

CANCER CAN CONQUERED

Dead Infection Dies Quickly if Brought To Light In Time

BOSTON, Nov. 1.—How man's deadliest enemy—cancer—can be conquered if detected in time was told recently at the American College of Surgeons in its sessions.

Fishermen

Donsey's Cafe

W. SHADON

Face Voters in Ohio

In Ohio the "New Deal" has been vigorously attacked by the U. O. P. veteran, Blinson D. Fess (top), who is engaged in a lively senatorial campaign against general Vic Donahay (below), Democratic nominee and former governor, who has a strong following in the rural sections. Fess has long been regarded as a party wheehorse. (Associated Press Photos)

Aged Negro Pioneer Falls Dead At Home

Stephen Guerard, 75-year-old negro who came to Sanford more than 50 years ago as one of General Finnegans "boys," died suddenly Monday morning.

Reports on methods of cancer cure included those of Drs. Shelton Horsley, Richmond, Va., and Ellis Fishel, St. Louis.

Boys' Boxing Club Freezing Weather Has 9 Fast Bouts Hits Chicago Area Ready For Tiffnuy With Storms In East

Nine fast bouts are listed for exhibition at the Fourth Street Arena Friday night, with the Seminoles Boys' Athletic Club as sponsor. The fights begin at 7:45 o'clock.

Governor Orders Grand Jury Probe Of Neal Lynching

Sheriff Chambliss said he did not request assistance from the National Guard earlier than Saturday because he believed he and his deputies could "handle the situation all right."

New Bowling Series Opens Tonight With Six Teams In Line

First game of a new series of games in the Sanford Bowling League will be played on the Commercial Street alleys tonight, starting at 8:00 o'clock.

New French Actress Stars In Milane Film

High pressure coaching in six months has blended an exotic Franco-Italian personality with intensive English stage training to present a new Hollywood star in her first Hollywood picture.

Resinol advertisement for skin irritations.

Cold Draught Beer 5c advertisement.

CLUM advertisement with illustrations.

WAR BUDGETS OF GREAT POWERS PASS 1913 PEAK

Japan Boosts 38% United States 19% Policy Survey Shows

WASHINGTON, Nov. 1.—A survey showing that military expenditures of all the great powers except Germany are much greater now than in the peak period just prior to the World War was made public by the Foreign Policy Association.

Babson Sees Chicago Biggest City By 1968

CHICAGO, Nov. 1.—(AP)—Chicago had its fortune told by Roger Babson, the economist.

BLACK DRAUGHT

Black Draught medicine advertisement.

Rotarians Score 2 To 1 Victory In Burro Ball Game

(Continued From Page One) rolled a bunch of carrots from his hand and attempted to coax his mount to turn back, he stepped the horse.

LEGAL NOTICE

IN CASE COUNTY COURT FOR THE SEVENTH JUDICIAL CIRCUIT OF THE STATE OF FLORIDA, IN AND FOR THE COUNTY OF SEMINOLE, IN CHANCERY.

MALARIA

Don't let Malaria tear you apart with racking chills and burning fever. Trust to no homemade or mere makeshift remedies. Take the medicine prepared especially for Malaria—Grove's Tasteless Chill Tonic.

To-Night Two Selected Feature Pictures Of The New Season's Product.

Milane advertisement for feature pictures.

Milane advertisement for feature pictures.

RESULTS FROM WANT ADS RATES

MALARIA Speedy Relief of Chills and Fever

To-Night Two Selected Feature Pictures Of The New Season's Product.

Milane advertisement for feature pictures.

Milane advertisement for feature pictures.

INSULL TELLS JURY OF TALES AGAINST HIM

Whispering Campaign Of 1930 Sought To Drive Down Stocks Of Firm, He Claims

CHICAGO, Nov. 2.—(A.P.)—A whispering campaign was directed at Samuel Insull's companies in 1930 and 1931, the utility man testified in his mail fraud trial today, in an effort to drive down the value of his stocks and hurt Insull's credit.

Insull told of rumors directed against him in that period, including one that J. P. Morgan and Company, New York financiers, "were out to do me up."

This testimony came after he had admitted that Insull companies dealt in stocks of other Insull companies in 1929, 1930, and 1931, but defended it as a way of supporting securities values for stockholders and one practised even by the federal government.

Raising his voice to a shouting pitch, Insull told the jury he fled across Europe in 1932 to avoid being prosecuted as part of a political campaign purely.

Thirteen salaries paid to Insull by his companies gave him a pay check of roughly \$500,000 in 1930 and 1931, he admitted.

Insull, yesterday absolved 16 defendants of responsibility for his fall from power.

Tears rolled down his rosy cheeks as he testified in federal court where he and his associates are charged with mail frauds aggregating \$148,000,000.

Insull protested that he was pursuing the "same economic theories as President Hoover and John D. Rockefeller, Sr.," when his utilities empire collapsed last year.

"I feel some embarrassment sitting here," he said, "I feel it infinitely more for these younger men who have no responsibility whatever in this situation."

Hull Warns That Extremes Of Nationalism Will Soon Wreck Western Civilization

NEW YORK, Nov. 2.—Full employment and return to pre-depression standards of living for Americans demand unhampered revival of foreign trade, Secretary of State Hull last night told a national foreign trade council dinner.

Not only will unemployment continue until we recover foreign markets, Hull warned, but production will become regimented according to imports allowed to be brought into each nation.

"If the trend toward this international regimentation and control of foreign commerce, and the close bilateral balancing of trade is not checked, the whole economic system will be forced over a period of years to make a violent structural shift in international division of labor. During this transition, economic conditions will necessarily be seriously disturbed.

"When, at last, this structural adjustment has been made, the inevitable result will be a materially lower standard of living than might have been achieved under a liberal commercial policy."

The secretary said advances should be made on many fronts before revived foreign trade could be called successful for the entire world. Included in these fronts he listed reestablishment of equilibrium in the international price structure; currency and exchange stability; and removal of current trade restrictions of foreign trade through quotas, import licenses, exchange control and clearing and compensation agreements.

Hull said that the "merry game of boomer business by both selling on credit and buying from ourselves" had emphasized to American business that imports were as important as exports.

EUROPEAN PEACE AGAIN THREATENED

Saar Territory Debate Causes Uneasiness In Germany, France, League Of Nations

By The Associated Press
Uneasiness over the question of the Saar Territory appeared increasing in Germany and France today with the citizens of each country denouncing the intentions of the other.

France made it apparent that she was prepared to send troops into the territory if they were needed to preserve peace.

Reichfuhrer Hitler's newspaper, the Volkischer Beobachter, in Germany warned that "The aggressor is one whose troops invade foreign soil."

Two months from now the people of the Saar will vote on whether they shall remain under control of the League of Nations, return to Germany, or become a part of France.

A reign of terror in Germany to keep the world ignorant of her feverish rearmament was the accusation Winston Churchill, Great Britain's former chancellor of the exchequer, levelled at the Nazi government Thursday as Europe's governments worried over the outlook for peace.

U. S. DEFICIT HAS PASSED BILLION MARK

WASHINGTON, Nov. 2.—(A.P.)—The big job of budgeting next year's governmental expenditures set President Roosevelt and his aides busily at work yesterday as huge emergency outlays carried the deficit for the current year into the billion dollar class.

Harry L. Hopkins, in charge of the most uncertain item of all governmental disbursements—relief—lunched with the Chief Executive. The latter then went into conference with Secretary Morgenthau and Harold W. Hill, acting director of the budget.

The deficit month after month in figures, and stood at a point almost three times as great as a year ago, despite a gradual increase in revenues and the fact that R.F.V. loan repayments were considerably greater than disbursements to new borrowers.

For the present, budget makers concentrated upon routine expenditures of the various departments and bureaus, in an effort to chip them to the lowest point compatible with efficiency, a procedure always attended by some sailing from the heads of the agencies affected.

Toward the end of the year, they said, accurate estimates of relief requirements will be available, and then it will be possible to shape the budget for transmission to Congress. How much would be spent for relief will depend on the conditions of the country.

Wilcox Expresses His Opposition To Exemption Measure

Chamber Of Commerce Has Existed In County In Some Form For Over 40 Years

By KARL LEHMANN
Sanford and Seminole County have had some form of Chamber of Commerce or community organization for the last 40 years. It has taken various names, running from Village Improvement Society and Board of Trade, etc. up to the nationally recognized and established Chamber of Commerce.

Sanford and Seminole County have always had their faithful community builders who have found expression for their constructive enthusiasm through the activities of a Chamber of Commerce.

In the early years these organizations were small, consisting of but a few local optimistic citizens who wanted to do something for their city and county.

But the peak of membership and expenditures came during the period of the boom, as was true in all other communities and counties in the State of Florida.

During that period Sanford had a Chamber of Commerce that raised \$100,000 membership money one year and had in addition a substantial publicity fund provided by the city administration. During those days much constructive and effective work was done and the large sums expended were decidedly advantageous to Sanford, though they make the present program seem quite meagre when compared to the enormous sums of money available to the Chamber of Commerce.

(Continued On Page 5)

COUNTY ONLY ONE TO GET 2 AGENTS DURING THIS YEAR

Extension Service Is Available Free To All People In Area

By C. R. DAWSON,
Seminole County Agent
Seminole County is the only county in the State of Florida which saw the appointment of a County Agricultural Agent and a County Home Demonstration Agent this year.

The Board of County Commissioners selected as its agent a former principal and vocational agriculture teacher at Ocala, Fla., Miss Josephine Boydston, former Home Economics teacher, was named as Home Demonstration Agent.

The two agents have formulated programs which are calculated to do the most good in the county. They have entered into their work with a will to accomplish their objectives.

Evidence of the wisdom which the Commissioners exhibited in accepting the advantages of the Agricultural Extension Service, is reflected in the work already done by Miss Boydston.

She started her work in this county on Aug. 1, 1931. Since then she has organized eight Women's Home Demonstration Clubs at Ocala, Geneva, Longwood, Lake Mary, Lake Monroe, Palm Bay, Chuluota, Altamonte Springs, and Forest City.

Members of these organizations meet twice monthly under the supervision of officers they elected. Girls' 4-H Clubs have been organized in each school for girls between the ages of 10 and 18, and they also hold monthly meetings. Nine such clubs have been organized.

Miss Boydston has announced that each Club's program for the year will include practical discussions and work in food production, food nutrition and health, food preservation, home improvement, clothing, poultry, home dairying recreation and handicraft.

Indicating our desire to keep abreast of the times is the fact that both Miss Boydston and I will be at Gainesville all next week attending the Annual County Agents' meeting.

SCHMIDT OFFERS HIS REASONS FOR HOME EXEMPTION

New Era For State Is Seen If Homestead Amendment Passes

Declaring his intention of voting for the Homestead Exemption Amendment and urging the voters of this county to support it, W. H. Schmidt, leader of the Sholto organization in Seminole County in the 1932 campaign, today issued a statement for publication in which he explained why the amendment should be adopted.

"I have been reading with great interest the comments of several of our citizens as expressed in letters you have so kindly brought to public attention through your Public Forum columns.

"I have also been considerably amused by the frantic, inconsistent and extremely expensive advertisements, Editorials and appeals in the public through the Press, Radio and Speaker's platform, advocating DEFEAT OF THE HOMESTEAD AMENDMENT.

"It recalls vividly to my mind the days of '22, '23, and '24 when the BOND ISSUING SEASON was at its height. In those days the same campaign of high salaried speakers, full page advertisements, band playing on the streets, hand bills distributed to the homes and with officials and politicians beseeching the voters to cast their ballots in favor of the issue in question. Very foolishly we followed the advice of these leaders who promised riches over-night, fabulously large cities where villages then stood, no increase in taxes and wealth that was beyond comprehension. At the same time a solemn warning was issued picturing the dire distress which would follow defeat.

"Could we have foreseen then the conditions as we find them today, do you suppose we would for one moment have considered following these leaders of finance and big business whose one and only thought then, as now, was known that we were absolutely (Continued On Page 6)

HERALD INSTALLS LATEST TYPE OF PRINTING PRESS

Welghing 24,000 Lbs., New Press Will Put Out 6,000 An Hour

This edition of The Sanford Herald is the first to be printed on the new press which the mechanical department of The Herald, under direction of C. A. Haines, has been busy installing this week. The press arrived from Battle Creek, Mich., one week ago and the work of dismantling the old press was begun on Saturday.

