary to widen the avenue from a two-lane to a six-lane artery. This project is due to start this year as a State Road Department job.

The big trucks and semi-trailers roll into the Market area from states of the eastern seaboard, the mid-west, Canada, southern states and during the past year have been coming from Seattle, Washington and Los Angeles, Calif. for citrus fruits.

Some idea of the tremendous volume of business handled at the market may be gained by the fact that during one day in January of this year 61 big truckloads of fruit and vegetables rolled out of the barn, the biggest day of the season up to that date.

A mid-October hurricane set local vegetable crops back considerably and green beans and other slender crops in the Sanford, Zellwood and Everglades areas were damaged or destroyed. At Thanksgiving time there was a cold spell when during a five day period, temperatures at times dipped below the freezing point. More beans were destroyed, but more hardy vegetables such as celery and cabbage survived the cold spell.

With the supply of earlier crops curtailed, the state of the Market season in October and November did not look very promising for sales. During November 118,087 units, valued at \$274,238 were sold compared with 215,970 units which in November, 1949 sold for \$526,786.

"A hurricane blew in on us on Oct. 18, 1950, and with a knock out blow, flooded the largest and best bean crop for the count of pine," Mr. Anderson declared. "Then old Jack Frost came riding in on Nov. 24 and stayed with us for five nights," he added, "completely destroying our late fall acreage of beans, peas, tomatoes, eggplant and squash."

Citrus fruits, including oranges, grapefruit and tangerines, however, survived the cold spells and winds and prior to the Christmas season the two large packing plants at the Market, and those in the nearby area were taxed to capacity to supply the heavy demand.

With the advent of warmer weather the vegetable crops made a comeback and the empty platforms of the Market began to pile up with produce. Semi-trailers began to roll into the market area in increasing numbers, and buyers began bidding for scarce vegetables to feed the hungry millions of the country.

As a result sales during December reached a total of \$439,502 in value, and more than 143,539 units were sold. As sales continued on an upward spiral, Mr. Anderson predicted that they would exceed the half million dollar mark in February.

Prices began to zoom upward as



Sanford State Farmers' Market

demand increased and it began to appear that the price doldrums of the preceding season were about over. In one day, Jan. 2, more than 6,332 packages or units of 23 types of vegetables were received at the Market and buying was brisk. Celery from Belle Glade made its debut.

Local growers, sensing an active market, appeared with truck loads of turnips, collards, Boston and iceberg lettuce, onions and mustard greens. Long distance calls from buyers in northern states began amid a jangle of many telephones. Growers here were delighted to find cabbage bringing \$4.75 a 50 pound bag as compared to about 70 cents a year ago. Negro crews sang merrily as they harvested the crops in the fields.

The Sanford Market is known throughout the produce industry as Florida's one stop loading center because here a produce buyer can find almost everything grown in Florida or even from Cuba and the Isle of Pines which recently set fine cucumbers selling at \$14.00.

The ringing of telephones increased as good growing weather continued in January and by the end of the month the huge semi-trailers were jamming around the market. This had a curious result, as Sandy Anderson, manager of a five million dollar business, was called daily into the parking area to umpire decisions between truckers trying to back their big trailer jobs to the market platforms to load produce.

The Sanford Market, with its nearly five million dollar annual business ranks second in the state only to the State Market at Pompano, and was the first market of its type to be erected in Florida.

First regarded as an experiment when built here in 1934, the market turned out to be an outstanding success, and prompted Nathan Mayo, state commissioner of ag-

riculture, to encourage the development of other markets in Florida which have had an amazing effect upon the development of agriculture.

Not only have the markets given an impetus to locally grown produce sales, but even Cuban producers have benefitted, sending pineapples, mangoes, bananas and other products.

The Sanford Market is the only one in the state, however, that handles products grown in other states. This business is growing and last year 208,342 units were sold for \$139,693. In 1948-49, 166,447 units sold for \$102,724.

Since the main shed of more than 400 feet in length was built, an eight stall addition and an auction block were added during the past two years. Due to congestion in parking the big semi-trailers an additional paved area of 80 by 800 feet on the south and west sides of the main market building was added last year by the State Road Department. Even this may not prove sufficient, as the whole area gets jammed on busy days.

The addition last fall of another loading platform along most of the south side of the market added greatly in reducing loading congestion and gave dealers two loading platforms instead of but one as formerly. All of the main buildings were recently repainted.

In addition to the produce dealers a number of new buyers have located at the market. These include the Wesco Foods Co., buyers for the Kroger Stores, R. F. Robinson, who operates a marketing service, came here from Providence, R. I.

During winter months the Market has a U.S.D.A. news service with daily reports of celery, cabbage and scallion sales here and in northern markets. This is operated by Harold Tholeman, assisted by Mrs. James Leonard.

The Market dealers have a progressive organization, the Sanford

Market Dealers Association of which Al Skinner of the Sanford Produce Co., is president, Jim Fields secretary, Ernest Southward is vice president and Joe Corley is treasurer. The group holds a dinner meeting on the third Wednesday of each month, and have worked out many novel ways of publicizing the market, including signs on trucks advertising the one stop feature of the market.

Truckers often need accommodations overnight and for this purpose several seasons ago John Andes erected a new building near the Market. The upper floor of this is devoted to rooms and a hotel. On the lower floor is a restaurant and store.

The big demand for trucks and semi-trailers has brought five truck transportation brokers to the market area. These are Wilson Horne, R. S. Bates, J. M. Blythe, C. E. Phillips and the Cross Country Trucking Co.

The Market has its own barber shop, filling station and restaurant, the latter under management of Louis Palmer.

The two citrus packing houses at the market, Kastner and Roberts and the Market Fruit Co., did a large business last year selling 263,118 boxes of oranges at \$911.641; 67,743 boxes of grapefruit at \$220,000 and 74,167 boxes of tangerines at \$168,529. Citrus is received from a radius of about 40 miles. During December oranges sold at an average of \$3.00 a box and tangerines at \$3.10.

California has lately developed an appetite for Florida tangerines. A truck load left on Jan. 21 for Los Angeles. The truck was driven by Brad Fowler and Ernest Hummer. They estimated that they would take about 80 hours to get there.

Mr. Anderson, the manager, is a very busy man during the season. Every day he consults current prices, making trips to the various dealers. At times

## Women Contribute To Farm Life By 4-H Club Activities

Women and girls are doing their part in the agricultural activity of Seminole County by gardening, canning, raising poultry and live stock, said Miss Lila Woodard, county home demonstration agent. The foremost agencies in promoting these activities are the seven Senior Home Demonstration Clubs with an enrollment of more than 200 women, and eight 4-H or Junior Home Demonstration Clubs with 190 members from 11 communities.

Represented in 4-H work are Altamonte Springs, Bear Lake, Casselberry, Fern Park, Geneva, Lake Mary, Lake Monroe, Longwood, Maitland, Paola and Sanford.

Many different phases of home-making and agricultural demonstrations are undertaken by 4-H girls as part of the County Extension Program. These include preparation of healthful meals, selection of suitable clothing, keeping personal accounts, sharing in household tasks.

Other activities include improving the interior of the home and planting native shrubs and trees which will add beauty and attractiveness to the home.

The agriculture activities include raising vegetables and fruits that may be sold, and canning the surplus to help meet the dietary needs of the family. Raising flocks of poultry or caring for the family flock; care for a dairy calf and raising a dairy herd, purchase and care for a sow and her pigs are other activities undertaken by 4-H members.

Women of the communities learn new methods of canning and preserving foods in connection with their Home Demonstration work. In Orvieto, which has a modern canning kitchen supervised by Mrs. Grace Olliff, the women canned more than 7,062 pints of vegetables, fruits and meats last year.

Historic Fort Pickens on Santa Rosa Island, is referred to as "Jungle Town".

The name of Ormond has been honored in the Halifax country for nearly 150 years.

## Florida Pines Are \$100 Million Tree For State Farmers

By ODELL GRIFFITH

The pine is Florida's million dollar tree. In fact, this tree means millions—100 of them—annually to the 'sawdust' slush and is bread and butter to thousands of state workers and their families, according to Forester L. T. Nieland of the Service.

Seven types of pine—slash, longleaf, sand, loblolly, palm, spruce and shortleaf—grow in Florida, but with the virgin tracts of longleaf now nearly exhausted the tree economy of the state is being reared to the slash pine, the forester said.

Slash grows more rapidly than longleaf and is equally suitable for both timber and turpentine. It must have fire protection while young.

Although only two of the seven, slash and longleaf, are sound financial assets, Florida's history is wrapped about the pine. For the now almost exhausted "lighter" lot has warmed generations of

Floridians who lived in pine log and lumber houses and worked timber tracts for turpentine, lumber material or pulpwood for paper.

