

### Post Office Is Fastest Growing In United States

Receipts Jump From \$44,911 In 1940 To \$579,807 In 1950

For the third successive year the Sanford Post Office has maintained a rate of postal receipt increase, which, according to Joe Field, postmaster, have made it the fastest growing post office in the United States.

Since 1940, when the receipts were \$87,126, they have doubled yearly, reaching a peak of \$579,807 during 1949 and giving indication of passing the \$600,000 mark in 1950, he stated.

In the pre-war year of 1940, postal receipts were but \$44,911. By 1943 they reached \$69,864 and by 1945, \$97,954, slipping down to the 1946 figure of \$74,426 after the Navy ceased its air training here.

During the following year of 1947 the postal receipts more than doubled to the \$171,792 figure, and showed a year of more than \$26,000 to reach the 1949 figure. "I don't know of another post office in the United States that has had a greater rate of increase than your office has," Dan Johnson, editor of the Postmaster's Gazette, official publication of the National Association of Postmasters, recently wrote to Postmaster Field.

He added that he thought that the remarkable increase that the Post Office had gained merited national publicity and asked Mr. Field for more detailed information on the subject.

The tremendous increase in receipts, it was pointed out by Mr. Field, has been caused largely by the increasing business of Florida's largest mail order house, Florida Fashion's Inc.

"The Sanford Post Office, he declared, has the record of receiving in its post office boxes orders from its post office in Florida with the exception of Jacksonville which receives credit for all paid money orders from 2nd, 3rd, and 4th class post offices in the state.

During the past year a contract station, "The Fellowship Front Station," was established at the Hospital at the Municipal Airport, and one clerk was placed in charge there.

Three new regular clerks, one carrier and one supervisor, were added to the personnel last year at the local Post Office.

So crowded has it become that in the past year it is now necessary to keep supplies and files in the recreation room. During the Christmas rush a sub-station for mailing packages was established again at 117 Magnolia Avenue in

order to eliminate congestion. The mail order business grew so much that in 1948 the Sanford Post Office showed the greatest annual increase in postal receipts and paid money orders of any post office in the United States. This represented a gain of 112 percent over the previous year. Of the total increase, according to Mr. Field, Florida Fashion's is responsible for more than 20 percent.

This phenomenal increase excited the curiosity of many postmasters. Alabama postmaster made a special trip to Sanford to see how this small post office could handle so many packages and make out such large receipts. He learned, to his amazement, that the Sanford Post Office pays more money orders than any post office in Florida except Jacksonville, which has a central accounting post office and is accredited with the money orders of all of the second, third and fourth class post offices in Florida.

In fact, in May, 1949, there were 112,000 money orders paid at the local office, when the business of the Jacksonville Post Office was exceeded in this respect. During the period from last Oct. 1 to Dec. 1, more than 41,000 money orders were paid at the Sanford Post Office.

### Power Company

(Continued from Page 6, Sec. 2) The new 72,000-kilowatt Gulf power plant, south of Miami and a new unit to more than double the capacity of the new Sarasota plant, built in 1945. High point in the 1950 program will be ground breaking for the company's newest power plant, the 110,000-kw. plant on the St. Johns River at Palatka.

Of the \$18,000,000 spent during 1950 over \$1,000,000 will go for new power plants. Nearly \$6,000,000 will be spent on improvements and addition to customer service facilities, including reinforcing lines, building new substations, adding and enlarging substations, transformers, street lighting and other facilities.

New high voltage transmission lines and expansion and improvement of existing transmission facilities will require another \$2,000,000 to channel the huge additional blocks of power from the new plants and to provide, in many instances, additional sources of power supply to many communities.

The remainder of 1950 projected expenditures include additions to the company's gas production and distribution facilities, general property additions and improvements to building, office, transportation and communication equipment, tools and miscellaneous items.

The current \$18,000,000 program is a part of the company's \$100,000,000 post-war improvement and expansion program.

### City Population

(Continued from Page 6, Sec. 2) Among the colored population pretty much the same percentages obtain as to nativity. Most of them, or 7,572, were born in Florida. Some 2,876 were born in Georgia; and 730 were born in South Carolina. Alabama has a representation here of 221 and North Carolina, 173.