Made by the Duplex Printing Press Company of Battle Creek, the Herald's press is the latest word in printing press equipment. It is known as a Duplex Flat bed Web-performing Model "E" press. It will print 4, 6, 8, or 10 pages at the rate of 6,000 an hour, weighing over 24,000 pounds, it is the heaviest flat bed press on the market.

The paper on which the new paper is printed is fed into the press from large rolls fixed at one end of the press. The paper is fed at uniform speed, but during the brief period when each page is printed, that portion of the web that is to receive the impression remains stationary. This is necessary because the type forms are held in station by belts over which the impression cylinders are continually moving back and forth.

There is an equalizer mechanism (Continued On Page 3)

1st Stream-Lined Train In South To Be Operating Soon

MOBILE, Ala., Nov. 2.—(A.P.)—The South's first streamlined Diesel electric train will start from New Orleans for Jackson Tenn., on a regular schedule beginning early in 1932, says a Mobile & Northern Gulf agent.

Two new trains, built by the Pullman Co., will be used. They are more conventional than the recent "roadrunners," but will put into stress upon delivery, G. M. & N. officials said here yesterday.

Extensive track improvements, including the laying of heavier rails is nearing completion over the New Orleans-Jackson route to withstand the zipping speed of the four-car trains, being built with arrangements for additional units as needed.

The trains will be air conditioned throughout the year and of the same weight as present passenger coaches, allowing full double berths in sleeping cars.

The dining room and mail and baggage compartments will be included in the fast coaches, followed by two day coaches, one of which will be a buffet. A sleeping car with state rooms, berths and a combination observation lounge will be at the rear.

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WILCOX EXPRESS HIS OPPOSITION TO EXEMPTION MEASURE

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(Continued On Page 5)

Solon Sees Act As Imp Progress May Ward Debt So

JACKSONVILLE, (A.P.)—The adoption of the proposed \$5,000,000 Exemption Amendment at Tuesday's election "Will seriously impede the progress now made toward debt reductions in many counties" of Florida, Congressman Wilcox, Florida District 1, said in a telegram to the Jacksonville News.

Wilcox made his statement in response to a request for comment on the proposed bankruptcy bill adopted by a session of Congress and which would burden taxes, counties, and districts of that adoption of the Amendment would virtually nullify the telegram which official in Washington would pressure Florida in time against the Amendment election day.

Friends in Jacksonville had hoped that before the end of an active year of Amendment, a constructive program would be adopted.

Washington news revealed that the opposition to public officials Senator Duncan II, denounced the Amendment this week.

Wilcox is known to carefully study the statements of public officials before he takes them on the floor of the House. He is known to be a man of few words and his statements are carefully chosen.

The telegram asserted the government's belief that the amount of bonded debt is of the greatest importance to the state's future well-being. It indicated his belief that such a reduction cannot be effected if the Exemption Amendment goes into effect.

Following is the text of the telegram:

"Answering your inquiry, I believe that the amount of bonded debt of Florida county is of the greatest importance to the state's future well-being. A reduction in such debt is of the most vital importance to the future welfare of the state.

"With 150 government bonds in default on the payment of interest I think it is of so much importance that the amount of bonded debt be reduced, and in many instances must be reduced."

Bill Goldbeck To Be Professional At Country Club

Hill Goldbeck, one of Florida's better known professional golfers, will spend this winter in Sanford as pro at the Sanford Country Club, it was announced today by Andrew M. Carraway, manager of the Club.

This means, Mr. Carraway said, that not only will local golfers have the benefit of expert instruction but also that a host of Central Florida golfers will appear on the course all winter for Mr. Goldbeck has a wide following.

The new pro has spent the past six years a pro at the Osceola Gramatan Club which now is known as the Daytona Beach Country Club. He spends his summers at the Lawrence Farm Golf Club near Mt. Kisco, N. Y.

Mr. Goldbeck will arrive about Dec. 1 with his wife and family. Miami to appear in the rich Miami-Biltmore Open Tournament, and he will appear in this match as a representative of the Sanford Country Club.

Mr. Carraway announced today that the front nine of the course is in excellent condition, and that improvements now are being made on the back nine. The entire lay-out will be in tip-top shape when Mr. Goldbeck arrives. In addition, the Club-house may be renovated by that time, for the City Commission only recently appropriated a sum to take care of a new roof and repairs to walls, ceilings, and floors.

As Convenience For Workers, FERA Officials Have Prepared New Pay Plan

Effective tomorrow, a new schedule of pay-off hours will be put into effect for the convenience of FERA officials and of men and women employees all over the county.

The new schedule, it was pointed out, will mean that only one pay-off will be in effect, and all concerned are urged to make every effort to be at their designated places on time.

FERA officials also announced that \$2,000.00 to be paid tomorrow to 1021 men and women workers representing the past week's work.

Here is the new schedule, effective tomorrow:

Men working on the following projects are to be paid as follows: Farmers' Market, 7:00 o'clock; tennis courts, 7:15 o'clock; sewers, 7:30 o'clock.

All women will be paid at the Mayfair Hotel at 8:00 o'clock; all white men not working will be paid at the Court House at 8:00 o'clock, and all colored men not working will be paid at the First Station at 9:00 o'clock.

Payroll hours around the county: Lake Mary, 10:15 A. M.; Longwood, 10:45 A. M.; Altamonte, 11:00 A. M.; Forest City, 11:30 A. M.; Oviedo, 12:30 P. M.; Chuluota, 1:15 P. M.; Geneva, 1:30 P. M.

Ickes Says He Quit GOP Some Months Ago

WASHINGTON, Nov. 2.—(A.P.)—A "touching and pathetic spectacle" was Secretary Ickes' resignation yesterday of the action of the Cook county Republican central committee in asking his resignation from the Republican party.

He said he had left the party months ago in "great" enthusiasm.

"It is all the more pathetic because the patient for some time has been suffering from serious debility, in about to close its eyes in its final sleep. The mortician already lurks outside the door."

Warping Blasts Of Winder Heard Again

Warnings of advancing winter sent a cold wave over most of the United States today with some cities experiencing a drop of more than 20 degrees in their temperatures overnight.

The coldest point on the weather map early today was Cincinnati where a 22 degree temperature was registered as compared with a reading of 38 on Thursday.

An indication of the sweep of the cold wave into the South was seen in a drop at Atlanta from 60 degrees Thursday to 38 early in the game brought a decision to today.

Senior Trade Body Team Beats Junior Team 4 To 3 In 'Burro Baseball Game

Coming from behind after an early inning attempt to control their mounts the Seminole County Chamber of Commerce burro baseball team defeated the Sanford Junior Chamber of Commerce team 4 to 3 at Municipal Park last night.

It was the second game of a series of three, and a crowd of over 600 persons bowled with glee at the performance presented.

As a result, the senior team earned the right to meet a picked Kiwanis Club team at the park tonight to decide the burro baseball championship of Seminole County.

Mayor W. A. Leffer, captain of the Rotary Club team which defeated Kiwanis Wednesday night, definitely announced this morning that his players had "struck." Many of them were in the stands last night, some on crutches and others with other evidences of shock, and a hurried consultation under the stands after the game brought a decision to withdraw from further play. No reason was given.

Sheriff J. F. McClelland, Otto Caldwell, W. H. Schmidt, D. K. McNab, George Thurston and Andrew Carraway were credited as being the best players on the field last night. All hit the dirt more than once as they sought to mount their animals, but all came back for more and played jam-up games which delighted the fans.

Although Sheriff McClelland was the senior organization's best player, he had to share honors with George Foung, Monk Bennett's Chinese chef, whose play around first base and attempts to ride one or more donkeys had the stands in an uproar.

Tonight's game will start at 7:30 o'clock and Arthur Brannan will captain the Kiwanis team, matching with against Bill Schmidt as captain of the Senior trade body team. Proceeds of the game goes toward the Zoo building fund.

Legion May Get Its Bonus D

WASHINGTON, Nov. 2.—(A.P.)—Possibility the American Legion may limit its bonus at this session of Congress, in relation of the bonus on bonus loans, was President Roosevelt's Veterans' Administration.

Returning from the convention, Hines informed that final settlement program department executive committee meet soon.

Log Angeles Official Indicted For Perjury

LOS ANGELES, Nov. 2.—Perjury indictments were returned yesterday against Pitts, state's attorney, and a secretary as a sequel to the Hollywood "girl case."

The indictments were upon statements by Pitts, sister, Mrs. Bertha Grady, before a grand jury which indicted the case in 1931.

LOCAL WEATHER
Forecast for this week:
Nov. 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 1931.
Nov. 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 1931.
Nov. 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 1931.

Sanford Herald

Sanford Herald... November 2, 1934

Progress In Sanford

One does not have to go back twenty-five years to find signs of progress in Sanford...

Then a struggling young village of scarcely three thousand souls, Sanford boasted no paved streets, no white way lights, no municipal pier, no golf course, and none of the buildings which today are familiar sights to all of us.

There were farms here then as now, but the vegetables produced were but a mere handful compared with the carot shipments which go out of here now.

Since those early days Sanford has grown to a city of ten thousand inhabitants and Seminole County claims eighteen thousand. Many beautiful buildings like the five-story Sanford Atlantic Bank Building lend an air of permanence to this city's skyline.

Today Sanford boasts that it is the only city in Central Florida combining rail, highway, and water transportation facilities. And Seminole County is the largest vegetable and fruit producing area in the United States.

During the past summer Sanford has made remarkable progress. Work has been started on a \$27,500 farmers' wholesale marketing center, which will not only facilitate the sale of local crops, but will also bring farmers here from neighboring counties to dispose of their products.

With five barge lines now operating on the St. Johns River, wholesalers and industrial organizations are finding it more and more expedient to locate distribution centers here.

Those of us who have lived here continuously scarcely notice the changes which take place from day to day, but when we stop for a moment and compare the Sanford of today with twenty-five years ago, the tremendous progress is inescapable.

A Milestone

With this issue of The Herald we are celebrating not only the installation of a new press but also the culmination of more than a quarter of a century of service to Sanford and Seminole County.

It was in 1923 that the present owners made their appearance in Sanford and came into possession of The Herald. The boom which hit soon after made apparent the need for a new press but blinded us to the desirability of anything less than a big city press.

We had reached a point, however, when something had to be done. Old books, old wine, and old faces improve with age, but presses do not. We had noticed an increasing tendency among our readers to lament the print. Our pressman, they said, charitably, should be fired. More than one reader blamed us for his loss of sight. We accepted these complaints, judiciously, happy that they at least still tried to read the paper.

Our new press should remedy what has admittedly been a bad situation. It is the latest model in flat bed presses, commonly used by the best small city papers. It is not as big as the big city rotaries, nor is it as fast, but it should print a page as well as any of them.

In announcing this new press, as in commemorating the close of a long period in The Herald's life, we cannot let this opportunity pass without expressing a word of appreciation to the loyalty and the co-operation of the merchants of this city and of other Herald advertisers without whose patronage no daily publication would be possible.

It is with a feeling of unusual pride that we review the course of The Herald's turbulent journey during the past quarter of a century and with a spirit of confidence that we look forward to the next quarter of a century in which we hope to find even greater growth and development for Sanford and continued service for ourselves.

BEAUTY IN SANFORD

By MRS. HENRY WIGHT

When I was asked to write something about city beautification for the special edition of the Sanford Herald, I felt that this should be given by someone more active in the work than I.

So I have chosen to speak briefly of a more enduring beauty. We found it here when we came to Sanford in 1910, and through these happy years it has blessed us, and grown apace.

There are the sunsets over Lake Monroe. There are the lovely dawn and the silver nights of moon-glow. There are the oak trees, making a tunnel of living green on Park Avenue. There are the bird-pools from every tree and bush. There are the poinsettias flaming. There is the flame vine. There are gold and white daisies and there are purple rains tempering the summer heat. There is music, fostered by one splendid band, wafted out by thousands of little flutes.

There is the love of great books, incited and encouraged by a small, brave group of women. There is the loyalty to church, manifested in the increasing numbers of individuals who say,

SANFORD FORUM

Through the courtesy of your paper I would like to express myself on this Homestead exemption Amendment. We taxpayers have been hearing and reading so much about this Homestead Amendment and the great good it is going to do the small homeowner, I would like to ask why it is that the fact isn't stressed as to what it will do to the single person owner of a home? We cannot even claim a homestead though it is our home as such as the man or woman having dependents. Therefore we single individuals will not benefit one cent. In other words, this is a discriminatory act.