Concentrating upon the slash, the state now ranks first in the nation in tree planting—even over almost treeless Nebraska. And with good reason, for with diminishing timber supplies in the United States, the pine is important for its construction, paper and medicinal products.

The forester estimated that 15 million seedlings will be planted by tree farmers during 1951.

Nieland's career of 35 years as a timberman is almost as interesting as the story of the pine. He has tramped through almost all the timber stands in the state and has toured nearly every turpentine still, paper mill and creosote plant in Florida.

An extension forester, he was the originator of the timber-grazing-game program of land utilization, and without fanfare he sparked a tree planting program which, under supervision of the Extension Service's county agents, meant the planting of approximately 15 million slash seedlings during the past 12 months.

His program of outline pasture (Continued on Page Three)

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### Seminole County Produces Half Of Florida's Celery

Value Of 1,890,840 Crates Last Year Is Placed At \$4,500,000

Half of the celery grown in Florida during 1950 was raised in Seminole County on the fertile sand lands of Sanford and the muck lands in the Oviedo section, and totalled more than 1,890,840 crates, valued in excess of \$4,500,000.

Figures released by the U. S. Department of Agriculture in co-operation with the State Marketing Bureau, an office of which is maintained during the growing season at the Sanford State Farmers Market where market bulletins are released daily to the trade, show that 3,270 acres of Seminole County celery resulted in shipments of 4,502 cars.

This was well over a carload of celery an acre compared to the general Florida average which with 9,040 acres, produced 9,147 carloads of the vegetable. In Palm Beach County it took 3,500 acres to produce 2,739 cars of celery.

The 1950 season, however, was not up to the usual level in prices received. The farmer looked at 1949 favorable results when the crop in Seminole County was worth \$6,352,000, and thinking history would repeat itself, planned accordingly. He increased the winter acreage considerably. The Spring situation took on an entirely different aspect due to the depressed winter F. O. B. market and acreage was reduced nearly 4 percent below that of the previous season.

This season prices on vegetables are much higher than usual. Celery shipments have brought larger returns than during the previous season and of late the average has averaged about \$2.80 a crate. The general average during the preceding season was about \$2.41 a unit.

Shipments are somewhat less so far this season than during the same period last year. As of Jan. 25 about 464 cars had been shipped from this district, as compared with 718 at the same date in 1950. These included 110 carloads grown in Sanford, 169 in Oviedo and 195 in Zellwood in Lake county.

The first commercial celery grown in Florida was produced in Sanford, Seminole County and it is still the county's most important crop. While other sections of the state have more recently undertaken celery production, Seminole County remains the largest celery producing center. Growers and shippers of this county also control important acreage in other counties, so that better than one half of the celery grown in Florida is actually marketed through Seminole County interests. Florida produces nearly one-

### MARKET DEALERS ASSOCIATION



Officers of the Sanford State Farmers Market Dealers Association are, left to right, Al Skinner, president; Jim Fields, secretary; Ernest Southward, vice president; and Joe Corley, treasurer. This group is very active in promoting the agricultural interests of Sanford and in advertising on trucks the one-stop feature of the market.

third of all the celery grown in the United States, and during the winter and spring months, accounts for nearly two-thirds of the total shipments.

In June, the growers of Sanford may be seen preparing the seed beds for the coming season, and the sowing of beds continue into December. These must be protected with special cloth, kept moist, and cloths must be removed at intervals to allow sunlight until the plants are large enough to tolerate the warm sunshine.

Seed beds are sown in six inch rows, using one pound of seed from 125 to 150 yards of bed, three feet wide. After about eight weeks plants are ready to set in richly fertilized fields. Each bed is usually sufficient for two acres of celery. The setting is done mostly by hand on hammock land, and by machine in the muck lands.

Artesian wells supply mineral-laden underground water for celery from the seed bed stage until harvesting time. In no other local crop does water regulation

play such an important part, and the water level must be checked daily.

It is far cry from the wild celery found along the Nile River in Egypt, and cultivated for use many years prior to the Christian era to the highly scientific production of celery today. Visitors in Sanford have derived much pleasure from trips through the celery growing sections, viewing the long, neat rows and smelling the appetite whetting fragrance of this delicious vegetable as it grows vigorously in the Florida sunshine.

Celery, however, cannot be left entirely to nature, but must be carefully tended and nurtured in order to yield abundantly. Fertilizer is applied approximately every 10 days, and most growers use heavy organic or natural materials, supplemented in many instances by sprays containing iron, zinc, lime, manganese and copper.

Insects, as well as humans, are very fond of celery. Dusting of the plants with tobacco dust and sulphur helps to protect the

plants from disease and to ward off the attacks of insects.

Fields are dusted or sprayed almost weekly with elements required for a high quality and nutritious product. At Sanford, the Central Florida Experiment Station on Celery Avenue, a division of the University of Florida, carries on year around work to improve the eating quality and appearance of celery and other vegetables grown here. Constant experimenting is going on to breed disease resistant plants and to combat possible root diseases.

All of this care and protection, plus the Florida sunshine and showers, results in wonderful crops of celery, and about 120 days from transplanting, the celery is ready for "her vest" for bleaching purposes.

In cooler weather, bleaching paper is first rolled along the sides of the celery rows, held in place by wire brackets stuck into the ground, where it remains for approximately 10 days or until the heart formation is well bleached. Special crews then move into the

field for harvest. Often a machine is used which cuts off both roots and tops. The general practice is to cut the celery with knives, pack into boxes and to clip off a portion of the tops.

The celery reaches the packing house, is placed upon a long belt which moves through special washing machines, is then sized according to uniform dozens, and thence into the pre-cooler. This operation usually takes less than an hour from the time of cutting. In the pre-cooler the celery moves slowly under water which is held at a temperature of approximately 4 degrees for about 30 minutes.

From the pre-cooler, the crates are moved on conveyor belts into refrigerated cars or trucks for movement to market.

The formerly highly-prized Golden or white celery varieties are slowly giving way to Pascal or green types. There is, however, a good demand for both types; the golden, being preferred for chopped salads, and especially for its cooking flavor. Cannery use

### Farmers Market

(Continued From Page Two) the University of Florida and nearby colleges. The students show much interest and are eager to learn, he reports.

The Market operators include Harold Kastner, Harry Tooke, William Williams, Jack Flynt, Hugh Wheelchel, Julian Funder, W. Ted Lockett, Chase & Company, Kastner and Roberts and the Sanford Produce Co., operated by Al Skinner and Joe Corley.

A number of packers and industries are located near the market and include W. A. Patrick, citrus packer; the Southward Fruit Co., Standard Growers Inc., vegetable packing plant, the Seminole Truck and Tractor Co., Otham Motor Co., and garage and the Central Florida Quick Freeze and Lecher

the Golden variety almost exclusively. The Pascal type is becoming more and more favored for saw table use.

### Plant.

Oranges were the biggest money crop at the Market during the season from July 1, 1949 to June 30, 1950, and at an average of \$3.44 a box brought \$911,641.

Beans of the tender green variety proved to be the second biggest money crop in spite of storms and freezes and at an average of \$2.48 a hamper brought \$784,022 for 316,138 bushel hampers.

Celery, the major crop of the St. Johns River area, placed third at \$2.50 a crate and 207,107 crates sold for \$667,767.

In contrast to present prices of more than \$4.75 a 50 pound bag, cabbage averaged only 70 cents during the season, and it took the huge amount of 607,370 bags of cabbage to bring in \$425,159. In crate form the vegetable brought \$129,563.

Other large selling commodities during the season were grapefruit, \$229,838; hot chili potatoes, \$204,560; sweet corn, \$180,762; iceberg lettuce, \$136,201; peppers, \$136,803; tangerines, \$108,329 and tomatoes, \$146,895.

### Florida Pines

(Continued From Page Two) strips of improved grasses through forested land was inaugurated more than a decade ago. The grassy areas provide grazing for cattle and at the same time serve as excellent firebreaks. Natural or made ponds supply water for cattle and for fish, and game is encouraged in the woods.

"Our farmers were given the hard financial facts of timber growing," the forester said. "They were shown profit records comparing the return from timber with that of field crops on poor soil over a 10-year period. They also were told of the need for conserving their water shed and of building up their land—as pines will do—through organic fertilization."

They were told, he added, of experiments which proved that cow-corn could be placed on pastureland where pines were grown and an appeal was made to the hunting strict of every farmer by showing him how pine stands make ideal game preserves."