Among the northern states Pennsylvania leads with 19, and New York follows with 10. There are also small scattered delegations from Connecticut, Washington, D. C., Indiana, Massachusetts, and Ohio. Seven Negroes here were born in the West Indies, 1 in England and 2 in Europe.



# LEADERSHIP IN FASHION SINCE 1900

For • MEN • WOMEN • CHILDREN • HOME

## Look to Spring!



You'll look pretty in our fresh, new-season dresses! See our outstanding collection of bright prints and solids in fine crepes and nylon-acetate! Dolman-sleeved coat dresses, new middie look, one and two-piece styles . . . ready-to-wear now.



### PIECE GOODS DEPARTMENT

Materials selected for Spring in Florida: "Design for Living" - Pure Silk Prints, Bembergs, Rayons, Pique, Chambray, Swiss, Muslin and Voile . . .

### DRAPERY FABRICS

Have a Spring flower garden in your living room by covering your chairs and that dark looking lounge with one of our exciting flower patterns.

Make your dining room a gay place for dinner parties with some of our cheerful drapery that gives a room a bright outlook on life.



### VISIT THE "VERY YOUNG COLONY SHOP"

On Our Balcony

Here you will find clothes ranging from that wee pink wrapper for the baby's first "at home" to the ruffled organdie she will wear when they bring in a cake with sixteen candles, singing, "Happy birthday to you." And Little Brother can find his wardrobe from his first night shirt to his striped Basque shirt he acquires, "now that he is six."



### OUR MEN'S AND BOYS SHOP OFFERS

A variety of furnishings in the better known brands in materials that are well cut and of lasting quality . . .

## SEMINOLE HARDWARE

OFFERS YOU

MORE FOR YOUR MONEY

- VALSPAR PAINTS
- SPORTING GOODS
- HARDWARE ITEMS

We invite you to the

## SEMINOLE HARDWARE STORE

210 E. 1st St.

Don't Confuse Body Weight With

### BODY BEAUTY

A person may be underweight, yet have a figure that is out of proportion, too much here, too little there. Let the GYRO-TRIM chair show you the way to figure beauty by reducing body measurement. It relieves nervous tension, normalizes body functions, by scientific automatic massage. Come in for trial treatment!

### HARRIETT'S BEAUTY NOOK

107 E. First Ave.

Phone 921

# Yowell's

The Place To Go For The Names You Know

### OUR MEN'S AND BOYS SHOP OFFERS

A variety of furnishings in the better known brands in materials that are well cut and of lasting quality . . .

# The Sanford Herald

AN INDEPENDENT DAILY NEWSPAPER

VOLUME XXXXI

Established 1908

SANFORD, FLORIDA, MONDAY, JAN. 23, 1930.

Associated Press - Leased Wire

NO. 111.