Now the fact has been mentioned by those in favor of this Amendment that Texas has a Homestead Exemption of \$3,000 but they fail to state that this \$3,000 only exempts State taxes. I was anxious to find out how this exemption worked so wrote to a friend of mine, a prominent business man of Fort Worth, Texas to find out. This is his reply. To quote:

"We have had the exemption in Texas on homestead up to \$3,000 for two years. These exemptions are only on State taxes and there is no exemption on city and school taxes. This for we have had no."

Voluntarily, you can see where we are headed for, a State sales tax in spite of the fact of the many denials. If Texas is headed for a sales tax when their exemption of \$3,000 on homes only, exempted from State taxes, what can we expect with a \$5,000 home exemption on State, County, and City taxes? Again, I warn you single people, you will continue to pay your present tax on your home and all other taxes added.

NONA A. WILLY, Lake Mary, Fla.

I REMEMBER WHEN

BY HENRY MCCLAULIN

I am often asked the question "How long have you lived in Sanford?"

I have been here long enough to remember when the Launch "Lena" made hourly trips between the old Sanford House and The Brook House at Enterprise. Charlie Gerheun was the captain.

I can remember when the steamer "Fox" made regular trips from Sanford to Rockledge. I can remember when the Sanford school house had three rooms and three teachers.

I can remember when the baseball park was in front of my home on Fourth Street and when J. C. Chase was a member of the baseball club.

I can remember when President Cleveland and his bride visited the Orange County Fair at Sanford.

of Sanford town, and realize that the spirit of the good neighbor spreads far beyond personal relations. I am glad that circumstances brought us to so friendly an environment.

Our constant visitor through all these years has been the Sanford Herald. We have enjoyed it from the time it was a semi-weekly ably edited by Bob Holly, with its occasional flash of editorial wit, up to the present time which it celebrates this week.

We give it our very best wishes and count it among the things we enjoy and must have every day.

Herald Installs Latest Type Of Printing Press

(Continued From Page One)

Another feature which vastly improves the typography of the paper is the modern ink fountain. There are four of them, one at each end of each bed, making it possible to take ink both on the forward and return movement of the cylinders. All four fountains are carried with the cylinders in the crossheads, and each consists of a composition doctor roller and one hard composition distributor, one metal vibrating drum, and one form roller. There are 44 thumb screws in each fountain controlling the flow of ink.

As the printed web leaves the drawing-out cylinder it is slit by a rotary slitter and one of the webs is then carried over an angle bar, associated with the other web, and then both halves are passed over the former, which is a triangular device for introducing the web into the folder.

The folder on this press is an integral part of the press and is driven directly by the large driver wheel of the press which in turn is operated by an electric motor. It folds to either half or quarter page size.

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Having a General Electric refrigerator in your kitchen now, instead of waiting until next spring or summer, will save you at least \$50. Ask any G.E. owner in your neighborhood. He will tell you how easy it is to economize on food purchases by buying in quantities at bargain day prices. How you eliminate food waste and spoilage, how to preserve left-overs with the...

GENERAL ELECTRIC ALL-STEEL REFRIGERATORS Randall Electric Co. 112 Magnolia Phone 113

LIGHT UP with the New Type Floor Lamp

We might call this "the omnibus of lamps" for there's always room for one more around it. The construction of this lamp gives it many more uses than a direct lamp affords. Three small bulbs and one larger bulb, used either separately or together, fill any need in the living room.

General illumination for conversation, individual reading, enough light for bridge, or any other activity in the entire room are all provided for. And with this lamp, the absence of glare and annoying shadows makes seeing easy. See us or your favorite dealer for one of these lamps and be kind to your eyes.



COMPLETE FOR ONLY \$7.50

TERMS... \$1.50 DOWN AND \$1.00 A MONTH FOR SIX MONTHS

Congratulations To The Sanford Herald On Its Quarter Century Anniversary

ASK ABOUT THE HANDILITE \$1.85

SPECIAL THIS WEEK BRICK ICE CREAM Chocolate Ice Cream and Orange Sherbet A DELICIOUS COMBINATION For Your SUNDAY DINNER OR PARTY On Feb. 1, 1935 we will celebrate our TENTH ANNIVERSARY in Sanford and at this time we wish to extend best wishes to The Sanford Herald on its Twenty-fifth Anniversary. Semino le Creamery Co. Phone 634

Gold Draft Beer 3c Short's Camp

Social And Personal Activities

MARGARET PETERS, Society Editor

Telephone 148

Personals

Miss Christine Stoutenmire left Wednesday for Clearwater where she will spend about two weeks visiting friends.

Tom Eason left Thursday afternoon for Eastman and McFae, Ga. where he will spend a few days on business.

Mr. and Mrs. Ben Cantwell

Social Calendar

FRIDAY
Regular meeting of the Elks' Auxiliary will take place at 8:00 P. M. at the Elks' Hall.

SATURDAY.
The Daughters of Wesley Class of the First Methodist Church will have an apron and cooked food sale next to Woolworth's.

TUESDAY
The Gleaners Sunday School Class of the First Baptist Church will have a party at 8:00 P. M. at

are enjoying a three weeks' vacation at points in Alabama, Tennessee, and Kentucky.

Miss Eugenia Ann Caswell, daughter of Dr. and Mrs. B. D. Caswell, is recovering from a sprained ankle injured last Sunday.

Miss Tolar Marries Mr. Murray E. Nance

The marriage of Miss Mary Elizabeth Tolar, daughter of Mr. and Mrs. E. E. Tolar of Tampa, formerly of this city, to Murray E. Nance, son of Mr. and Mrs. Walter Nance of Tampa will be of interest to a large number of friends in Sanford.

The following account was taken from the Tampa Daily Times of Tuesday, Nov. 6:

"The marriage of Miss Mary Elizabeth Tolar, daughter of Mr. and Mrs. Robert Ernest Tolar, of the Carlton Apartments, 611 Horatio St., and Murray E. Nance, son of Mr. and Mrs. Walter Nance, 337 Plant Ave., was solemnized Saturday afternoon at 4:00 o'clock at the residence of the Rev. E. C. Nance, pastor of the First Christian Church.

"The bride wore a brown crepe ensemble with a shoulder corsage of Pernet roses. Only relatives witnessed the ceremony.

"The bride and bridegroom left for a wedding journey to points in Florida and will reside in Tampa at 111 S. Newport Ave.

"Mrs. Nance, a native of Sanford, Fla., is a talented pianist. She was educated and received her musical training in Hollywood, Cal., Duke University, Durham, N. C., and enrolled at the University of Tampa this fall. She is a Delta Kappa Sorority pledge.

"Mr. Nance, a native of Tampa, was graduated from Hillsborough High School and attended Miami University, Oxford, Ohio, where he was pledged to the Phi Delta Theta fraternity. Prior to that time he attended Gordon Military School, Barnesville, Ga. He is connected with the I. W. Phillips Company.

the home of Miss Rebecca Wilson, 609 Magnolia Avenue.

Business and Social meeting of the Daughters of Wesley Class of the First Methodist Church, will be held at 8:00 o'clock in the church annex.

The Friendship Class of the First Christian Church will meet at 7:30 P. M. with Mrs. George Townsend, East Fourth Street.

The Fidelity Class of the First Baptist Church will meet at 8:00 P. M. at the home of Mrs. J. D. Goodell, 24th Palmetto Avenue.

Woman's Club Plans Thanksgiving Cantata

It was announced today that the Woman's Club will sponsor another Thanksgiving Cantata to be given near Thanksgiving Day with the club chorus and all other singers of the city participating and the Ministerial Association co-operating. Final rehearsal will take place on Monday evening at 7:30 P. M. at the club house.

Mrs. A. M. Phillips has been appointed to serve as chairman in charge of arrangements and will be assisted by Mrs. J. L. Ingley, Mrs. J. O. Huff, and Mrs. Claude Herndon. B. C. Moore will serve as conductor and Mrs. Frances A. Hickson as accompanist. Hostesses will be Mrs. W. P. Brooks, Jr., and Mrs. J. T. Newby.

It is hoped by those in charge that all singers in the city and county will take part and attend rehearsals regularly.

Circle Number Four Has Social Meeting

A business and social meeting of Circle Number Four of the First Methodist Church was held on Monday afternoon at the home of Mrs. W. M. McKim, East Eighth Street with Mrs. McKim and Mrs. D. C. Barcliff as hostesses.

Mrs. R. E. Crenshaw led in the study of the book, "Open Gate to Prayer," after which Mrs. J. R. Mitchell closed the devotional with prayer. During the business session reports of officers were given and it was announced that week of prayer will be observed this week at the church.

Refreshments were served to the following: Mrs. George McMillan, Mrs. Phillips, Mrs. J. K. Mettlinger, Mrs. Harry Wilson, Mrs. R. I. Stinholzer, Mrs. T. J. Smith, Mrs. W. A. Tills, Mrs. E. A. Moffett, Mrs. W. S. Thornton, Mrs. W. M. McKim, Mrs. R. E. Crenshaw, Mrs. G. W. Bailey, Mrs. Tom Williams, Mrs. D. C. Barcliff, Mrs. W. L. Morgan, Mrs. W. C. Hinkle, Mrs. W. J. David, Mrs. Fred Stranice, Mrs. F. R. Mitchell, Mrs. John Rumley, Mrs. A. D. Shoemaker, and Mrs. E. H. Altman.

NOTICE

It was announced this morning that the local officers of the Salvation Army will conduct a tag day all day tomorrow for the benefit of the general funds of the local headquarters.

from other countries. One of these is the area of about a million and a half square miles, which has an area of over 60,000,000 acres of land in Queensland and New South Wales.

Mrs. R. W. Duckworth Entertains Children

Mrs. R. W. Duckworth entertained a large group of children at a Halloween party given on Wednesday evening at her home at Lake Monroe. The guests arrived wearing "spooky" costumes and enjoyed games and contests until a late hour.

Refreshments were served at the conclusion of the games by the hostess, assisted by Mrs. John Oglesby, Mrs. J. H. Kendall, and Miss Nerine Norwood.

Those present were: Irene Coop, Mary Louise and Shirley Bowery, Lonabelle and Lola Mae Swaggerty, Vonelle Yates, Marjorie and Gertrude Keller, Susie Merrill, Joyce Harrell, Mary Oglesby, Billie Harrell, Charles Swaggerty, Eddie Hoyett, Theodore Oglesby, Clarence Keller, Alfred Green, Ray Coop, Coleman Yates, Arnold Kendall, Fred Bowery, Howard Bruce, and Rose and Walter Duckworth.

South Side Primary P. T. A. Holds Meeting

Hostesses at the regular meeting of the South Side Primary P. T. A. held yesterday afternoon at the school auditorium were Mrs. Edmond Meisch, Mrs. H. D. Caswell, Mrs. Philip R. Bach, Mrs. A. T. Colburn, and Mrs. Hawkins Connelley. Mrs. H. K. Russell presided over the meeting.

During the business session Mrs. C. R. Kirtley announced that several persons and clubs have donated money to supply lunches at the school for needy children. Mrs. W. W. Gotsch then gave a talk on the District P. T. A. meeting held recently in Orlando.

The program for the afternoon included a reading, "The Heart of Hickory," written by Will Allen Drozgold, presented by Mrs. W. J. Rhodes, and a talk on character training for children and adults by Mrs. J. Howell Fish.

Attendance prize for the day was awarded to the room taught by Miss Elizabeth Whitner while Miss Frances Morrow's class was given second prize. Refreshments were then served in the school luncheon by the hostesses.

HONOR ROLL

The faculty of the Sanford Grammar School announced today the names of pupils who have been placed on the scholastic honor roll for the past month. They are as follows: Fifth Grade, Le Day Stridger, Katherine Spencer, Katie Jester, Ruby Bonner, Albert Huff, Carol Odwin, Del-

Miss Darcy and Miss Mary Touchton; Sixth Grade, Betty Colbert, Miriam Methvin, Georgia Stapler, Olive Chapman, Margaret Bolly, and Mary McKory.

We're Back ---

--- from the trade show and school held in Jacksonville, where we learned many new ideas from leading beauty experts during this week ---



and Now ----

Miss Evalene Cust
Miss Mary Kinlaw
and
Mrs. Martha Wright

-- are ready to serve you

May We See You Soon

Eva-Bess Beauty Salon

Park & Commercial Phone 734

To-Night

Miriam HOPKINS "The Richest Girl In The World"

Spencer TRACY "Marie Galante"

Saturday

ZANE GREY'S "Wagon Wheels"

Hwa COLUMBO Mager PRYOR June KNIGHT "Wake Up and Dream"



TO WHAT A PENNY WILL DO AT THE ORIGINAL JEWELL'S ONE CENT SALE

4 BIG DAYS Nov. 14 Thru 17

A Florida Registered Pharmacist On Duty Every Hour This

Store is Open TOUCHTON DRUG CO.