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# Chase & Company Invests \$200,000 In Additions

## Oldest Marketing Organization Shows Faith In Future By Expanding Plant

One of the oldest businesses in Sanford and probably the oldest marketing organization in Florida is Chase & Company which was founded in 1884 and which has survived the "Big Freeze of '94", the Fruit Fly infestation of 1928, the Panic of 1907, at least two booms and a bust, and three major American wars.

Indicative of its faith in the future growth and development of Seminole County farmlands and related industries is the investment by Chase & Company of an additional \$200,000 during the past year and a half in its ice plant and celery packing facilities in Sanford. Included in the improvements to the Boardwalk Avenue packing house about three miles east of the city are a cold storage warehouse with a capacity of 40 carloads, a new processing plant and the addition of a new 400 HP diesel engine for generating electricity for use in refrigeration, making ice, and processing celery and other vegetables.

Now in the course of construction is an additional 24,000 square foot concrete packing house for miscellaneous vegetables to which the Atlantic Coast Line Railroad has just completed a new 10-car side-track for loading.

The Boardwalk Avenue plant is in operation from the middle of October to June 15 of each year with an average payroll of about \$10,000 a week. Altogether Chase & Company had a payroll in the Sanford area last year of \$115,000 and paid taxes amounting to \$31,000. There are some 51 stockholders of the company to whom dividends of \$100,000 were also paid.

In commenting on the growth of the company during the past 65 years and the large investments which have been recently made in anticipating a even greater growth in the future, W. A. Leffler, chairman of the board of directors, said that Chase & Company is lacking its experience of over half a century in truck farming in Seminole County, based



W. A. Leffler

on the fine quality of Seminole County lands, the natural advantages in temperature, the abundance of water for irrigation, and the wide variety of truck crops which can be profitably produced here.

"In improving our facilities," Mr. Leffler said, "we are working steadily toward the better preparation and refrigeration of

celery, cabbage, escarole, lettuce and other leafy crops that make up the large volume of fresh fruit and vegetables leaving Seminole County.

Mr. Leffler is a native of Sanford and has been with Chase & Company ever since November, 1908 after about five years as a clerk in the Atlantic Coast Line freight office. He began as a clerk with Chase & Company and has served as manager, vice president, president and in his present position as chairman of the board. He is a substantial stockholder and has been with the company for 42 years.

Chase & Company was founded in 1884 when a partnership was formed between the late Sydney O. Chase, who came to Sanford in 1878, and his brother, Joshua C. Chase, who arrived in the spring of 1884. At first the company acted mainly as the state agency for a large fertilizer company and carried on a general insurance business, but after the standard gauge railroad was completed from Jacksonville in 1886, Chase & Company engaged in the packing and marketing of citrus fruits.

What is known as the "Big Freeze of '94", which killed most of the citrus trees to the ground, compelled the company to look around for other opportunities, and it was shortly after this that vegetable growing in Seminole County was begun. The first celery in any volume amounted to about three or four carloads a year. Since then it has grown until now Chase & Company alone handles 1,500 cars a year. In addition to hundreds of cars of cabbage, escarole, lettuce, peppers, squash and cauliflower.

With the passage of years the citrus trees damaged by the Big Freeze began bearing again and other groves were set out until

now Seminole County is one of the leading citrus producing areas for its size in the state. And Chase & Company has been foremost in this section in the development of citrus and the packing and marketing of citrus fruits as well as vegetables.

"While there have been seasons of low prices and damage from cold and frosts," said Mr. Leffler, "progress and expansion notwithstanding these temporary setbacks have continued. Farmers in Seminole County have made good progress in improving their lands and maintaining soil fertility."

"In the last three years it has been the practice to use soil fumigants for controlling Nematodes, or root-knot, and this practice has tended to increase the production per acre which is constantly increasing in Seminole County, notwithstanding the fact that some of the farms have been continuously cropped for 10 years or more."

The net annual growth of sawtimber in Florida for 1948 was 1.1 billion board feet.

## Price Of Cabbage Increases Rapidly After Texas Freeze

Cabbage is proving to be a very profitable crop in the Seminole County area this year and it is estimated that more than 1,200 acres have been planted.

Quality of the vegetable is good and the freeze in Texas recently created a shortage that sent the price up to an all time high of \$4.50 for a 50 pound bag.

Sales of cabbage at the Sanford State Farmers Market from Feb. 1-6 this year totalled 19,217 bags at an average of \$4.65 a bag, said Sandy Anderson, manager.

During the month of January of this year 45,429 bags of cabbage sold at the Market for \$148,168 an average of \$3.19 a bag and exceeding the total received in January of 1950 when 100,506 more bags were sold.

Growers in the Sanford area generally plant the cabbage in seed beds late in August or early

in September. In about six weeks the plants are transferred from the seed beds to the fields. Most of the fields are tilled and have an artesian water supply which can be controlled as needed. This results in an unusually fine grade of cabbage.

The 50 pound mesh bags, which are easily handled, contain about 18 to 22 heads of cabbage and the bulk of the crop is shipped these, although some are marketed in crates. In addition to the common variety of cabbage, other varieties are raised to some extent. These include Chinese cabbage which resembles celery somewhat in appearance.

## 4-11 BOYS PLANT PINES

Several Santa Rosa county 4-11 club boys are planting approximately 20,000 slash pine seedlings, Assistant County Agent Henry Davis said in Milton today.

In all cases, the boys have chosen a thinly wooded area and are using seedlings for replanting the established plot, the extension worker explained.

## Tree Ranches Pushed By Florida Farmers

Florida's private timberland owners moved steadily ahead last year in the certification of timberlands under the American Tree Farm System. Eight new units, with a total of 115,611 acres of forestland, were dedicated to the continuous production of wood for commercial use. This brings the state's total number of Tree Farms to 59, with an average of 1,719,568, fourth largest in the South.

These figures were announced in Washington, D. C., by James C. McClellan, chief forester for American Forest Products Industries, National coordinator of the Tree Farm program.

Florida was one of the states to enter the Tree Farm program in 1946. The Tree Farm System is sponsored at the state level by the Florida Forest and Park Service and the Florida State Chamber of Commerce, with cooperation from the Southern Pine Association.

Now active in 29 states, the American Tree Farm System in-

## ARTIFICIAL BREEDING

Orange county has a record 2,045 first services of artificial breeding during 1950, according to County Agent F. F. Bartsman.

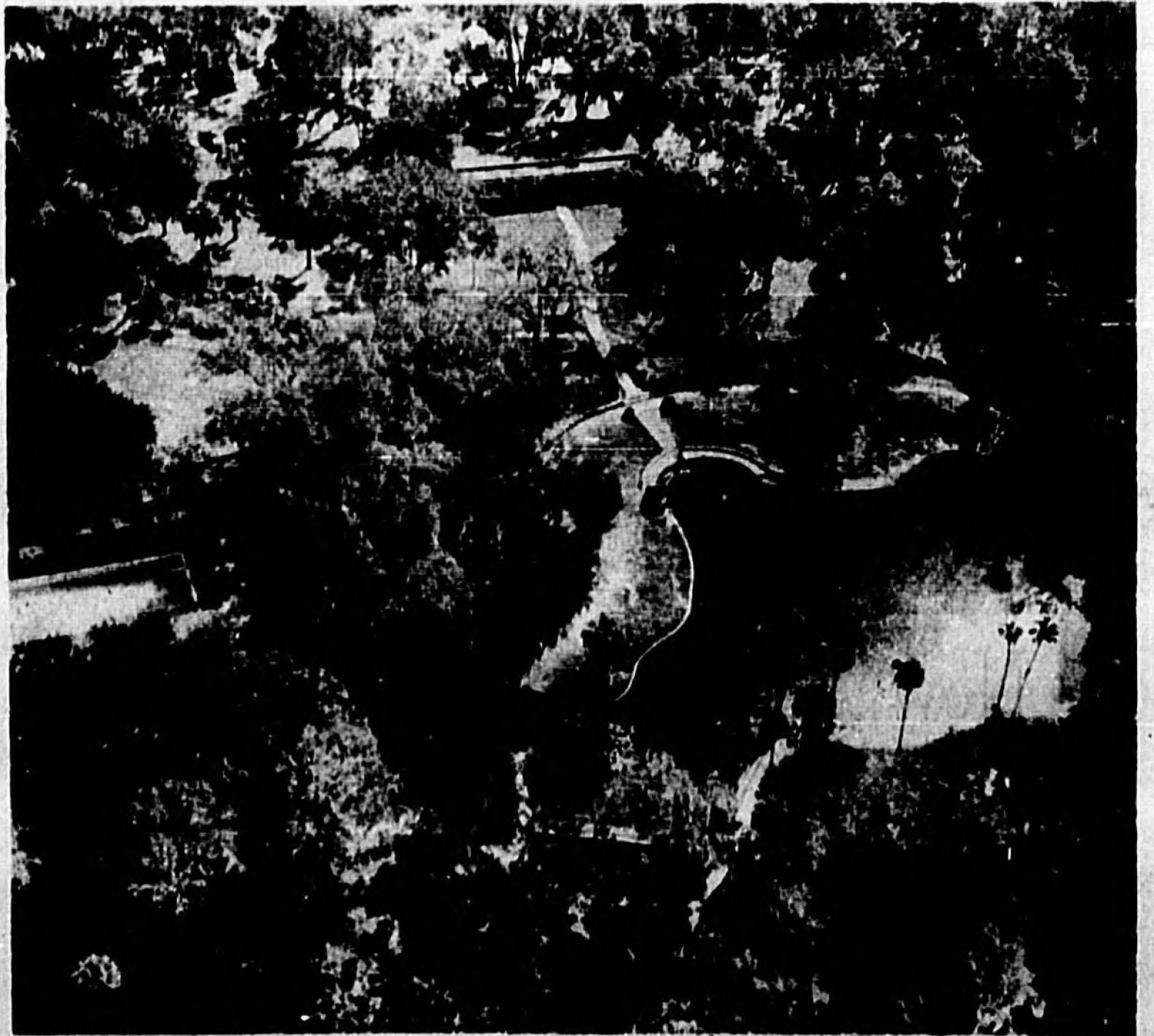
The county agent said the services were made as a part of the herd improvement program of the Orange County Artificial Breeding Association.