JOSEPH La MONTIA Residence In Altamonte

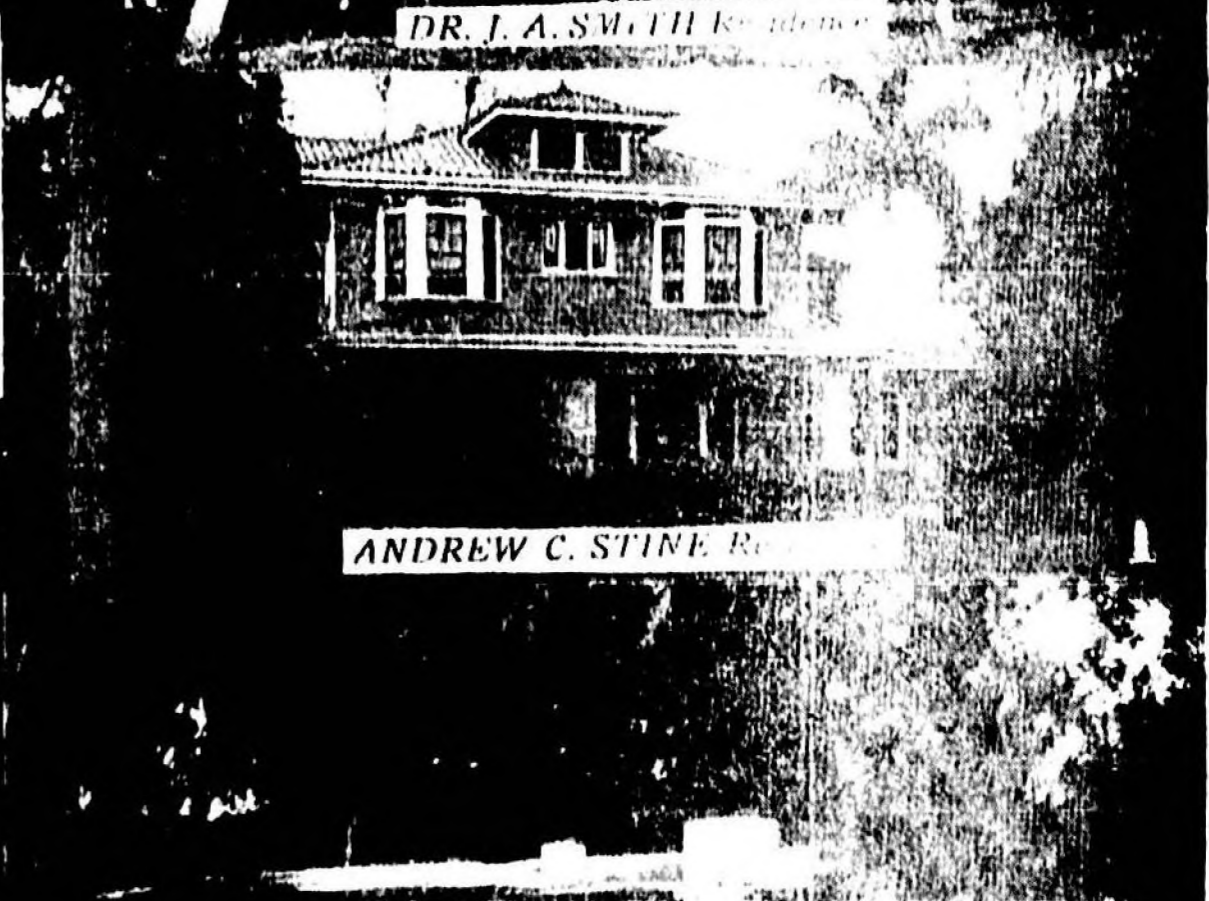
P. F. WHEELER Residence In Oklawaha



HARRY TOOKE Residence



DR. J. A. SMITH Residence



ANDREW C. STINE Residence



EARL HIGGINBOTHAM Residence



WILLIAM A. LEFFLER Residence



L. I. FRAZIER Residence



GEO. D. BISHOP Residence

### Tookes Plan To Move Into New Lake Front Home On January 28

Mr. and Mrs. Harry Tooke and two children, Patricia and Henry, expect to move into their new home overlooking Lake Monroe at the foot of Elliott Avenue on Jan. 28. Mr. Tooke, who is one of Sanford's most progressive businessmen and owner and operator of the Sanford Fruit Co., revealed recently.

In pioneering the building of a home of such outstanding beauty on Sanford's lake front east of Mellonville Avenue, the Tookes have started a new residential trend.

The Tooke home was designed by Architect Elton J. Moulton to take advantage of its lake-side location and has unusually wide windows facing the blue expanse of water in all but two of its eight rooms.

It is located on three lots with a depth of 180 feet and with 200 feet frontage on the lake. Landscaping work has been started to frame the home in a tropical setting. Adding to the shrubbery around the house and on the grounds will be color of the flowers in built-in flower boxes on two sides of the 20 by 20 foot terrace which is partly sheltered and paved with Coral Orchard stone. Steps lead from the terrace to the north lawn and Lake Monroe.

A wide picture window, flanked by smaller windows, affords a view from the spacious living room out over the terrace toward the lake. Adding to the cheerful note of the light green walls and white ceiling of this room is the south view from large windows on either side of the large tile-edged fireplace. A small hall leading to the main entrance on the south side, also connects with the utility room, which in turn leads to the two-car garage.

Adjoining the living room and terrace, and also adjacent to the combination breakfast room and kitchen is a large, tile garden room, with half of its space enclosed by steel casement windows and a picture window overlooking the lake, and having plenty of built-in cupboard space. It will be used as a dining room, extra living room or for recreation.

Even the windows of the combination kitchen and breakfast room overlook the lake. This room also gets additional lighting from the utility room adjoining. A doorway from the utility room leads to the one upstairs room in the house, which with its own

(Continued On Page 3, Sec. 2)

# Building Permits In Sanford Soar Over \$1,000,000

### More Than Twice As Much New Construction During 1949 As In Previous Year

Building activity in Sanford during 1949 soared to the record peak of \$1,158,259, or double the 1948 figure of \$580,147, John Gillon, chief inspector, announced today.