THE REXALL STORE PHONE 323

The MILANE

1920 SADYE'S 1934

14 Years In Sanford

Sadye Will Return Tomorrow From Another Buying Trip To New York

And again Sanford women will have an opportunity to see and purchase clothes that are the last word in New York. SADYE herself personally bought every dress, coat, hat, and suit which has arrived and naturally she selected just the right kinds of styles and materials for Florida wear.



Dresses Galore!

Suitable For
Sports—Afternoon
Street—Evening
Also
SUITS COATS
HATS
And Flattering Accessories



"It Costs No More To Buy From A Specialist"

PURCELL'S SPECIAL

HERE'S THE SEASONS BEST OFFER



FLORENCE Oil Range

FREE

6x9 Congoleum Rug With Each Florence Oil Range

\$5.00 Allowance

On Your Old Stove

And The Stove For Only

\$1.00 Down & \$1.00 Week

See Us For Oil Heaters & Wood Stoves

PURCELL'S

208 E. First

Silk & Taffeta DRESSES

Supple silk crepes, and crisp taffetas. 14 to 42 A Penny value. 298

Smart Sailorette DRESSES

Made of fine corded material. Navy, blue, brown and black. 12 to 20. 198

Ready for School! Girls' TUB Frocks

Tub-fast! Well-made! 59c

Get your daughter bits of these well-tailored, easily ironed dresses! Fun color prints, trimmed with contrasting bindings, and solid color or white organdy! Sizes 1-3, 3-6, 7-16 yrs.

Mothers! Grand Values in BOYS' SHIRTS

Plain colors and (encies) 49c

He'll not wear these out easily! They're made better... full and roomy and long! They've comfortable collars and sleeves! Broadcloths in white, solid colors. Fancy percales.

OUTING FLANNEL

White, 27 in. wide. 10c. For many uses.

"Pen-Arch" SHOES

Featherweight \$3.98

Steel arch support and eight other comfort features!

36-Inch Extra Wide Outing FLANNEL

Isn't Often Sold So Low! 15c yd.

That's the usual price of the practical narrow width! A firm quality, well-fenced and absorbent. All white... for nightgowns, pajamas, and baby clothes. 15c yd.

Penny Scoop! 75% WOOL SPORT COAT

at a price that says "buy now!" \$1.98

This is the general utility coat that every man should have! Flat knit with V-neck, six-button front, two pleated patch pockets and set-in sleeves. Brown, gray.

Men's Fall Oxfords Many Styles \$2.00

All leather, canvas, Tip-top, Comfort, Low-price.

"Ezoo" Canvas Oxfords Air-cooled, porous mesh uppers. Optional leather.

J.C. PENNEY CO. DEPARTMENT STORE

Additional Society

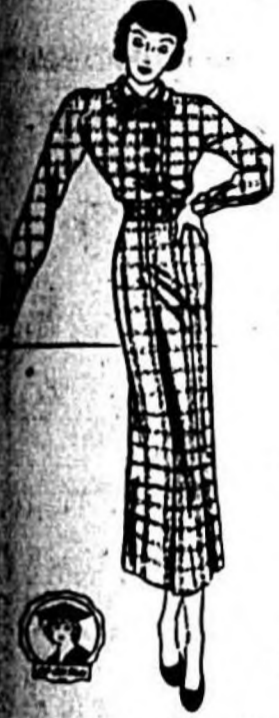
Persons Attend Hallow'en Carnival

Attention to pupils of the school. Over 100 persons attended the Hallow'en carnival on Monday evening at the Primary School with

the East Side P. T. A. as sponsor. The children appeared at the entertainment in appropriate Hallow'en costumes.

The program for the evening consisted of a recitation by Miss Shirley Jacobson of the First Grade, a Mother Goose play by the Second Grade, and a "Celery

Ed Frocks In Silks



Congratulations
and
Best Wishes
To The

SANFORD HERALD

on the installation of a
new press
and
celebration of its 25th
Anniversary

CO-ED dresses sold exclusively
at

STYLE SHOP

Phone 75 E. 1st. St.

look like a million dollars in this tailored frock with gold tinsel stitching, square metal buttons and ribbon bow add to it.

Review" by the Third Grade. Booths were arranged about the school grounds where the guests purchased candy, cake, cold drinks, and sandwiches.

At the conclusion of the program a costume parade was conducted when prizes were awarded to Marjorie Hodges, who represented a pirate, and Billie Richard who was dressed as a clown. Fortune-telling and a fish pond were then enjoyed until a late hour.

Among those assisting in making arrangements for the affair were: Mrs. T. C. Brown, Mrs. Harold Cornell, Mrs. R. D. Hawkins, Mrs. Rube Willis, Mrs. W. T. Langley, Mrs. R. L. Peck, Mrs. L. A. Nader, Mrs. W. J. Morrison, and Mrs. W. D. Hofmann.

Carnival Is Given At South Side Primary

With over 200 persons in attendance, the annual Hallow'en carnival of the South Side Primary School was given on Wednesday evening at the school by the South Side P. T. A. for the benefit of the welfare fund.

Entertainment for the evening included a play given at 7:30 P. M. in the school auditorium by the pupils of Miss Louise Swain's class, a costume parade, fortune-telling by Mrs. James Moughton, and booths where refreshments were offered for sale.

In the costume parade Margaret Crawley was awarded a prize for wearing the prettiest costume while Kernel Loucks received a prize for the funniest costume.

Among those in charge of arrangements for the affair were: Mrs. R. L. Robertson, general chairman; Mrs. C. E. McKee, cold drinks; Mrs. John Sparkman, candy; Mrs. H. H. Hill, "chilly haer" committee; Mrs. W. S. Brunley, "hot dogs" and coffee; Mrs. George Gray, popcorn; Mrs. E. C. Harper, lighting; and Mrs. W. W. Goetsch, grab bag.

Self-Improvement Club Has Meeting

The Sixth Grade Teachers acted as hostesses at the regular meeting of the Self-Improvement Club of the Sanford Grammar School held Monday evening at the school lunchroom. Refreshments were served at the conclusion of the meeting.

A discussion of individual differences was conducted by the Fifth Grade teachers who derived their information from the following books, "Self-Improvement," by Davis; "Progressive Practices in Teaching," by Palmer; "The Nature and Direction of Learning," by Burton; and "Excellencies and Errors in Teaching Methods," by Arent.

It was announced that the next meeting will take place on the first Monday of the next school month when a discussion will be conducted by the Sixth Grade teachers on caring for individual differences in the classrooms.

Those present were: Mrs. Pearl Babbitt, Mrs. Katherine Varn, Mrs. W. M. McKinnon, Mrs. Stein, Mrs. Jack Flynt, Mrs. E. J. Routh, and the Misses Anna Clark, Alice Elder, Kathleen Long, Mildred Mitchell, and Rose Zauderer.

Junior High School Announces Honor Roll

The faculty of the Junior High School today announced the names of students of the school who have been placed on the roll of honor for the month of October.

Herman E. Morris, principal of the school, stated that the requirements for the roll of honor are perfect attendance, E in citizenship, a scholastic average of 90 and no grades below 85. The highest grades made were those of 95 by Betty Thurmond; 95.5 by Mabel Chapman; 96.23 by Jane Lloyd; and 95.2-6 by Ward Cochran.

The following were placed on the honor roll: Eighth Grade, Ward Cochran, H. W. Shannon, Lois Chapman, Doris Jackson, Gettrude Johnson, Irene Lundquist, Doris McCall, Marian Monger, and Betty Thurmond.

Seventh Grade, Evelyn Dale, Estelle Hurt, Elizabeth Kelly, Lucille Lawton, Jane Shultz, Mary Frances Wells, Madalyn Truluck, Helen Habbe, Mary Belden, Louise Perkins, Jane Lloyd, Hazel Lodge, Edith Lundquist, Mabel Chapman, Ralph Echols, David Greer, Kent

Educational Week Will Be Observed Here

By way of observing National Education Week, the Seminole High School P. T. A. will sponsor a special program Tuesday morning at 10:30 A. M. in the school auditorium which will be attended by the entire student body and by members of the P. T. A.

The program will include talks on safety and fire prevention and explanation of physical education in High School. It will follow the regular meeting of the P. T. A. which is scheduled to take place at 9:30 A. M. instead of the usual meeting of 3:30 P. M.

Friends of Mrs. A. P. Connelly will be glad to learn that she is improving at her home in the Mahoney Apartments after a short illness at the Fernald-Laughton Memorial Hospital.

Rossetter, Jr., and Harold Hawkins.



The New Hats Demand The Neckline Wave

It's the ends of the hair, the neckline, and the forehead that command attention with the new hats, and those points are the ones that our new waves emphasize.

END CURLS \$2.00
PERMANENT WAVES
\$3.50 \$6.00

MRS. J. M. WILSON
And
MISS REBECCA WILSON
Have Returned From The
BEAUTICIANS' CONVENTION
P. PAUL'S
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If You Are Not Wearing Speer's Shoes... You Are Missing Something



A Sensation!

Speer's Budget Shoes

\$2.00

Four new styles, in Travette or genuine kid, styles created by designers of the country's outstanding footwear. Every pair fresh and new. Complete size range to B. Examine these shoes as you enter the store. Oval case center.



Note These Features

1. Oak bend outsoles
2. Genuine French heels
3. Choice of leathers, including finest grained, clear, genuine kid
4. Choice of fabrics, leather trimmed
5. Choice of fabrics, leather trimmed
6. Styled in co-operation with leading resident New York stylist

HAVE YOU FORGOTTEN?

PURSES --- BAGS

Navy—Brown—Black—Tan
Novelty Shapes in
Leather & Crepe

\$1.00 to \$4.95

Evening Bags 95c to 3.50

"HANKIES" - SCARFS

Outfit is complete without a touch of color to suit its own warm shade.

\$1.00 to \$1.95

Handkerchiefs 4 for \$1.00

PHOENIX HOSE

Guaranteed Shadowless and Ringless

- Four Fashion Features:
1. Custom Fit Top.
 2. Duo Heel.
 3. All Over Tiptoe.
 4. Shadow Point.
- All Sizes. All new Fall shades.

\$1.25 AND \$1.50

Other Phoenix Hose 79c and \$1.00

GLOVES

Large assortment of gloves in kid, Black, Brown, Beige, Navy, etc. All sizes and styles.

Gloves..... \$1.50 to \$3.50

Gloves..... 99c to \$1.50

"Serving Sanford Over 32 Years"

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Sanford East 1st Street

Specials at Dave's For "ALL FLORIDA" BLUE EAGLE WEEK

For 10 Days

Latest Styles

In
Ladies'
Silk

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Value

Ladies'

Polo

Dresses

9.98 Value **7.95**

6.95 Value **5.95**

Also One Rack
With Values Up
To 6.95

\$3.95

COATS

\$9.95



Men's 1.95 Value

Work Shoes

\$1.25

Good Quality Men's

Work Shirts

49c

1.69 Value Children's

Dress Shoes

Sizes Up To 2 **98c**

Ladies' 1.50 val.

Felt Hats

2.50-2.95 **98c**

Felt Hats

1.98

Ladies' Novelty All Styles **\$1.98**
Shoes Buckles Kids

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Men's SUITS

Like the thirteenth roll in a baker's dozen, these suits are something extra! They combine distinguished tailoring and an elegance of line and drape to the utmost degree. These values will fairly startle you!

19⁵⁰ to 34⁵⁰

Terms **3.00** Down **1.00** Week

We have just received a brand new shipment of the latest styles of...

Ladies'
Silk
Sunday Night

Dresses

Beautiful colors—in all the styles which are popular today. The material in these dresses is above the ordinary and we suggest that you see them in order to appreciate the value.

3.95 to 9.50

USE
Credit
Your
At
Cowan's
WEAR

Wear
White
You Pay

Men's Zipper **1.95** to **2.50**

JACKETS \$1.00 Down—50c Week

Men's Dress **3.95** to **5.95**

SHOES 1.90 to 2.00 Down—50c Per Week

COWAN'S

COMPANY

200 Sanford Avenue 5th & Sanford

Has Existed County In Some For 40 Years

The Seminole County Chamber of Commerce during the boom which maintained its office, employed a secretary and expended money on publicity tax in 1930 and did a splendid job of it.

with the outlook and the Seminole County Chamber of Commerce was disbanded and the Sanford Chamber of Commerce practically went out of existence.