The number, covering what Mr. Bartsman called "a good portion of the cow population of the county," was released to the agent by Carroll Ward of Winter Garden president of the breeding group.

Some 22,913,170 acres of privately owned timberland certified for perpetual and productive tree growing.

The American Tree Farm program was started in 1941, sponsored in 10 states have cancelled the certificates of 131 owners whose holdings totaled 250,376 acres because of change of ownership or for failure to maintain the standards of protection and forest management required.

# For Fun In The Sun Visit Sunlando Springs and Tropical Gardens



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## WELCOME FRIENDS...

Sunlando Springs extends to you a welcome as warm as the golden Florida sun. We hope you will make this your fun headquarters while in Seminole County. Don't miss the Blossom Festival, February 18-25. Spectacular aqua shows weekly features. Plan to bring a group of friends and spend the day. You will LOVE IT.

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Automotive Accessories—Fishing Equipment

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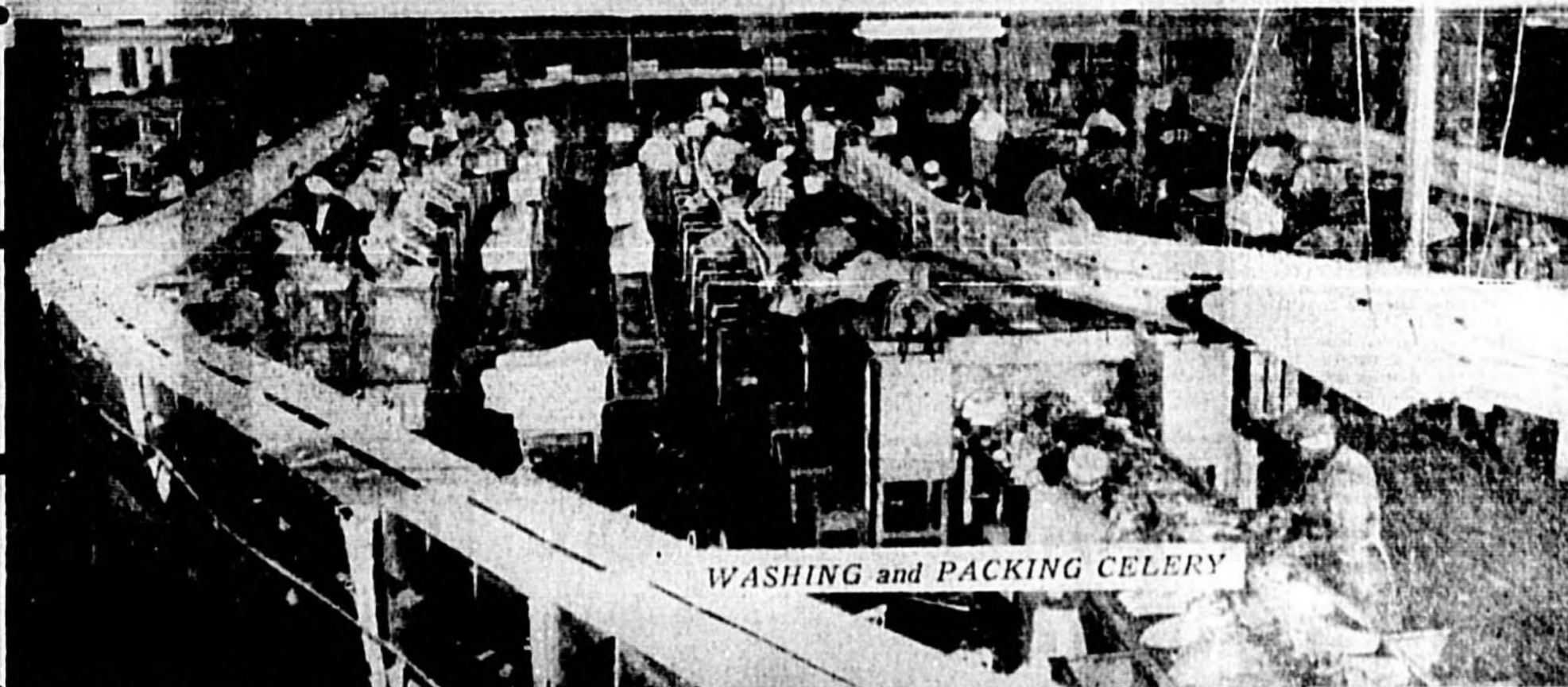
# CHASE & CO. OPERATIONS



BEARDALL AVENUE WASH HOUSE



FLOWERS' FARM



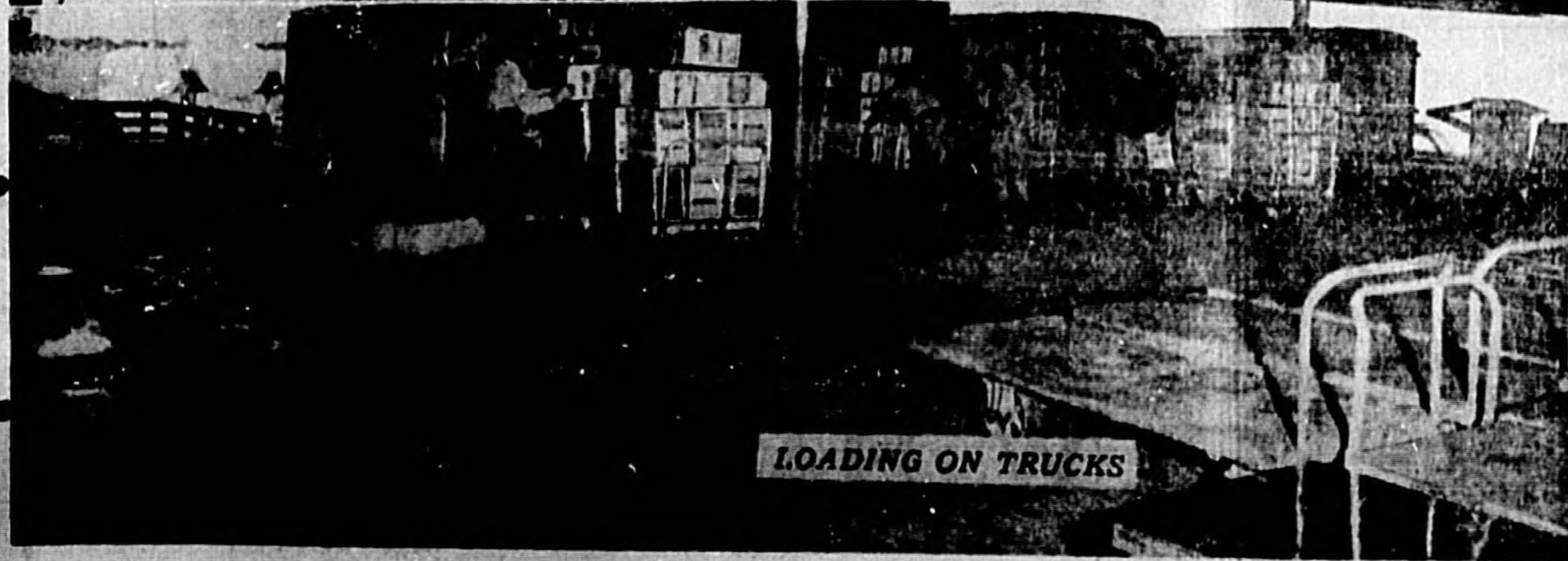
WASHING and PACKING CELERY



PACKING CELERY



GRADING FOR SIZES



LOADING ON TRUCKS



LOADING REFRIGERATOR CARS

# Seminole County, Despite Size, Ranks Fourth In Citrus Shipping

### 3,000 Acres of Additional Groves Are Set, Making Total Of 13,000 In County

Seminole County in spite of its small size is considered a "mighty mite" in the citrus industry and is rated about fourth in Florida in the packing and shipping of citrus products.