Home building continued at a rapid pace with construction of single dwellings and two duplex homes accounting for \$583,480 in permits, or about half of the total figure. Commercial construction was valued at more than \$226,000 and church permits totaled \$105,000.

The above church construction does not include the \$50,000 First Methodist Church annex or the \$44,000 First Baptist Church annex, as permits for these were secured in 1948. The uncompleted Missionary Alliance Church was recently put into condition for services.

New church construction included in last year's permit figures includes the \$55,000 Presbyterian Church annex and the Central Baptist Church, Thirteenth Street and Oak Avenue, now being built at a cost of \$55,000.

Industrial construction included two ultra modern new grocery stores, the Piggly Wiggly at Third Street and Palmetto Avenue for \$30,000 and the Margaret Ann \$10,000. These figures are for construction alone and do not include the thousands of dollars spent for fixtures and the outfitting of these structures.

Oddly enough, the same sum, \$42,000, was spent on school construction and improvement in Sanford as on the new Municipal Swimming Pool was recently opened in Ft. Mellon Park. School improvements include the new shower and locker room building now under construction at Seminole High School, and improvements to the school auditorium. The new \$30,000 Crooms Academy Library is not included, nor is the new Midway School addition, as these are outside the city limits.

Of the 40 building permits issued during the past year, 226 were for repairs costing under \$1,000 and 22 for permits over \$1,000, and commercial garages five, including the \$7,500 project for Speedy Sales and Service. Among the major home building projects for 1945 was Phillips Manor on Escambia Avenue and other streets in the San Lanta (Continued On Page 3, Sec. 2)

### Sanford Governed By Commission Of Five Members

#### City Manager Serves As Administrative Head Of Government

Sanford is governed by a five man City Commission which on Jan. 4 again chose Andrew Carraway, who was re-elected by the people last Fall for his second three year term, to serve as mayor of the city for another year.

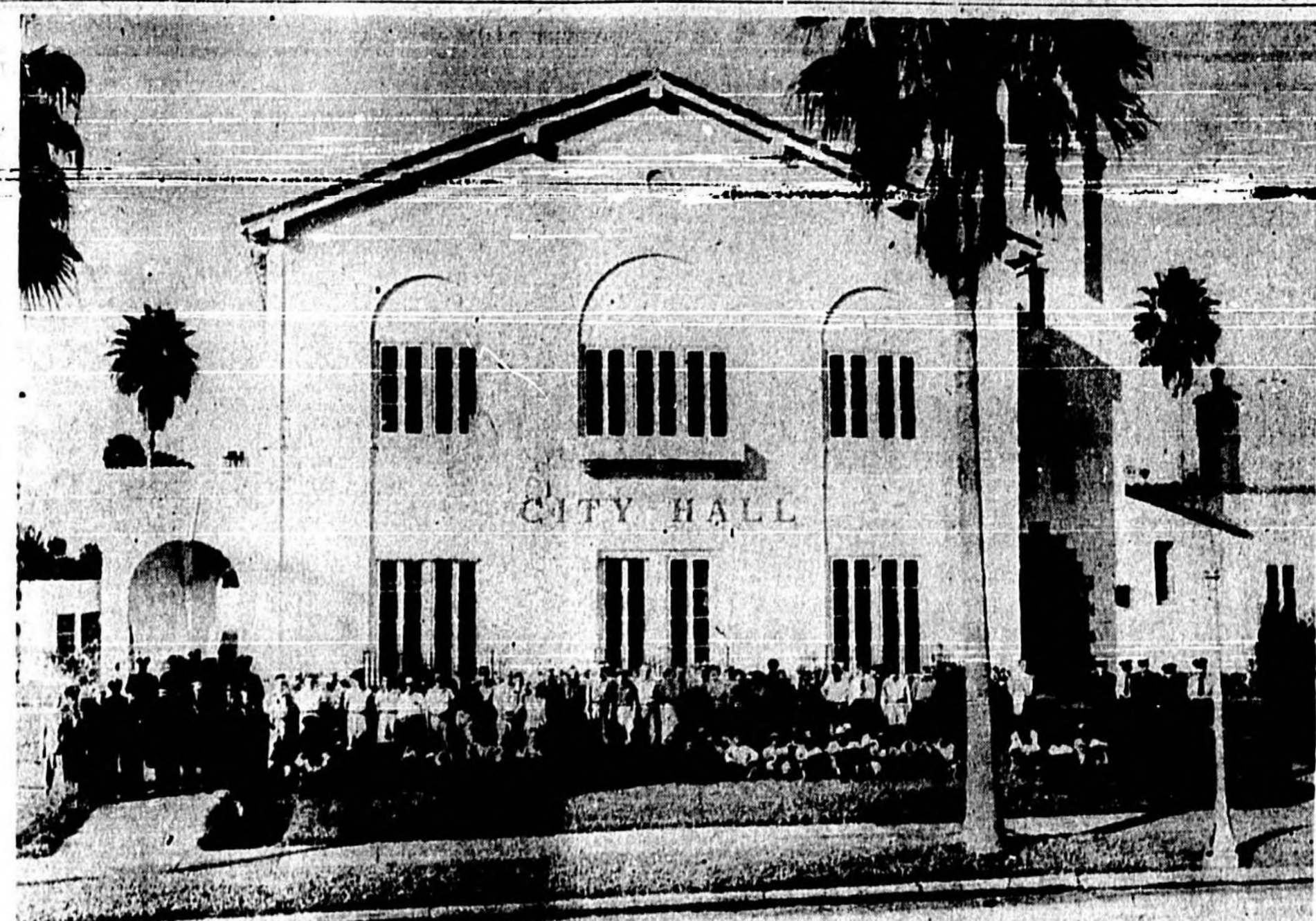
Clifford McKibbin, engineer Navy veteran, and former city manager of Winter Park, was appointed by the Commission in December, 1948, for the post of city manager. As such he is the administrative head of the municipal government under the direction and supervision of the Commission.