About this time H. M. Papworth and a group of loyal enthusiasts entered into a plan to revive the Sanford Chamber of Commerce and carried on its work with practically no funds except what they could get in membership money. They held aloft the torch of community co-operation and service until on Apr. 16, 1930 when a preliminary meeting was held in the Court House to discuss reorganization of the Seminole County Chamber of Commerce to be merged with the almost defunct Sanford Chamber of Commerce. Out of this, and the meetings which followed, were organized the present Seminole County Chamber of Commerce which serves both Sanford and Seminole County.

Its Board of Directors consists of three members chosen from among the members of the County Chamber of Commerce in each community in the county, except Ovida from which there are five and Sanford, which has as many directors as the rest of the communities put together. H. M. Papworth who had been serving as president of the Sanford Chamber of Commerce and rendering yeoman service in keeping the spirit of this organization alive, was unanimously elected President of the Seminole County Chamber of Commerce and has served in that capacity to the present day.

In August 1931 Karl Lehmann of Montverde, Florida was elected as the employed secretary of the Seminole County Chamber of

Commerce, coming to this county from Orlando where, for nine years served as secretary of the Orange County Chamber of Commerce.

The Seminole County Chamber of Commerce is today the second largest commercial organization in Florida, exceeded only by Jacksonville, and is recognized as one of the best organized, smoothest functioning and most effective commercial organizations in the state. A review of its activities for the past year as shown in its annual report just compiled and soon to be issued would consume more than three solid columns of type in this edition of The Herald.

Its major activities for the past several years have had to do with, first, building of community morale, giving our own people a new confidence and enthusiasm for their county and its several communities. So well has this work been done that today there is a spirit of optimism and co-operation in a degree not before known in this county.

Through the enthusiastic leadership of President H. M. Papworth, John Meisch, Sr. members of the Board of County Commission and other road enthusiasts substantial progress has been made on the highway program in this county, including the making of the fill and grade on the lakeshore boulevard between Monroe and Sanford, and the work which will result within the next 30 days in the calling of bids the letting of contracts for the surfacing of this beautiful new highway.

The construction of a new bridge spanning the St. Johns River near Monroe, the re-surfacing of State Road No. 3 between Orlando and Sanford, the rebuilding of State Road No. 202 from Winter Park to Ovida. Also, the substantial progress on the construction of State Road No. 41 between Mims and Sanford with the fill already in at the far end of this road and the bridge buttresses placed, and the construction of the last link in this road for next year's road budget. In addition to this, the Chamber of Commerce has worked enthusiastically with the County Commissioners in getting necessary and important work done on the various county highways.

Waterway activities under the leadership of Fred T. Williams, Chairman of the Waterway Committee of the Seminole County Chamber of Commerce during the past several years have been substantial and effective work done in the maintenance of the government 8 ft. channel between Jacksonville and Sanford, the dredging of additional wharf facilities at Sanford, valuable preliminary work done looking toward the construction of the proposed canal connecting the St. Johns with the Indian River, the maintenance of channel lights on the St. Johns and much more valuable work.

The interests of Sanford as the Port of Central Florida have been materially advanced during the past three years by the location of important boat lines and the enlargement of those previously inaugurated, the location here of important oil companies building their docks and bulk facilities, the location of two wholesale grocery companies who are distributing throughout central Florida from Sanford warehouses, the location of one of the largest grapefruit canning plants in the State putting up ten percent of all the grapefruit hearts and juice canned in Florida. The location of the W. Atlee Burpee Seed Company of Philadelphia with their first branch outside of their home city, and many other important developments.

Effective work in this direction has been done by L. Hawkins Connolly, chairman of the Industrial Committee of the Chamber of Commerce, Ralph Wight and many other interested citizens.

The Atlantic Coast Line Railroad, long an important and dominant factor in the development of Central Florida has for many years provided adequate rail transportation facilities in this whole St. John's River Valley and

the Chamber of Commerce, while interested in water, air and highway transportation has consistently and enthusiastically co-operated with the officials of the Atlantic Coast Line Railroad in their important contribution to the transportation picture of this county.

They are most essential in the picture of the well rounded transportation factor. Even under the depressed conditions of the past several years the Coast Line is maintaining, in Sanford, a payroll of 375 employees who are paid more than \$600,000 a year which means that more than \$50,000 cash is turned loose in the channels of business in this city every month, nearly \$2,000 a day, year in and year out.

Aviation has been greatly advanced during the past several years through the activities of the

A. Speer is chairman and Volle A. Aviation Committee of which V. Williams, vice-chairman, in conjunction with the City and County Commissioners who have brought about the erection at Sanford of an excellently equipped, Grade A airport and the location of a government beacon light, the construction of an emergency or intermediate landing field near Altamonte Springs.

The enlargement and promotion of the Sanford Municipal zoo under the direction of James Moughton, superintendent and a committee of the Chamber of Commerce of which J. L. Marentette is chairman has been a major public activity of the Chamber of Commerce during the past two years. Substantial progress has been made and elaborate plans prepared for the further enlargement of the zoo and the construction of an aquarium.

Many of the great notables of Florida and the nation have been brought to Seminole County during the past two years as result of the celebrations and dedications staged by the Chamber of Commerce on the occasion of the dedication of the new bridge across the St. Johns River at Monroe when the Governor and every member of his cabinet except one, the chairman and two members of the State Road Department as well as a former chairman of the Road Department were present in this celebration to which Pathe News sent a cameraman to this county.

Both United States Senators, three of Florida's five Congressmen and many notable state officials were present on a whole day cruise on the St. Johns River as (Continued On Page Seven)

Phone 103 For Quick Delivery Of
Poinsetta Ice Cream
Toasted Sandwiches—Hot Dogs
LANEY'S DRUG STORE

Dozier & Gay's Quality Paints
Famous For Their Lasting Qualities—
For Their Greater Covering Power—
And For Their Non-Fading Colors.
(Window Glass? We Have It.)
STANLEY-ROGERS HARDWARE CO.
201 Sanford Avenue

Follow The Crowds To Sanford's Finest Food Shop
Forrest Gatchel's
Cash Grocery and Meat Market
406 Sanford Avenue Plenty Parking Space

Read This—And Profit!
FREE - FREE - FREE
We have been giving away turkeys, ducks, and hens, but
This Week We Have
For Some Lucky Person
A Real LIVE PIG
Oh! Boy! Won't It Be Good Roasted
Come with yellow game all around it. Just come to this store Friday or Saturday and write your name on your cash register receipt and drop it in the sealed box. The big event comes off at 9:30 Saturday night and you do not have to be present to win.

We Deliver
Kraft's CHEESE 1/2 lb. pkg. 17¢
Water Ground MEAL 5 lbs. 10¢
Fresh Clean GRITS 5 lbs. 15¢
California Mellow SWEET PEAN 2 cans For Salads 29¢
TUNA FISH 2 cans 23¢
Hershey Mellow CHOCOLATE 1/2 lb. bar 10¢
Monarch No. 2 PLAM JUICE 2 cans 29¢
For Breakfast POST TOASTIES 2 for 15¢
Syrup LOG CABBIN table size 25¢
Box BRAN FLAKES 2 pkgs. 19¢
POTATOES 10 lbs. 15¢
Cooking Onions 3 lbs. 9¢
Firm Lettuce 2 for 15¢
Ripe Bananas 4 lbs. 15¢
APPLES 5 lbs. 17¢

It Lets You Sleep
Sanka Coffee lb. 47¢
Granulated **SUGAR 5 lbs. 25¢**
Old Fashioned **Brown Sugar 4 lbs. 25¢**
No. 2 Firm Pack **Tomatoes 3 for 25¢**
A Delicious Cereal **GRAPENUTS pkg. 18¢**
Good Grade **POULET PAPER 3 rolls 10¢**
Your choice on our **TEN CENT COUNTER doz. 99¢**
Heinz Breakfast **WHEAT pkg. 19¢**
Clabber Girl 8 oz. **BAKING POWDER 2 for 17¢**
Quaker Wheat **CRACKLES pkg. 10¢**
Cats or Thrive **DOG FOOD 3 for 25¢**
Golden Key **TALL MILK 3 for 17¢**
Golden Key **SMALL MILK 3 for 10¢**
Vacuum packed (3 lb. jar 98¢) **MONARCH COFFEE lb. jar 34¢**
If you paid a dollar a pound you could not buy better coffee
Libby's or Armour's **CORNED BEEF 13¢**
Small soap or powder **OCTAGON 5 for 11¢**
Clapps, Gerbers or **PREMIERS BABY FOOD each 10¢**
Battle Caves **COOKED BRAN pkg. 23¢**
New crop paper shell **PECANS large, lb. 35¢**
Bread and Butter **PICKLES 2 for 29¢**
Bulk Dried **APPLES lb. 19¢**

Special On Condiments
Evangelina Worcestershire SAUCE 2 for 25¢
Lea and Perrin SAUCE 29¢
Anchor Mustard PICKLES 2 for 25¢
A-1 SAUCE 29¢
Monarch Sea Food SAUCE 24¢
Monarch CHILI SAUCE 24¢
Mint Sauce

CRISCO
3 lbs. 54¢
Tall cans **MACKEREL 3 for 25¢**
Phillips' **Pork and Beans 3 for 15¢**
No. 2 cans Sour **Pie CHERRIES 2 for 25¢**
Blue Rose **RICE 5 lbs. 21¢**
Kellogg's **ALL BRAN 2 for 25¢**
For Health **Brewer's Yeast lb. 35¢**
Vogt's Brev Phila. **Scrapple 12 oz. tin 17¢**
Full **CREAM CHEESE lb. 17¢**
Pure India Orange **Pekoe TEA 1-4 lb. 15¢**
(1/2 lb. 25¢—1 lb. 45¢)

Fresh Pork Roast lb. 15¢
Best Pork Chops lb. 15¢
Pure Pork Sausage lb. 15¢
West. Spare Ribs 2 lbs. 25¢
Fresh Neck Bones 5 lb. 25¢
Try Our Stew Pork 2 lbs. 25¢
Nice Plump Tender Hens lb. 19¢
Tender FRYERS lb. 22 1/2¢
(Live weight—dressed free)
Fresh Ground Hamburger lb. 10¢
Good Grade White Bacon lb. 13 1/2¢
Baby Beef LIVER lb. 10¢
Also the finest grade of western beef, lamb and mutton

Sanitary And Poultry FISH
Phone Mkt. 300 We Deliver
STANDARD OYSTERS BALT. SELECT OYSTERS SOUTHERN LOBSTERS RED SNAPPER STEAK SEA BASS STEAK POMPANO SEA BARS SPECKLED TROUT SPANISH MACKEREL SALT WATER MULLET RAW or COOKED SHRIMP HENS and FRYERS
—Buy from Sanitary— Best Sea Food in town—

SUNNY SIDE MKT.
"Flower and Vegetable Plants"
Also Cut Flowers—Glads & Astors This Week
Home-made Cookies
H. M. HERRILL
Culinary Avenue

We Clean Anything and With Our Process Clothes Will NOT SHRINK
Laney Dry Cleaners
Phone 465 110 E. 2nd

DRINK Fresh Delicious MILK
Use nature's perfect food for better health. But be sure you drink only that which is properly prepared under the best conditions. You're assured of the best when you order from this dairy.
Spencer Harden DAIRY
Phone 400 Phone 400

ROBERTS' GROCERY AND Meat Market
We Deliver
223 E. First St. Phone 39
Grocery Specials
Pure Coffee lb. 19¢
Golden Key Tall Milk 3 cans 18¢
Phillips' Pork & Beans can 5¢
U. S. No. 1 White (10 lbs. 19¢) **Potatoes 5 lbs. 10¢**
Ga. Sweet (10 lbs. 19¢) **Potatoes 5 lbs. 10¢**

MEAT SPECIALS
Round, Sirloin, & T-Bone 10¢ & **Steak lb. 18¢**
All Meat Beef **Stew 2 lbs. 25¢**
Rib Beef **Stew 3 lbs. 25¢**
Pot Roast 10¢ & **St lb. 15¢**
Beef 18¢ & **St lb. 20¢**
Shoulder **St lb. 15¢**
Pork Hams lb. 23¢
Shoulder lb. 15¢
CHOPS lb. 15¢

Sanitary And Poultry FISH
Phone Mkt. 300 We Deliver
STANDARD OYSTERS BALT. SELECT OYSTERS SOUTHERN LOBSTERS RED SNAPPER STEAK SEA BASS STEAK POMPANO SEA BARS SPECKLED TROUT SPANISH MACKEREL SALT WATER MULLET RAW or COOKED SHRIMP HENS and FRYERS
—Buy from Sanitary— Best Sea Food in town—

Offers Exemption

From Page One)
 your bright, and the HOME which belonged to our children's descendants there- than of the LOVE

and INFLUENCES so necessary as the FOUNDATION OF BELIEF, SOCIETY and GOVERNMENT, our better judgment would have made us followers of those who had the nerve and foresight to announce their opposition to these powerful interests who were blinding us with their display and ruthless spending of GOLD.