For an industry which but a few years ago was in the price doldrums the picture is now exceedingly bright both as to prices received and as to supply, and with oranges now bringing \$3.50 a box F. O. B. citrus is regarded as one of Florida's most prosperous industries.

In spite of heavy punishment this year by Mother Nature in the form of storms and freezes citrus fruit in the Central Florida area has emerged with some of the best quality in years.

Although official citrus acreage will not be compiled until March, local citrus experts are of the opinion that more than 3,000 acres of groves have recently been added to the 10,000 acres already listed in Seminole County.

The largest growing area of fruit is in the southern part of the county between Goldenrod and Forest City. The Geneva region has about 1,200 acres, and there are large plantings west of Sanford in the Paola area.

An outstanding event in the citrus industry in Seminole County this year will be the opening of the million dollar citrus concentrate plant of the Chester Fosgate Co. at Forest City, a community literally surrounded by citrus groves.

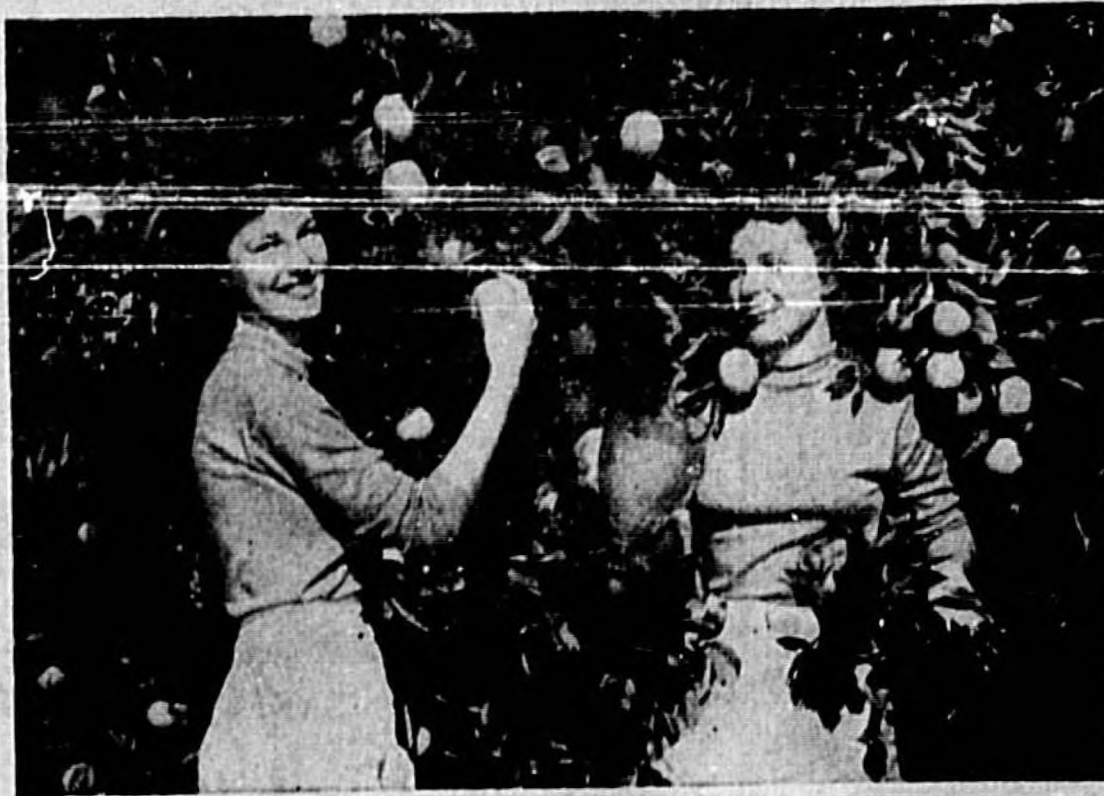
Frozen concentrates will be produced there at the rate of 5,619 six-ounce cans of orange juice per hour or nearly 25,000,000 cans a season. Some idea of this capacity may be gained by the fact that more than 1,600 gallons of single strength juice can be produced an hour and in turn 404 gallons of concentrate. The concentrate projects, including that at nearby Plymouth in Orange County, have already had a very stimulating effect on the citrus industry.

Many old citrus groves are located in the Forest City region, and it is believed to be the oldest packing and shipping house in Florida. Owned by the Fosgate interests this plant now has a capacity of 35 cars, or about 18,500 boxes of fruit a day.

The company has its own road repair department, and its own plants for the preparation of fertilizers and insecticides. The opening of the concentrate plant will add about 150 persons to its payroll.

Sanford has five citrus packing plants, all humming this season at the peak of capacity. These are the Chase & Company plant near Rands Siding in West Sanford, The Sanford Fruit Co. and Kastner-Roberts Co., at the Sanford State Farmers Market and the Patrick Fruit Co., and South-

### ORANGE PICKERS



(Photo by Florida State News Bureau) Joan Demastus and Kitty Champion of Orlando are pictured above in the role they played last year during the Orlando Jaycee's National Orange Picking Contest. This year another bevy of tourists are lending color and giving away hundreds of gallons of free orange juice at the event. More than a hundred champion pickers are participating.

ward Fruit Co., located nearby.

So busy have these plants become that it is not unusual to see a sign, "Sorry, no visitors." From an entrance way, however, one may be able to see boxes of fruit passing on rollers en-route to freight cars and trucks. In the packing houses the fruit is washed, colored and waxed as it rolls on belts in and out of machines. It then is sorted and packed.

The plants furnish employment for many men and women during the fall, winter and spring packing season. Large picking crews are required to work in the groves and many huge trucks are used. A novel sight is that of a large open truck rolling to market with a load of thousands of oranges.

At the Chase & Company plant about 60 are employed. More than 100 workers are employed in the field crews. Capacity output is about 5,000 boxes of fruit a day.

Robert Reely, citrus sales manager, recently reported that the tangerine season is nearly finished. Grapefruit supplies have been light, but quality is reported excellent.

Kastner-Roberts Co. reported shipments of about 1,200 crates a day of citrus. Demand for tangerines has been especially good they reported and several truck loads were sent to California during the week. This plant is located at the west end of the long Market building. About 30 workers are employed in the plant and 50 in the groves. The firm is owned by Harold Kastner and Steve

Roberts.

The Sanford Fruit Co., of which Harry E. Tooke, Jr. is owner, has been shipping from four to five cars a day of mixed citrus on an average. About 95 percent of this goes by truck to northern markets. More than 40 persons are employed in the packing plant and 60 to 75 in the grove crews. Supplies are received not only from Seminole County but from other nearby counties including Lake, Orange, Volusia and Osceola counties.

Near the State Farmers Market is the Patrick Fruit Co., with a large, modern and well equipped plant with the latest type of packing and processing machinery. Output capacity is about six cars a day or more than 3,000 boxes of fruit. W. A. Patrick reported that recent cold rains added rather than diminished the quality of fruit which is said to be in the best condition in five years. He owns about 300 acres of bearing grove land.

The company has a payroll of about 225 including field workers. More than 44 trucks and trailers are required to supply the packing houses.

The Southward Fruit Co., which is located on French Avenue near the State Market, has an output of about 1,500 boxes of fruit a day. More than 16 workers are employed in the plant and about 40 workers are engaged in the groves. The firm owns about 100 acres of groves.

The citrus growers are busy setting out more groves and con-

### Kissimmee Will Hold Silver Spurs Roundup

Cowboys from all parts of the country will converge on Kissimmee Feb. 25 and 26 for the first Midwinter Silver Spurs rodeo, and winter visitors are expected to pack the Silver Spurs' new covered grandstand to overflow capacity.

Midwinter rodeos have not proven successful in years past and local townspeople recall the thousands of dollars lost in such ambitious undertakings as the International Cow Capital Roundup which folded after its first 11-day season back in 1946.