The commissioners are elected by the people and serve for three year terms, with one or two vacant posts being filled at a general election each year. They include at present Mr. Carraway, W. H. Stenger, Fred Byson, Randall Chase, and John Krider.

Mayor Carraway presides at all commission meetings, but is allowed to vote only in case of a tie among the other Commissioners. He executes all official documents of Sanford and is recognized as the head of the City for all ceremonial purposes.

Sanford's charter was passed by the State Legislature in 1923, but has been amended and revised a number of times by special legislative acts. In 1948 a committee headed by H. James Gut, former mayor, was appointed to study the City Charter with a view of clarifying and modernizing it. A number of changes were recommended and were enacted by the Legislature at its session last year.

The assessed valuation of Sanford is \$14,037,465, according to H.



SANFORD CITY HALL and City Employees

—Photo by Jameson

N. Sayer, city clerk. This valuation represents about 60 percent of present real estate values. Assessed valuation of home and other improved property is based on the national index of 1941 replacement costs, less depreciation. With Sanford's 1949 construction total past the million dollar mark, it is estimated by Mr. Sayer that about \$700,000 will be added to the assessed

valuation this year. Sanford ad valorem tax rate totals 21 mills of which 9 3/4 mills is levied for debt service, and 11 1/2 mills for operating expenses. Homesteads are exempted on the first \$5,000 of valuation for operating levies but are required to pay in debt service. Thus home owners pay less than half as much tax in proportion to valua-

tion as other property owners. The bonded indebtedness of the city is \$4,038,000, including water utility bonds. Since Oct. 1, 1949 more than \$840,000 of indebtedness has been retired. Taxes are due on Nov. 1 of each year with a 4 percent discount allowed if paid during that month; 8 percent in December; 8 percent in January and one percent discount in February. Among the main functions of

The books close April 1. Like Sanford, Seminole County is governed by a five man commission of which J. F. McClelland, commissioner in West Sanford, or District No. 2, is the newly elected chairman. Former chairman is H. B. Pope of Sanford District No. 1. O. E. Pourakre represents the fourth district, and W. G. Kilboe, Geneva, the fifth district.

the County Commission is construction and maintenance of County roads and bridges, welfare work, including supervision of the County Home and Infirmary, and defense of legal matters affecting the County. L. F. Boyle is attorney for the County Commission, and O. P. Herndon is its clerk. Mr. Herndon also serves in an elective capacity as clerk of the Circuit Court in the (Continued On Page 3, Sec. 2)