"It has been truthfully said that "Experience is our best teacher" and although expensive at its inception works advantageously if its lessons are adhered to in the future.

"At this particular time, we are offered an opportunity to redeem ourselves in the eyes of those we love and restore to them that which we so foolishly robbed them of. We alone are to blame for the conditions of today, and realizing that fact I feel confident that the people of Florida will take advantage of the experience of the past and turn a deaf ear to the wailing and howling of those powerful influences who are try- dictions of dire calamity should ing to blind them again with pre- tions of dire calamity should ing to blind them again with pre- tions of dire calamity should ing to blind them again with pre-



MANHATTAN MKT.

2nd & Palmetto Phone 23
 Fortunate in securing a good lot of fancy No. 1 Oranges at a good price for this week-end and are passing them at such below the market.

- | | | | |
|--------------------|----------|---------------------|-------------|
| ORANGES | Peck 25c | 1/2 Bushel 45c | Bushel 85c |
| COLLI lb. | 15c | HARD LETTUCE 2 hds. | 15c |
| over 2 lbs. | 25c | Quality CARROTS bu. | 7c |
| RYERY 2 stks. | 15c | Black Twigs-6 lbs. | 25c |
| anberries lb. | 19c | POTATOES 10 lbs. | 15c |
| 10c | Good | Yorks or | 25c |
| Black Twigs-6 lbs. | 25c | FREE | 4 Varieties |

The Sanford Atlantic NATIONAL BANK
 Congratulates The Sanford Herald
 On its Quarter Century Anniversary

We Are Members of The FIDELITY AND SECURITY INSURANCE CORPORATION
 Temporary Fund
 DEPOSITORS GUARANTEED UP TO \$5,000

1920 - 1934
 14 YEARS IN SANFORD. We wish to take this opportunity of celebrating our anniversary with The Herald by presenting its quarter century anniversary.

YEAR AND FISK TIRES
 AND UTILITY BATTERIES
 ANIZING AND RETREADING

ROCKEY'S
 TIRE SHOP
 24 Park Ave.

FEAT THE AMENDMENT.

"In the minds of many, the RE- ESTABLISHMENT OF INTER- EST IN OWNING HOMES IS THE MOST IMPORTANT BENEFIT OFFERED BY EXEMPTING THE HOME STEADS, and many have expressed their surprise at the indifference displayed by Civic and Religious leaders of the state on this angle of the controversy. They feel that every Minister of the Gospel should use his Pulpit in shouting support of this AMENDMENT to his followers, and every Civic and Fraternal Organization whose very foundation is based on "HOME INFLUENCE" should put forward every available effort in its behalf.

"I am convinced that on next Tuesday, Nov. 6, we, the people of this State are going to establish a new precedent by failing to follow the leaders of old. We are going to the Polls convinced of the fact that our names are listed on the Ballot in opposition to the dominating influences that have held us down so long. We will not be misled by the vicious propa- ganda that our SCHOOLS will be closed and our GOVERNMENT DISRUPTED because of our belief of the SANCTITY OF HOMES. The experience of other States adopting HOMESTEAD EXEMPTION clearly proves that a benefit to the school system will result in better schools and higher salaries to the Teachers IF WE

FEAT THE AMENDMENT.

"We have listened to, and worked for candidate after candidate running for public office on his promise to lower the tax on the home, or equally distribute the burden so that the struggling small HOME OWNER might exist and properly raise his family in his own home. We have consistently elected these men to office only to have them forget their promise to us and usually join hands with the powers that have always ruled by force of wealth and influence.

"The result of this rule finds the small man struggling under his unequal burden of taxation while the powers smile and prosper. Is it strange, then, that these same powers are fighting so hard to keep conditions as they are? They are aware of the fact that by EXEMPTING THE HOMES will cause a deficiency sufficient to force the Government to look to them for payment of their just share of Government expenses, and in order to continue their system of dodging they find it cheaper to spend lavishly now to DE-

W. H. LONG
 Meat Market
 Cor. Sanford Ave. & 3rd St.

Let's Drink **BEER**
 Glass 5c
WELBORN'S

Ice Cold **BEER**
 At Steve's Place

TRIPLE S GROCETERIA

- Free Delivery Phone 236
- | | | | |
|----------------------------|-----|----------------------------|--------|
| Ga. Sweet 10 lbs. | 10c | Good Rice 4 lbs. | 17c |
| Potatoes | 13c | Golden Key Tall Milk 5 for | 28c |
| York Cooking Apples 4 lbs. | 13c | Argo 5c Starch | 2 1/2c |
| Granulated Sugar 5 lbs. | 25c | | |

BEETS—TURNIPS CARROTS LETTUCE CELERY **7 1/2c**

PILLSBURY FLOUR OR S. R. 24 lbs. 97c 12 lbs. 49c 6 lbs. 25c

PLENTY GOOD G. CORN FED MEAT

| | |
|----------------------|---------------------------|
| Pork | Beef |
| HAMS lb. 12 1/2c | 7 1/4c To 12 1/4c |
| SHOULDER 10c | Pure Pork Sausage lb. 19c |
| SIDES lb. 10c | |
| BACON 12 1/2c to 18c | All Bread 8c |

WHITE LILY
 flour
 THE EGGY FLUP MONEY CAN BUY

| | | | | | |
|---------|-------|---------|-----|--------|-----|
| 24 lbs. | 1 39c | 12 lbs. | 75c | 6 lbs. | 39c |
|---------|-------|---------|-----|--------|-----|

Riley Is Satisfied With Results Here

Earnest Nelson, Manager of the new Riley grocery store on First

RATIFY THIS AMENDMENT.

"Yours very truly, W. H. SCHMIDT"

COAL

Unloading Car Today & Tomorrow Phone Orders And

Save \$1 per ton
 By Taking Direct From Car
John F. Pearson
 Phone 120 or 916-J

J. WAITS & SON
 Phone 546 405 E. 4th St. We Deliver

Specials This Week

| | | | |
|-------------------|-----|----------------|-----|
| Baltimore Oysters | 75c | SEA TROUT lb. | 10c |
| COUNTS qt. | 55c | Black Bass lb. | 10c |
| SELECTS qt. | 45c | CRAPPIE lb. | 10c |
| STANDARD qt. | 40c | MULLET 4 lbs. | 25c |
| Crystal River qt. | 18c | BREAM 5 lbs. | 25c |
| Red Snapper | | | |
| STEAK lb. | | | |

Our 75th Anniversary Sale Continues with **Greater Values**

| | | | |
|--|-----|----------------------------|-----|
| Granulated SUGAR 5 lbs. | 25c | Fancy Blue Rice 5 lbs. | 21c |
| Cameo, Lucky Strike, Old Gold, Chesterfield Cigarettes 8 Pkgs. | 96c | SOAP 4 Large Bars | 15c |
| Sparkle Gelatin and Chocolate Pudding 6 Pkgs. | 25c | Lipton's TEA 1/4 lb. pkgs. | 23c |

Cold Stream Pink **FLOUR**
 6 lbs. 27c 12 lbs. 49c 24 lbs. 90c 48 lbs. 177c
 TALL CANS **10c**

BREAD
 Fresh Plain or Sliced 14 oz. 6c 18 oz. 8c 24 oz. 10c

DOWN SOUTH WAFFLES
 CRISCO
 1 pound - 3 pounds 21c 53c

Dromedary Dates 7 1/2 oz. pkg. 15c
 Soap 6 oz. bars 5c
 Brillo 2 pkgs. 15c
 Rumford Baking Powder 1/2 lb. can 19c 1 lb. can 29c
 Junket 2 pkgs. 25c
 Cocomalt 1/2 lb. can 25c
 Calo Cat or Dog Food 3 cans 25c

FRESH FRUIT And VEGETABLES

| | |
|---------------------------------|-----|
| Potatoes 10 lbs. | 12c |
| Large Crisp LETTUCE 2 heads | 15c |
| Yellow ONIONS 3 lbs. | 8c |
| Oregon State Celery large stalk | 10c |
| Tokay GRAPES 3 lbs. | 19c |

Heinz Specials

| | |
|------------------------------------|-----|
| Tomato Ketchup 2-8 oz. bottles | 25c |
| Tomato Ketchup 14 oz. | 18c |
| Chili Sauce (medium) | 25c |
| Fig Pudding | 30c |
| Mince Meat 1 lb. can | 19c |
| Soups (except Cream Chowder) 2 for | 25c |
| Fresh Cucumber Pickles large | 25c |

Libby's **Tomatoes** 2 Cans 15c
Corned Beef 15c

Specials In Our Markets
 323 East First Street 2484 Sanford Avenue

| | |
|--|-----------|
| Fancy Florida Round or Club STEAKS lb. | 19c |
| Pot Roast lb. | 10c - 12c |
| Belling BEEF 3 lbs. | 25c |
| Western PORK CHOPS lb. | 19c |
| Lean Beef SPARE RIBS lb. | 12 1/2c |
| New Style Salt Mackerel ad | 10c |

Wright's and Bechnut **Chewing Gum** 3 pkg. 10c
 White House Evaporated MILK 3 tall cans 17c
NUCOA lb. 17c

We, too, yelled, "Get a Horse!"

RESULTS



WANT ADS

VE YOUR WATCH repaired by one who fully knows his job. Jeweler, 152 E. Ave.

Automobiles

STIN coupe \$195; A main Road car \$250; Austin enclosed car \$250; Reel and Ford

Lumber And Roofing Security Lumber Co. Phone 713

DRESSMAKING (SEWING) Pleating—Buttons—buttonholes—embroidering and mending.

ACCOMMODATION SHOP 112 E. 2nd St. Mary L. Stinson

Security Feed Supply Co. Baby Chicks Phone 539, 206 W. First

COLD CREAMOLIN 100% Pure Cream. It is guaranteed to satisfy. Send your money on this one. If you are not satisfied by Creamolins.

C. of C. Has Existed in County In Some Form For 40 Years

(Continued From Page Five) the guests of the Seminole County Chamber of Commerce studying the needs of the river and the necessity for the canal connecting the St. Johns with the Indian River.

The State Farmers' Wholesale market is now being constructed at Sanford, the first to be erected in Florida and more than \$30,000 is being expended by State and Federal authorities in making available a place where the farmers of this county may find a cash market for such of their fruits and vegetables as do not move via rail or water.

This market will provide facilities for the loading of more than 100 trucks at one time and will be operated by the State Marketing Board consisting of the Governor, Commissioner of Agriculture and State Marketing Commissioner.

Preliminary work in securing FOR SALE: Model A Ford town sedan. Good bargain. Phone 570-J.

Situation Wanted

YOUNG LADY desires stenographic position as abstractor or as general office girl. Has insurance experience. Needs employment. Miss Agnes Hall, 805 Lo-max St., Jacksonville, Fla.

Flowers and Plants

150,000 SPECIAL celery plants. Ready to set. Cheap for cash. Stokes Seed Co.

Situations Wanted

WANTED: Young man wants position as bookkeeper or general office work. Experienced. Phone 203-W.

Apartments For Rent

ONE FIRST floor vacancy at Lefter Apts. Phone 476.

FURNISHED TWO room apartment. Lights, water, and garage furnished. Private entrance. Box 1, Herald.

FOR SALE: A two burner cabinet oil heater. Used a short time. Address Herald, care Herald.

LOST LARGE orange Persian cat. Reward offered. Coleman's Phone 104.

this market was done by the Seminole County Chamber of Commerce and the Seminole Agriculture Club, and its management will rest in a board of nine supervisors, three from the Seminole Agriculture Club, one each from the Seminole County Chamber of Commerce, the Seminole County Board of Commissioners and the City Commission of Sanford, the independent vegetable marketing agencies, the co-operative vegetable marketing agency and the State Marketing Board.

Perhaps the finest contribution that has been made to this county by its Chamber of Commerce has been the development of a spirit of co-operation that has been brought by every factor in the county, pulling together for the development of the county as a whole.