Since that time, however, the Silver Spurs—a non-profit community organization comprised of young people in Osceola county's many "cattle families"—have been tremendously successful with their Fourth of July rodeo. Yielding to public requests, they have agreed to put on a full-scale show for the benefit of winter visitors in central Florida.

Three performances will be held: 2:30 P.M. Sunday and Monday, and 8 P.M. Monday. In addition, a rodeo parade will be staged in downtown Orlando on Saturday, Feb. 24 in conjunction with "Osceola County Day" at the Central Florida Exposition, and a similar parade will be staged in downtown Kissimmee on Monday morning.

Looking forward to an even bigger harvest of the golden, vitamin packed fruit next year.

# WELCOME TOURISTS



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Sanford, Florida

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### Concentrates Use 29 Million Dozen Oranges In Month

#### Phenomenal Industry Ups Consumption 66% Over Last Year

Twenty-nine million dozens of oranges consumed in one month is the record recently chalked up by that new wonder product—frozen orange concentrate.

As revealed in surveys conducted by Industrial Survey, Co., Inc. 58 million dozens of oranges were consumed as concentrates during October and November of 1950, an all-time record and one that is 66 per cent over the 1949 consumption.

A summary and interpretation of the survey data made by Herman F. Steele of the Florida Citrus Commission's staff reveals the continuing impact of this new product on consumer eating habits and on the state's citrus industry.

In addition to this all-time high in consumption Steele shows that institutional outlets have become more important as a distribution factor in the over-all sale of citrus

### VETERANS PRODUCE EXHIBIT



The Seminole County Veterans-On-The-Farm Training Class, of which John Pierson is instructor, is shown with their fine exhibit of vegetables and fruits at the 1950 Seminole County Fair. Composed of veterans of World War II, the class meets at the Seminole High School Farm Building. Left to right, are Louis J. Mathern, Gilbert Blocker, James I. Smith, Ross D. Montel, Roger Jimenez, Homer L. White, Mr. Pierson, Gwynn McCrum, George Arnold, Robert L. Hunter, George H. Steele, Henry Austin and Charles Lawson.

### Finest Cotton In World Grows In Seminole County

Experiments and tests have proved that nowhere else in the United States can such fine quality of the Long Stapled Sea-land cotton be grown as on the fertile, tilled lands of the St. Johns River valley in Seminole County, said County Agent C. R. Dawson.

It was in 1948 that Mr. Dawson learned of the development of this strain of cotton, secured some seed and induced Phil Bach, one of Sanford's most progressive celery growers, to plant some of the crop for the summer season.

In the first planting on 20 acres Mr. Bach secured about 17 bales of cotton. In 1949 he planted 45 acres and harvested 80 bales. He continued the operation during the past year.

Among other growers who planted Sea-land cotton in Seminole County during the past year were George Thurston, Henry Thurston, Fred Thurston, Herbert Thurston, Walter Kröhne and George Arnold.

Orie Mathews of the Production Marketing Administration estimates that at least seven growers will plant about 300 acres of Sea-land cotton in this area this season.

With the artesian sub irrigation, he pointed out, Seminole County produces the largest and strongest staple and the best yield of cotton of any land in Florida.

Cotton is planted as soon as the spring vegetable crops have been harvested. Following celery crop it requires very little fertilizer. Harvesting takes place in September, following which the ground is again prepared for winter crops.

Since the cotton gin burned down in Leesburg last year, efforts are being made to have one built in Sanford, said Mr. Mathews.

The crop here has commanded a good price, averaging about 62 cents a pound, he stated.

Florida now has 12,500,000 acres of forest land now under protection against forest fires, most of it by the Florida Forest Service.

During 1948 Florida's wholesale manufactured value from her forest products was nearly 200 million dollars.

Some 119,000 men and women work in southern paper mills and they get paid more than \$200 million in annual wages.

America's first commercial sawmill began operations at Herwick, Maine, in 1631.

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We welcome you to Sanford, Florida. The Land of Sunshine, Moonshine and Happiness . . .

and price increases during the 1949-50 season, at the consumer level, were returned almost directly to the grower.

Steele went back to 1948 in his work because that is the season when frozen concentrate was first generally available in commercial quantities. From a consumption of the equivalent of four million dozens in October and November of 1948 the sale climbed to a phenomenal 58 million dozens during the same period in 1950, the last period for which figures are available.

He shows that the national citrus crop for the two seasons, 1948 and 1949 were almost identical but that during this period a change in disposition was noticed. This change came about through a noticeable decline in consumer purchases but since there was an increase in the amount of purchases for institutional use the decline becomes a change. For the period this would mean an institutional use, hotels, drug stores, restaurants, schools and other, of about 11 per cent.

Despite this change showed at the consumer level the rise in consumer prices pushed the dollar volume up to show a 4 per cent increase—representing an increase of 90 cents a box on-tree for the Florida grower over his returns for the 1948-1949 season. Of every dollar spent for food, consumers bought two cents worth of citrus.

The sale of fresh oranges con-

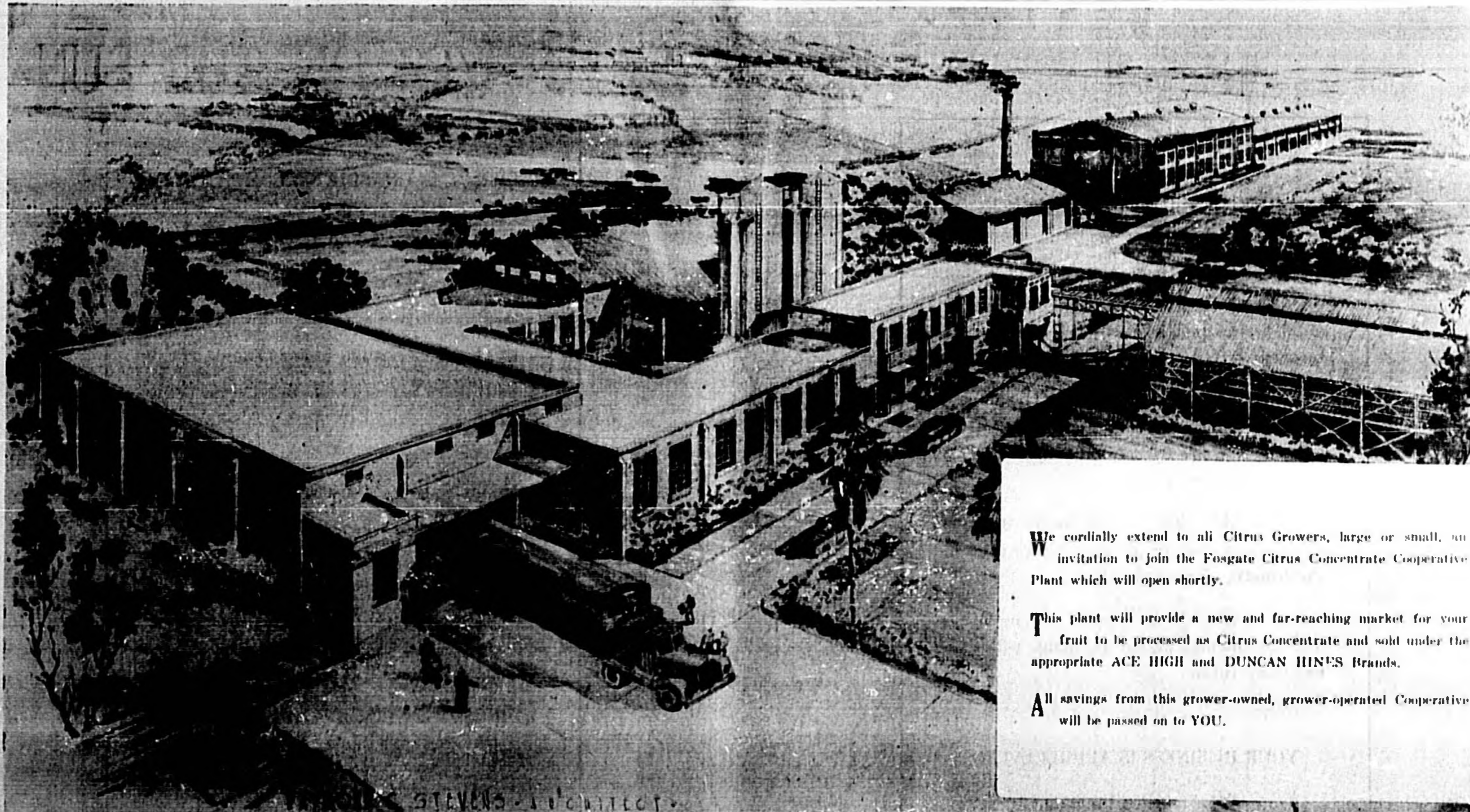
tinues to overshadow the sale of concentrate, but the latter is rapidly catching up. During October-November of 1950 consumers bought the equivalent of 71 million dozen oranges against the 58 million as concentrate.