## For A Delightful Winter Come To Seminole County--

"IN THE HEART OF CENTRAL FLORIDA"



View Along The Beautiful St. Johns River

## Oviedo Lumber & Supply Co.

Pine and Cypress Lumber

BUILDING MATERIAL

TELEPHONE 2111

## LET US HELP YOU MAKE YOUR HOME IN SANFORD, FLORIDA

SERVING YOU WITH



- READY - MIX CONCRETE
- CONCRETE PIPE & BLOCK

TO MEET ALL SPECIFICATIONS

### F H A FINANCING FOR

### ADDITIONS and IMPROVEMENTS TO YOUR HOME

- AS LITTLE AS \$5.00 PER MONTH - UP TO 36 MONTHS TO PAY



- HARDWOOD FLOORS

VARIETY OF BEAUTIFUL FLOORING IN

BEECH --- OAK --- PINE

WHATEVER YOUR BUILDING NEEDS

SEE

## Sherman Concrete Pipe Co.

New Tooke Home

(Continued From Page 2, Sec. 3) bath, can be used as a guest room or for recreation. Glazed doors open to a balcony overlooking the lake.

From the living room, doors lead to the closet-lined hall connecting the three bedrooms in the east wing. Another outside entrance to the hallway is on the south side. Both the blue master bedroom, and the middle bedroom afford a view of the lake. The south bedroom is finished in pink. Each bedroom has a bath, with color tile following the color scheme of the room.

A wide concrete driveway leads to the garage. A walkway will be laid to the main entrance facing the south lawn. Altogether, five doors lead outside. The garage portion is uniquely lighted with vent black openings which let in light yet exclude rain. Paul Campbell was contractor and R. V. Thompson foreman in charge of operations.

CITY AND COUNTY

(Continued From Page 2, Sec. 3) District.

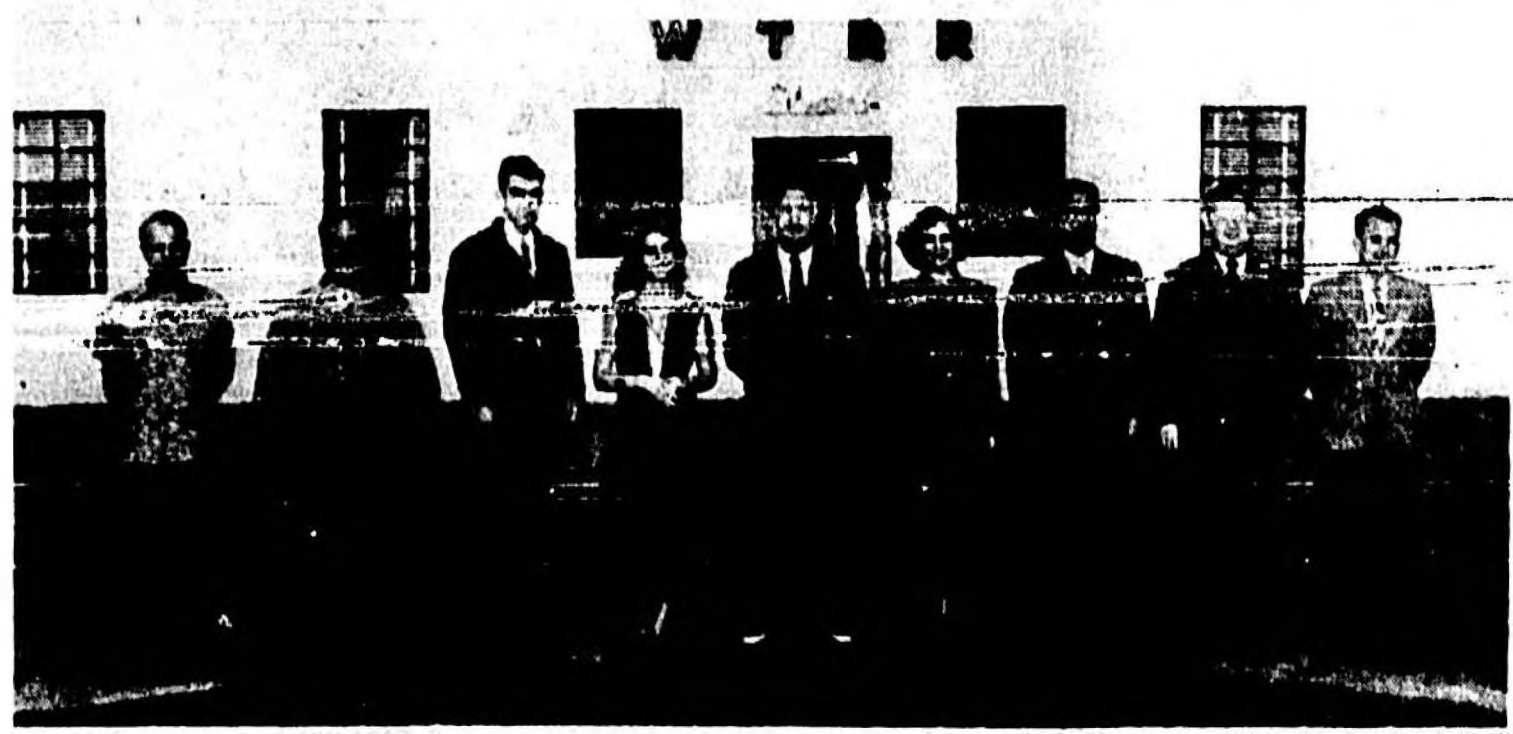
Once a year the Commission, which holds regular meetings one or more times a month, meets as an Equalization Board to examine the tax rolls as prepared by the tax assessor and to equalize assessment in accordance with adjacent and similar property.