The Chamber of Commerce claims and wants no credit for what is happening in this county, except as a co-ordinating factor making its contribution for the development of a team work whereby the county officials, city officials and public spirited citizens of every community in the county are seeing the results of pulling together for the further upbuilding of what is recognized today as "The Biggest Little County in Florida."

Piggly Wiggly Stores Use Local Vegetables

Since first establishing stores in Sanford the Winn Lovett Grocery Company, operators of Piggly Wiggly and Lovett's stores, has specialized in a full line of fancy fruits and vegetables, but since Marko Galbreath came to Sanford as a manager, the Piggly

Fishermen We are open all hours. A hot cup of coffee before leaving early in the morning. All begin the day right. Dassey's Cafe

Apron and COOKED FOOD Sale Saturday A. M. next to Woodlark's Daughters of Wesley Methodist Church

Hi-Grade Bakery

West 1st Phone 309

Special Saturday

- Delicious food 25c
Cup Cakes doz. 25c
Salt Rising 15c
BREAD
Filled Cream 25c
HORNS 6 for 5c
Washington SQUARES each... 5c
All kinds COOKIES 2 doz. 25c
Coffee CAKES 10c
Fresh STOLLENS 15c
AD ROLLS doz. 10c
Poppy Seed ROLLS doz. 15c
Radio ROLLS 6 for 25c
Apple Turnovers 6 for 25c
Apple CAKES 20c
Maple Nut CAKES 25c
All kinds CAKES 25c
Pecan ROLLS 15c
Pumpkin, apple, cherry, peach, mince, butter-milk, lemon and coconut PIES 30c
Hot Rolls and Cream Bread Twice Daily!

Wiggly on First Street has featured larger quantities of produce than ever before. In a statement issued to The Herald Mr. Galbreath said that his company has been established here for about 15 years and that it will continue its policy as wholesale purchasers of Sanford and Seminole County grown products.

Gatchel Carries All Kinds Of Groceries

"During the time I have been operating a grocery store on Sanford Avenue the people of Sanford have extended me a fine patronage and I am grateful," declared Forrest Gatchel, prominent independent merchant today when he commented upon this success his store has enjoyed since its opening. Gatchel's store has featured a

full line of imported, health foods and others not carried by many stores. "I always take pride in the fact that my customers, sel-

dom find us out of any article," Mr. Gatchel concluded. Black-faced toys are out of favor in Germany.

HUMPHREY'S MEAT MARKET 303 Sanford Ave. Sausage 10c, MEAT lb. 10c, Neck 25c, BONES 1 lb. 25c, Pig TAILS lb. 10c, Pork CHOPS lb. 15c, Ham 15c, HAMS lb. 15c, Beef STEW lb. 5c & 10c, All Pot Roast of BEEF lb. 10c, All Cuts STEAKS lb. 10c

SNOW'S PAINT AND GLASS PITTSBURGH PAINT PRODUCTS Glass - Picture Framing Phone 303 117 S. Park

HILL Lumber YARD & Supply LUMBER AND BUILDERS' SUPPLIES WITH "SUDDEN SERVICE" PHONE 83 223 W. 3RD ST.

United Lumber Co Lumber And Building Materials French & 8th Phone 713

JUST RECEIVED Fresh Shipment OF ALL FRUIT CAKE MATERIALS Lovett's PIGGLY STORES Groceries - WIGGLY STORES Large Boxes Matches 3 For 10c

Again We Lead! Prices Talk and They Sell! Here Are Some Of Our Week-End Values - - -

TUNA FLAKES No. 1/2 can 10c, SWEET MIX PICKLES 24 oz. jar 15c, MIXED VEGETABLES 2 No. 2 cans 15c, STANDARD PEAS No. 2 can 10c, DIXIE ROSE FLOUR 6 lbs. 25c, 21 lbs. 89c, MACARONI-SPAGHETTI 3 pkgs. Okey 11c, CAKE FLOUR Pillsbury's pkg. 25c, JELLO 3 pkgs. 17c, SUGAR 5 lb. 25c, bulk 25c, RICE 5 lbs. 19c, BREAD loaf 8c, BUTTER jar 15c, LIBBY'S CORNED BEEF No. 1 CAN 13c, CLOROX 1 qt. 15c

PRODUCE POTATOES 10 lbs. 9c, BEANS lb. 5c, POTATOES 10 lb. 10c, Apples 3 lbs. 19c, Apples 1 lb. 17c, Fancy Iceberg LETTUCE hd. 5c, ONIONS 3 lbs. 7c, GRAPES 2 lbs. 15c, CABBAGE lb. 3c, BUTTER lb. 30c, SPINACH 2 cans 15c, JELLY 2 for 15c, COFFEE lb. 19c, SOAP 2 lb. cans 25c, MEAT 2 cans 10c, SAUSAGE 2 cans 15c, LOAF can 10c, SALMON can 11c, SARDINES 1 for 10c, MAYONNAISE 8 oz. 10c, DRESSING PG. 15c, GIN. ALE bottle 11c, CAMAY 2 cakes 11c, PAMMOIVE 3 bars 11c, OCTAGON 5 for 12c, SUPERLUIS 2 pkgs. 12c, LIPPER 1 roll 10c, COGNAC 1 lb. 10c, POWDER 1/2 lb. 10c, PEPPERS 2-1 lb. pkgs. 17c, DATER pkg. 10c, PEPPER 2 for 10c, SUGAR 2 pkgs. 15c

MEAT MARKETS Corner of Magnolia Ave. & First Street 117 East First Street Chuck or Shoulder BEEF ROAST 1 lb. 7c, STEAKS 1 lb. 7c, HAMBURGER or Stew Meat lb. 5c, WHITE BACON 1 lb. 14c, OYSTERS Quart 39c, Pork Chops Or Roast lb. 12c, WIENERS OR BOLOGNA lb. 12c, HENS Each 59c, HAMS Each 55c, BACON lb. 25c, Lamb Legs or Chops lb 17c, Lamb Shoulders lb. 12c, VEAL CHOPS lb. 12c

Have you heard the good news about Snowdrift? 1 lb. 17c

Serving Sanford And Seminole County For 15 YEARS ANNIVERSARY PRICES! Machine Tendered STEAKS lb. 23c, Home-made Veal LUNCHEON LOAF lb. 38c, Cudahy's Puritan HAMS lb. 21c, Fat, Young, Homegrown HENS lb. 20c, POT ROAST of BEEF lb. 12 1/2c, Genuine Spring LAMB LEGS lb. 25c, Salt Water Fish "QUALITY MEATS" Tillis Bros. Phone 105-J Magnolia Ave.

For Better Service SEMINOLE DRY CLEANERS Phone 807 230 Magnolia Ave.

TYPEWRITERS 100% new, second hand and rebuilt. Special repairs by factory trained mechanics. Low price guaranteed. Geo. W. Brown Co., Inc.

CREAM CHEESE
Brookfield **6c** Pkg.

Aladdin Coffee
25c

BULK SUGAR
5 lbs. 25c

PORK & BEANS
2 No. 1 Cans 9c

Coffee Del Monte **29c**
lb. Can

Salmon No. 1 Can **10c**
Pink

Bread Large Loaves **8c**
All Kinds

- MEATS -

HAMS pound **15¹/₂c**

Beef Roast lb. **7¹/₂c**

STEAKS Round, loin, t-bone **20c**
3 lbs.

| | |
|---|---|
| Small Western Branded Spring Lamb | Fresh Country Pork |
| LEGS lb. 17 ¹ / ₂ c | Hams or BACKBONE lb. 12 ¹ / ₂ c |
| SHOULDERS lb. 10c | Shoulders or SIDES lb. 10c |
| CHOPS lb. 23c | |

| | |
|--|---|
| Wieners or FRANKS lb. 12 ¹ / ₂ c | Full Cream Wisconsin CHEESE lb. 15c |
| Boneless VEAL ROAST lb. 15c | Center Slices Armour's HAMS lb. 23c |
| Best Grade COMPOUND 2 lbs. 19c | Best Grade WHITE BACON lb. 15 ¹ / ₂ c |
| Fresh Ground Hamburger or Pork Sausage 3 lbs. 25c | (Not plate or butts) |
| Rib or Brisket STEW lb. 5c | Wilson's Certified SLICED BACON lb. 27c |
| Crystal River OYSTERS qt. 37c | Fancy Baby BEEF LIVER lb. 7 ¹ / ₂ c |

Standard
Corned Beef 2 for 25c

No. 2 Cans
Apple Sauce 2 for 17c

Wash With
Super Suds 2 pkgs. 15c

Food Sales

Increasing at

RILEY'S

RIGHT TO LIMIT QUANTITY

Sanford Housewives Know Values!
That's Why Riley's is Enjoying
Such Popularity In This City



5 lbs. 32c

- 8 1-4 oz. Premium Flake CRACKERS pkg. 9c
- No. 2 Standard TOMATOES 2 for 15c
- No. 2 cans Standard CORN 2 for 17c
- No. 2 Blue Dot LIMA BEANS 2 for 17c
- No. 2 1-2 Coral Sea Sliced PINEAPPLE 16c
- Vita Food Salad DRESSING qt. jar 21c
- Light House CLEANSER 2 cans 18c
- Royal Gelatin or DESSERT 3 pkgs. 13c
- Quaker Macaroni or SPAGHETTI 2 pkgs. 19c
- Vermont Maid SYRUP bot. 25c
- No. 2 Happy Vase SUGAR PEAS 2 for 15c
- Rich' Flavor PEARS No. 2 1/2 can. 15c
- No. 1 Derby CHILI CON CARNE 2 for 19c
- No. 2 1/4 Silver Floss SAUER KRAUT 2 cans 25c
- 8 oz. Wilson's MAYONNAISE or RELISH 10c
- 8 oz. La Famosa CRUSHED PINEAPPLE 2 for 15c
- Phillips' TOMATO JUICE No. 1 cans 5c
- No. 1 cans Phillips' VEGETABLE or TOMATO SOUP 5c
- 1-4 lb. pkg. Vesper ORANGE PEKOE TEA 10c
- Lb. pkgs. bulk EVAPORATED PEACHES 2 for 25c
- No. 1 Rich Flavor PEACHES or APRICOTS can 10c
- Nash MUSTARD qt. jar 10c
- Soap or Powder OCTAGON 5 small 10c
- Palmolive SOAP 5 bars 14c
- Large Packages SELOX 2 for 23c
- American Dill PICKLES 1/2 gal. 33c
- Derby MUSTARD 5 oz. jar 5c
- Guardian Toilet Paper 3 rolls 10c
- Phillips' No. 1 SPAGHETTI 3 cans 20c
- As You Like No. 2 1-2 PEACHES 2 for 25c
- Libby's Cottage TAIL MILK 3 for 17c
- 2 lb. pkg. MOTHER'S COCOA 19c

Medium Size No. Cold Storage
Eggs Doz. 25c

Water Ground
Meal 5 lb. Pkg. 10c

Blue Rose
Rice 5 lb. Pkg. 19c

Bulk
Grits 5 lb. Pkg. 13c

Dog Food WAG **5c**
can

Catsup 14 Oz. **10c**

Lard Jewell **41c**
4 lb. Carton

- PRODUCE -

Nice Yellow
Bananas 4 Lbs. 10c

Georgia
YAMS 10 Lbs. 11c

No. 1 Grade
POTATOES 10 lbs 10c

Michigan Celery
CARROTS BEETS
LARGE BUNCHES 5c

GRAPEFRUIT
Green Peppers
EACH 1 CENT

Hard Head
Cabbage lb. 2c

California
Lemons doz. 10c

Yellow
Onions 3 lbs. 8c

Fancy Iceberg
Lettuce 2 hds. 15c

July
ORANGES 2 doz. 15c

York
APPLES 5 lbs. 15c

Home Grown
String Beans 3 lb. 13c

Home Grown
English Peas 2 lbs. 25c

Country
Roll Butter lb. 28c

Large
P&G Soap 3 for 12c

Fancy Biscuit
FLOUR 24 lb. 30c

Bob Holly Recalls Early Experience Of Sanford Herald

Present Postmaster Put First Issue To Bed As Weekly Over 25 Years Ago

By E. J. HOLLY, SR. On Aug. 22, 1908 the first issue of The Sanford Herald greeted a public that awaited it with bated and probably averted breath.

There were no electric lights, no sidewalks, no paved streets, the sewerage of the city ran into the lake where all eyes could see it and all olfactory nerves could sense it.