Other figures for the period are 14 million dozen grapefruit in the fresh form, 17 million dozen grapefruit as single strength juice, 36 million dozen oranges as single strength juice and a total of 39 million dozen oranges and grapefruit in single strength blended juice. The total was an impressive 205 million dozen.

From the same source it was learned that the per capita consumption of citrus throughout the nation represents the equivalent of about one and three-tenths ounces of some kind of citrus juice to consume the entire 1949-50 crop of 137,823,000 boxes of oranges, grapefruit and tangerines from all producing areas.

A projection of this figure requires every man, woman and child in the nation to consume one and four-tenths ounces a day to consume the entire 1949-50 crop. If this figure were increased to two ounces—the size of the crop would have to be increased by more than 40 per cent.

Exclusive of federally owned forest land, Florida has some 20,000,000 acres of commercial forests.



We cordially extend to all Citrus Growers, large or small, an invitation to join the Fosgate Citrus Concentrate Cooperative Plant which will open shortly.

This plant will provide a new and far-reaching market for your fruit to be processed as Citrus Concentrate and sold under the appropriate ACE HIGH and DUNCAN HINES Brands.

All savings from this grower-owned, grower-operated Cooperative will be passed on to YOU.

STEVENS ARCHITECT

# FOSGATE GROWERS COOPERATIVE

ORLANDO, FLORIDA

ORLANDO PHONES 2-0781

OR WINTER PARK 26-2701

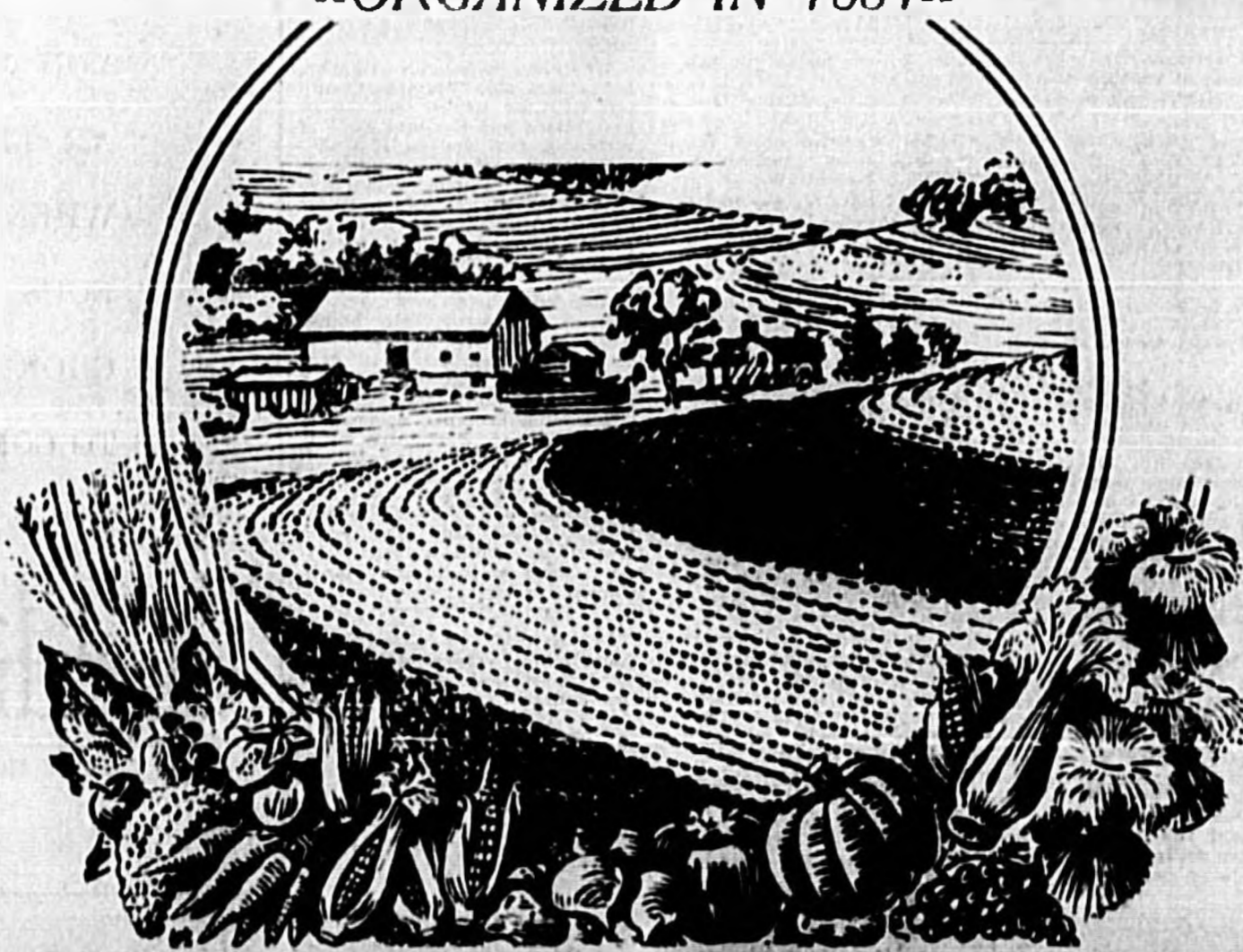
P. O. BOX 2678



# CHASE & COMPANY

*One Of The Pioneers Of Sanford*

--ORGANIZED IN 1884--



## OUR POLICY OF SERVICE

The meaning of service in the operations of Chase & Company is that we have a constant desire to do a good job for all that do business with us—not just friends or a particular few, but to every one.

Also that our employees know their business and are friendly and capable of attending to their duties.

And also that we constantly improve ourselves and our facilities for better work to the benefit of our customers.

We feel that the success of our employees and the success of our company will then naturally follow.

**YOUR BUSINESS IS APPRECIATED.**

## WHAT IS CHASE AND COMPANY?

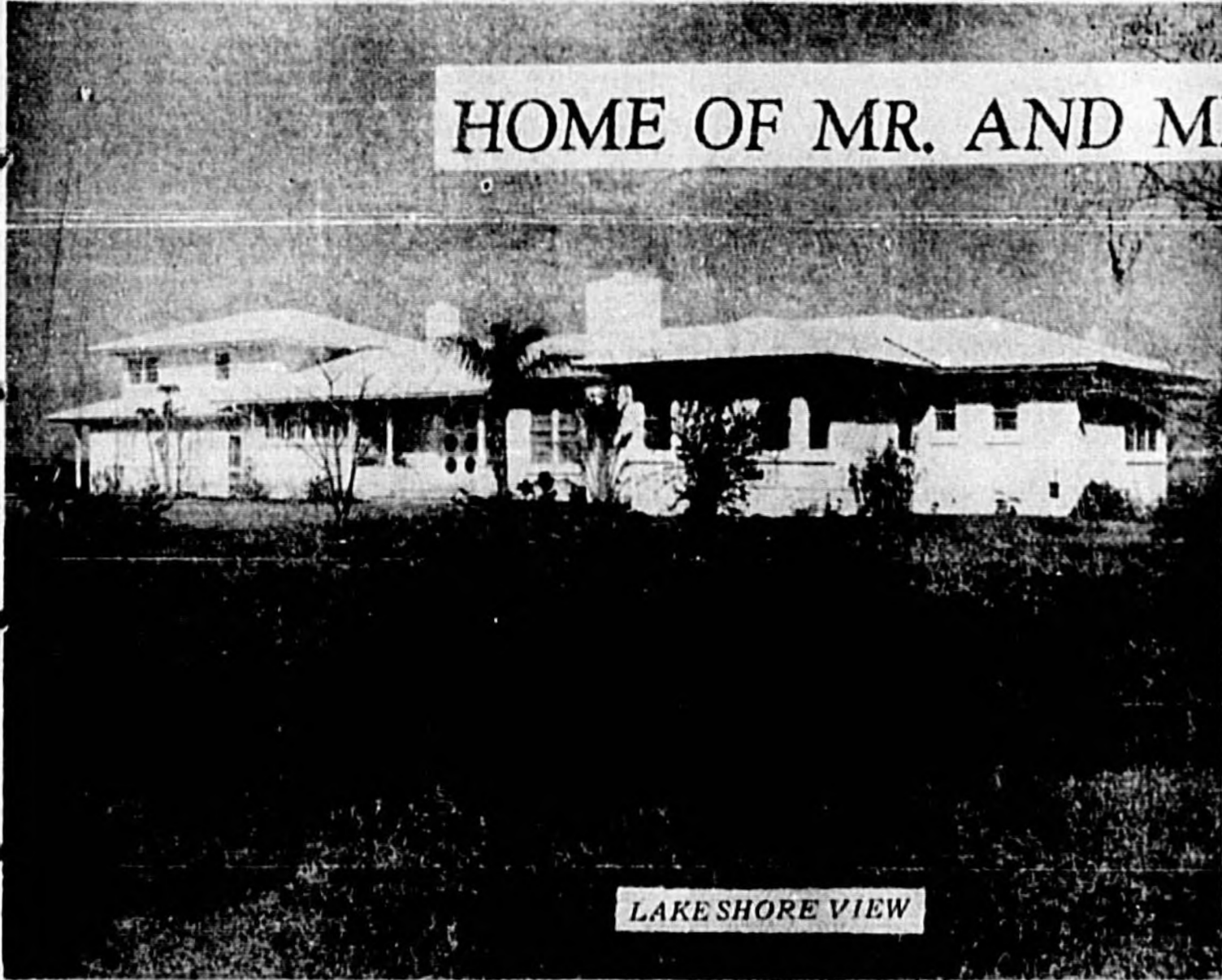
Chase and Company is a group of men and women organized under the Laws of Florida to carry on a business of farming, fruit growing, packing, shipping, selling, and dealing in supplies principally connected with the Produce Business. It also operates a wholesale jobbing business in Building Materials.