The Commission has no jurisdiction or authority over constitutional officers such as the County Judge, sheriff, assessor, or tax collector, as their duties are prescribed by law. The Commission, however, pays all County bills presented, following certification and approval.

The assessed valuation of Seminole County is \$36,904, 378, according to Sanford Doudney, tax assessor. In the Sanford, Lake Monroe, and Paula districts the tax rate is 30 mills, and elsewhere in the county, 29 mills. Homestead exemption is allowed up to \$5,000 valuation for operating purposes, but all homes are assessed for school bond millage, two mills in the Sanford district and one mill elsewhere in the county. Of the 30 mill levy in the Sanford district, 20 mills goes to schools, and 10 mills for all County operations. The school levy in outlying districts is 19 mills.

The County School Board is a separate body from the County Commission, and includes five members, each of whom represents a district in the county. These include L. E. Jordan, (Continued On Page 5, Sec. 3)

RADIO STATION WTRR



One of the buildings completed in Sanford last year which helped to swell the building total beyond the million dollar mark, was Radio Station WTRR. Pictured standing in front of their new building is the staff, from left to right, Walter Collier, Dick Alken, James Williamson, Faye Dohndorf, Myron Reck, owner, Edith Paquet, Marion Harman, Julian Stenstrom, and Emerson Brown.

Advertising Puts Florida Fashions As State's 'Top' Mail Order House

Striking proof of the familiar adage, "It pays to advertise," is found in the rapid growth of one of Sanford's newest and most progressive enterprises, Florida Fashions, a retail mail order concern which by Dec. 31 will have shipped during the year more than one million packages of attractive and modestly priced dresses to young women all over the world.

A daily average of 4,900 packages of dresses is shipped from the company's packing, shipping and warehouse building at the Municipal Airport, a structure of 17,000 square feet of floor space which was built during the war for the Navy as an airplane repair building.

An average of 23 packages a day go to foreign countries, with the result that young ladies of Egypt, Europe, India, South Africa and other foreign countries wear the same colorful and modern styled cotton dresses as those worn by girls in Kansas, Alaska or Hawaii.

The whole enterprise, which now employs 330 persons and which occupies 54,000 feet of floor space in its three buildings at the former Naval Air Station and its downtown manufacturing plant, started as an idea in the mind of Frank Shames, operator of the local Hollywood Shop, specializing in women's apparel.

Having attained a degree in business administration at Drake University, Des Moines, Iowa, a master's degree in merchandising at New York University, he worked with a big department store in Baltimore for five years and later managed Hollywood Shops throughout

the southeast, and was thus well grounded in advertising practice.

Deciding to start a mail order business in low-priced cotton dresses for women, he placed on Sept. 1, 1946 a 126 line advertisement in the New York Times, featuring a cotton coat dress buttoned down the front. One girl, Pauline Kwiatkowski, handled the resulting orders.