The Herald had a mission to perform here and it performed it to such good purpose that some of the patriarchs were moved almost to violence over our efforts to bulkhead the lake front, build brick streets and bring other improvements that shocked the sedate and satisfied old timers who were perfectly satisfied with "their Sanford."

MEDICAL SCIENCE IN COUNTY SHOWS MUCH PROGRESS

Denton Reviews Steps Leading To Present Efficient Services

By DR. J. T. DENTON, Secretary, Seminole County Medical Society

Characteristic of the progress made in the practice of medical science in this section during the past quarter of a century is the transition from horse and buggy travel at the rate of from four to eight miles an hour to the present automobile speeds of from 40 to 70 miles an hour.

In the days of the horse and buggy, 20 to 30 years ago, we had much malaria, typhoid, and dengue fever in this area. That condition now is practically a thing of the past.

The practice of medicine has changed, to a large degree, from curative medicine to preventive medicine.

Twenty five years ago, malaria cases comprised at least 50 percent of those brought to the attention of a doctor. Today, not more than 10 percent of the cases are malaria cases.

This decline has been brought about through an educational campaign which pointed out the need for proper drainage, sanitation, and screening of houses.

Typoid caused a good part of the illness of the early days in this section. Since then this disease has been checked by the screening of houses and eating places from the fly which carries the germ of typhoid. Drinking water that has been chlorinated has been eliminated as a carrier of the typhoid germ.

Diseases prevalent among school children such as measles, scarlet fever, and whooping cough, which quickly

RUNGE TELLS OF FRATERNAL LIFE OF CITY

Lodges Have Greatly Aided In Progress Of Section During Quarter Of Century

By S. RUNGE

Active fraternal organizations of a quarter of a century ago were the Masonic Lodge with G. W. Spencer, Senior Worshipful Master; Odd Fellows with W. P. Stone as leader and Woodmen of the World with G. S. Derry and G. R. Calhoun as leaders.

In 1908 the Fraternal Order of Eagles organized its Lodge No. 1851, with W. D. Holden as its first president and G. R. Calhoun, Geo. A. DeCottea and W. O. Underwood as prominent leaders.

The Eagles being more of a social fraternity, were in the limelight at the time, with a large membership of the best local material, and played a large figure in public life of the city.

They brought a state Eagle Convention to the city, that, with the crowds it attracted, and its showy parade and other festivities, marked the beginning of a new start in public entertaining.

Their first quarters were in the, since destroyed, third story of the then City Hall, now Fire Station. Later they divided quarters with the other organizations in the well-equipped hall of the Masons, on the second floor of the new Valdez Hotel, until they were able to establish their own large hall and canteen in the Stone-Grove building on First Street and Palmetto Avenue.

From there they moved to the Welborn block, until they acquired the building erected by W. H. Underwood on Oak Avenue near Second Street, which they occupied until the local lodge dissolved.

In 1911 the Benevolent and Protective Order of Elks invaded this city and organized Sanford Lodge No. 1241, which quickly

First Christian Church, Born Here In Period Of Unrest, Has Had Unusual Growth

By MILDRED KNIGHT

The incipency of the Christian Church movement in our locality was at a time when the religious level of the nation and particularly the State of Florida was much below par, in that practically everyone, including some ministers, were worshipping real estate and its interests as their god.

In keeping with other new movements of earlier times, this one, too, was born in a period of unrest and chaos. To Mrs. R. A. Terhoun, formerly of Sanford, now of Savannah, Georgia, goes the distinct honor of being the instigator of the movement here. After much investigation, Mrs. Terhoun found that there were a number of people here who had at some time belonged to a Christian Church elsewhere, and that some were going to other churches and some not going at all. It was then, she saw the great need of a Christian Church in Sanford, and which culminated in Rev. O. H. Brooks and his wife of Eustis coming to Sanford and meeting with these pioneers of the faith with the hopes of organizing a church here in the near future.

It was during the month of July 1925, (at a time when it is difficult for the average person to dispense of any energy that he might muster up, unless it is to sip tepid drinks from frosted glasses) a number of people met at the Marine Theater to attend a pre-organizational meeting, although several previous meetings had been held at various individuals' homes here.

The Junior High School building was secured as a meeting place for the next few Sundays with Rev. Brooks as pastor.

On Sunday, September 20, 1925, after much effort on the part of a few, a meeting was called, which was held at the Woman's Club for the purpose of effecting the organization. Rev. J. L. Jackson, chairman of the Orlando District of Christian Churches, presided over the meeting assisted by Rev. H. T. Bolton, who with his daughter, Miss Martha Bolton, was spending the winter in Florida.

Rev. Jackson read the Scripture and stated the purpose of the meeting at which time the roll was called of those who had previously signed the charter, and the opportunity given for others who wished to affiliate with the church at that time as charter members, among some being: Mr. and Mrs. Ray Wilson, R. I. Hill, Mrs. Jamie Roberts (Cora Hill), Bonnie Byrd, Mrs. Hawkins Connolly, Mr. and Mrs. H. J. Clause, Mrs. S. O. Brown, Mrs. Laura F. Galloway, Ben Fish, Mrs. Emmett McCall, Mrs. R. A. Terhoun, Wm. McKim, Kathryn Wilkey, W. V. Wheeler, B. F. Boden, W. S. Robinson, Mr. and Mrs. R. G. Fox, Mrs. J. R. Richards, and J. J. Cates.

R. I. Hill and Mrs. W. S. Robinson were unanimously elected Elders to serve six months, and R. A. Wilson, W. V. Wheeler, Wm. McKim, B. F. Boden and H. J. Clause were elected trustees and deacons, after which several talks were made and a solo, "The Prodigal Son" was rendered by H. J. Clause. The sermon for the occasion was preached by Rev. O. H. Greenwell of South Orlando Christian Church. He used, "The Church and the Reformation Movement," as the subject of his sermon after which the congregation sang, "Blest Be the Tie that Binds" and Rev. Morgan of DeLand, Florida pronounced the benediction.

Owing to the inability to secure the Woman's Club for services, the American Legion Club rooms were procured by the church as a temporary meeting place. The Legion Hut was very comfortable, but the attendance grew so rapidly that almost from the beginning it was rather crowded and without sufficient seating capacity.

A committee was appointed with Mrs. Laura F. Galloway as chairman to solicit funds with which to buy chairs. Some of the members were so interested in having a church here that they bought the chairs which they and their families used. Regular morning and evening services were held with Rev. O. H. Brooks in charge.

There were only two divisions in the Sunday School—the adult department and young people's department. Mrs. H. J. Clause, who taught the young people which included the grade roll age to the adult age and served as the Legion Hut; while E. L. Hill, teacher of

the adult department, used the interior of the hut.

At first it had been the dream of the organizers to see the Legion Hut filled to its capacity, and on account of the spontaneous growth of the movement, they soon saw this dream realized. The situation was met with the visualization of wider fields of service opening up.

Rev. Brooks accepted the call of the Kissimmee church, and Rev. H. T. Bolton who was spending the winter in Florida offered his services, and asking only the free-will offering for remuneration. He was called. He and his daughter, Miss Martha Bolton, gave whole heartedly of their ability and talent in the perfecting of a Christian Church here.

Rev. Bolton's ministry here was very brief, and he was succeeded by Rev. O. H. Greenwell, then of the South Orlando Christian Church. A number of people united with us under his leadership. Rev. O. H. Greenwell resigned and immediately after his departure, Rev. Edward Rudolph of Leesburg, Florida, was called. He accepted, and he and his wife immediately upon their arrival here began a work of high value.

Shortly after he arrived, the Junior High School building was obtained for a meeting place this was in 1928. Services were held at this location until the present church building was erected. The Rudolphs were in Sanford approximately a year at the end of which time, he accepted a call from the church in Caydon, Ind.

The vacancy created by the departure of Rev. Edward Rudolph was immediately filled by Rev. E. M. Marley who was residing in Jacksonville, Florida, at that time. He preached his first sermon here on Mother's Day 1927, and during his ministry great strides were made from every standpoint. At the time of his arrival the total membership of the church was approximately 50, and while here 219 people became affiliated with the church through his ministry. The membership of the church at the time he left was 143. Since then, there has been five additions to the church.

CITY MUSICAL HISTORY ONE OF PROGRESS

Mrs. Munson, Teacher Here Over 25 Years, Outlines Highlights Of Past, Present

By MRS. FANNIE STEMBRIDGE MUNSUN

This short article proposes to tell something of the early musical history of Sanford. That is, from the first 10 to 15 years after I came here to live. However, if this article has not all the flavor of the "Pyramids of Egypt," you can know that it was seasoned just a bit later.

"When I came to Sanford years ago, there was but one public school, now the East Side Primary School, Professor Lynch, principal of the school, asked if I would teach certain grades, and also be especially desired to teach singing in the school houses along with the piano."

"A law had just been passed that all future public school teachers must stand examinations, and I believe I was the first in this part of Orange County to pass those examinations, and also, so far as I know, the first to teach singing in a Sanford public school. I mention this that you may know that you are reading among his toes."

"I did not give up the small class of piano pupils when I entered school duties, and after one year, however, of public school teaching, I decided that piano instruction was my preferred interest."

"In those earlier years, Sanford had some excellent vocal talent. I recall two male quartets. Some time concerts were given. There was an orchestra and a large and splendid band."

"My husband, that is, he later became my husband, played violin in the orchestra and trombone in the band. Mr. Fernald, whom you will doubtless associate with the Central-Longlight Memorial Hospital was the big bass drummer in the good band."

Mr. Fernald was a great musician. He returned on Page Six.

S. O. Chase, Sr. Tells Story Of Hazardous Trip In Everglades

LANE REVIEWS THEATRICAL LIFE OF CITY HISTORY

Sanford Has Not Lacked In Having Best Talent Presented

Impressions of the progress of theatrical life in Sanford a quarter of a century ago, and since, summoned up for The Herald by Edward F. Lane, former theater owner and for years associated with amateur productions in this city, indicate that the city has not lacked in this feature of everyday life in the average community.

"The first public entertainment that I remember," Mr. Lane says in an article, "were the old 'magic lantern' shows which were staged in the school houses along with lectures."

"Continuing, Mr. Lane sets down his impressions as follows: 'The first motion picture theater was named The Pastime, and it was owned and operated by George A. DeCottea. It was located in the Bishop block about three doors east of what is now Ben Mason's store.'

"The Opera House was the big theater where all road shows played. It stood where the Marine Theater now stands, and it was owned and operated by W. T. Johns who also owned the lunch room at the old A. F. depot."

"Some of the best shows which we had the pleasure of seeing played in the old Opera House in the early days were Al G. Field's Minstrels, the largest show of its kind on the road, and the Lyman team, a musical comedy company which brought us a company that was the equal of any I have ever seen."

(Continued on Page Two)

Hardships Of Life In South Florida Set Down In Diary By Head Of Local Firm

The Everglades were always associated in my mind with Seminole Indians, plenty of deer, turkey, fish and all kinds of game usually found in the wild and undeveloped sections of our state, besides being encloped with that glamour that unexplored regions surround themselves in and which to an ardent fancy have all the attractions that the imagination can picture.

The opportunity of joining an expedition for exploring this region was, therefore, eagerly embraced, despite the advice of friends who had been upon the border of this country, and the wishes of relatives that I should not run the risks of such an undertaking.

The plan was to have enough men to carry everything we should need in packs, as we knew it would be impracticable to carry horses with us all the way.

This plan necessitated a rigid economy in baggage, and for several days before we left home we were busy calculating the least possible bulk of blankets, clothes, shoes, and all the various articles which each of us wished to carry along for comfort or convenience. Finally, departing of being able to make a selection from among the many things which my friends knew would be necessary and which I knew I couldn't take, I put everything aside except one single blanket, one change of clothes, three pair socks, one extra pair of shoes, and my checkered musquito bar, to which I afterwards

(Continued on page two)



IT Is My Sincere Hope That Sanford Will Move Forward With Even Greater Speed During The Next 25 Year Period

"My desire is to take this opportunity, which is most timely, to extend my best wishes for a successful future to the citizens of Sanford and Seminole County and hope that they will join with The Sanford Herald in celebrating this its quarter century anniversary."

Lloyd F. Boyle

States Attorney Judicial Circuit Sanford, Florida

"It is with pleasure that I join with the people of Seminole County and THE SANFORD HERALD in celebrating the quarter-century anniversary of The Herald. "My hearty congratulations to The Herald and its staff, may its able service to the fine citizenship of Sanford and Seminole County be long continued."



Millard B. Smith

Judge, 23rd Judicial Circuit

(Continued On Page Four)