Many men and women of the company, both stockholders and employees, are residents and home-owners in Sanford, some having records of employment of over 40 years.

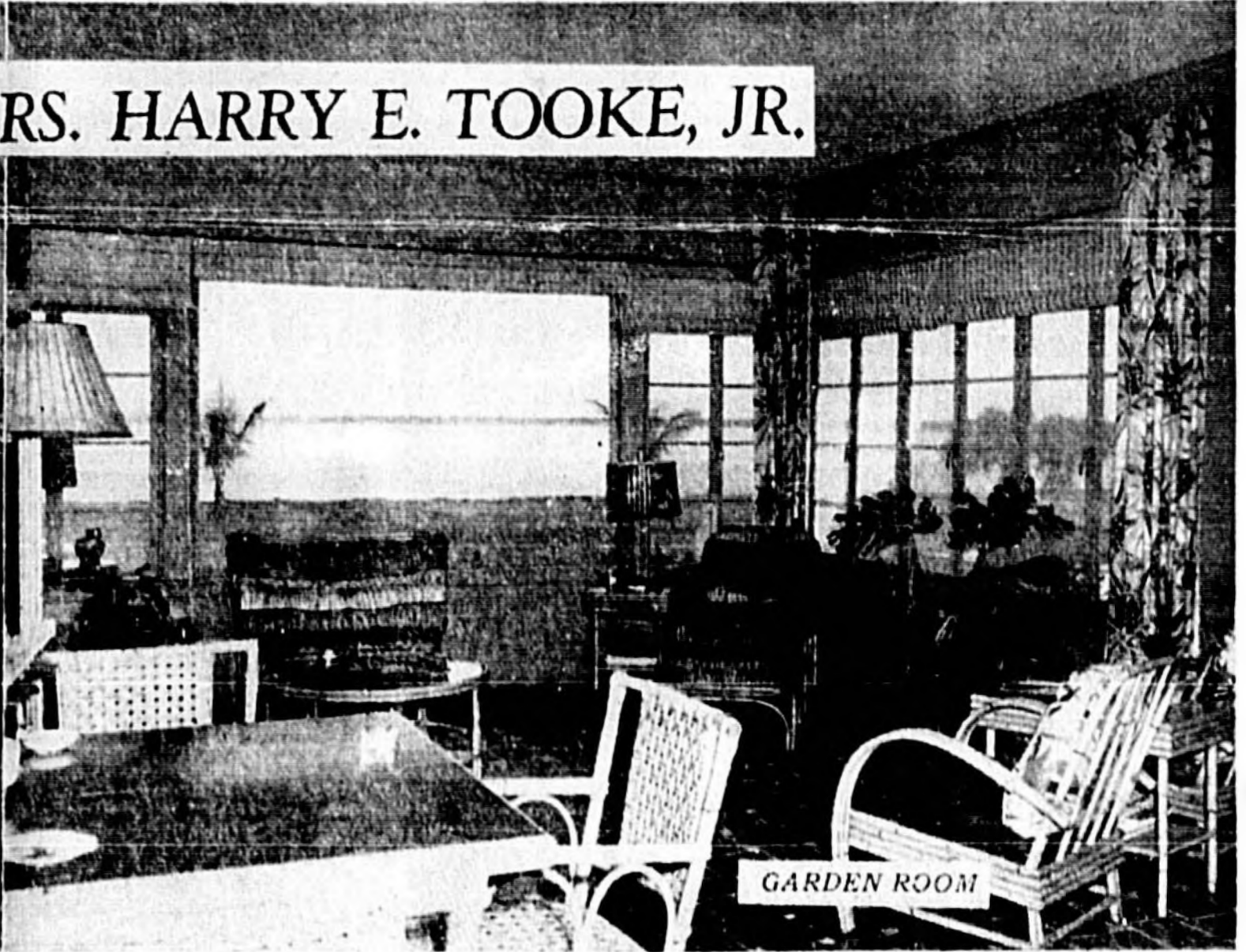
We individually and as a company, are a part of the growing City of Sanford and County of Seminole.

**- SANFORD, FLORIDA -**

## HOME OF MR. AND MRS. HARRY E. TOOKE, JR.



LAKESHORE VIEW



GARDEN ROOM

### Residence Of Harry E. Tooke, Jr. Is Planned For Informal Living

Taking full advantage of the scenic beauty of the St. John's River where it widens into Lake Monroe, Mr. and Mrs. H. E. Tooke, Jr. have designed their home around a central patio and terrace with all except two rooms having a lakeshore exposure.

The interior arrangement was planned by Mrs. Tooke who kept her family's needs in mind when she decided on a home for comfortable and informal living. Situated on a large plot of ground overlooking the lake, both the house and garden lend themselves admirably to the full enjoyment of outdoor living in a warm southern climate.

Against the pale pink of the exterior walls are planted many luxuriant, green tropical shrubs including Spanish bayonet, crotons and monstera, while the spacious lawn is studded with palm trees, ligustrum and other attractive foliage.

The house has a white wood trim and at the front on the lakeside are curved steps leading to the wide, tiled terrace. Mrs. Tooke often entertains in this lovely spot which is made more attractive with white iron furniture and shrubbery at the sides against the wall in built-in flower spaces.

The long living room takes up the central portion of the house behind the terrace. In the right of the living room are the "Garden Room", back entrance hall, kitchen and dining nook, laundry room, garage and play room while to the left of the living room are a long hall and three bedrooms.

Soft greens in light and dark shades, sometimes blending into a greenish aqua, are the predominant colors used in many of the rooms. The "Garden Room", which often substitutes for a dining room, is furnished in true tropical style with rattan furniture including many end tables, coffee tables, wall brackets and utilitarian pieces

placed against the dark green walls. At one end of the room a large picture window gives a wide view of the river which rolls lazily by. Casement windows are used at the sides.

The floor is tiled in rust color, upholstery is in shades of dark and light green and yellow, and green plants and shrubs enhance the tropical atmosphere. One end of the room is made up entirely of cupboards and shelves built around a large, square mirror.

A large kitchen is separated from a dining alcove to the right of the "Garden Room" by an oval partition of shelves and cupboards. Light green walls, coral colored draperies and corn colored, linen finished formica covering the working spaces all combine to give a bright pleasant appearance.

The newest in electrical equipment makes work easy in this room. The laundry room is in back of the kitchen and from it steps lead to the two car garage over which is the play room which features cypress paneling at one end with the rest of the walls being light green. Rubber tile on the floor is of green and beige and yellow printed draperies are placed at the windows. A long porch on the lake side extends the full length of the room.

Colors in the living room have been taken from the large Oriental rug on the floor and include beige, earth, green and blue. At the back of the room is the fireplace, the light green color of the walls, surrounded with beige tiles. The fireplace is highlighted with gleaming andirons and the large gold framed mirror above reflects the sparkling river seen through the picture window.

Grouped around the fireplace and windows are comfortable overstuffed presses and light and dark woods are combined in the piano, and tables and credenza. The draperies in this room have a soft beige background

(Continued On Page 51A)



MRS. TOOKE IN HER LIVING ROOM



MASTER BEDROOM



KITCHEN AND BREAKFAST NOOK