Orders began to come in and Mr. Shames put more advertisements for the same dress in more newspapers. Rapid growth of the business necessitated adding more personnel, and a staff was formed which included as production and personnel manager Sam Martina.

Mr. Martina is a graduate of Louisiana State University and in New Orleans was general manager of a wholesale oyster concern. He served as an Army captain during World War II in Central and South America and in the Pacific area.

In February, 1947, the advertising was increased and between then and Apr. 1, there was a period of small scale development, and headquarters were established at 301 East First Street. Michael Ganson, New York University graduate, and with ex-

tensive experience as a buyer in the larger cities of the north, joined the staff as merchandise manager. Affectionately known as "Uncle Mike," he selects the style that young women find most attractive.

Business continued to grow and by June 1, 1947 the personnel included 36 people. Employees numbered 60 when 24 members of the Seminole High School graduating class were employed. On July 1, another "Mike", Michael E. Lazar, joined the staff. A graduate of the University and a former assistant controller of the Pittsburgh Paint and Glass Co. for 27 years, he has one complaint for all the new firm.

During the summer of 1947, Florida Fashions ran advertisements in all of the larger newspapers, Sunday supplements and in magazines such as "True Romances," "Calling All Girls," "Life," "Look," etc. This had its effect and before Christmas Florida Fashions put out its first catalogue, 200,000 of which went to people in the United States and abroad.

On every advertisement with the firm name was included the address, Sanford, Florida. This year it is estimated, the word "Sanford" will have appeared about two billion (Continued On Page 5, Sec. 3)

Visit The Land of Sunshine and Palm Trees



The Senkarik Glass & Paint Company gladly joins the merchants, business men and citizens of Seminole County in extending greetings to prospective visitors with firm belief that a visit here will be a happy experience for any tourist.

We invite them to make their permanent home in Sanford.

Senkarik Glass & Paint Co.

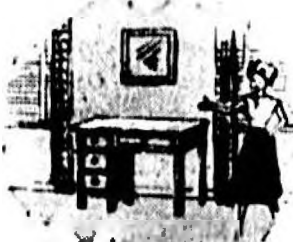
114 West Second Street

Telephone 320

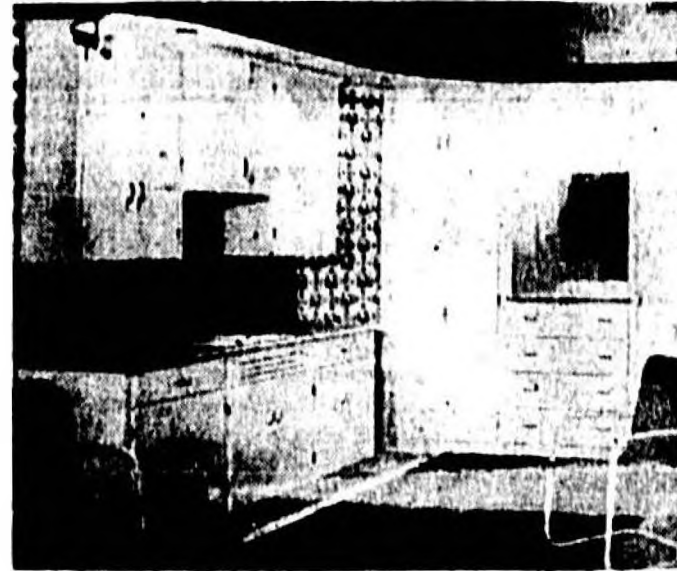
why buy it— like this



when Phillips builds it like this



custom-made comfort-tailored to fit...modern furnishings for modern homes



Left—Built-in kitchen cabinets. Built-in dressers showing the latest in mirrored, built-in vanity design with plenty of drawers to spare.



Example of modern type desk built to special order.



Louvered doors may be had in stock class, or built to special order.



A section of the most modern mill working plant in Central Florida. You are cordially invited to visit Phillips Industries any day except Saturday afternoon and Sundays.

Everything for the modern may be had from this one source of supply. Millwork, lumber, paint, window frames, doors, lock, panel. Aerial view shows entire plant. Phillips Industries of the Southeast.

phillips fine millwork industries Since Southern L. Phillips, Pres. Michigan Ave. at Railroad • Dial 3-1838 Orlando, Fla.

### Ox Fibre Firm Is Big Industry In Sanford Area

#### Output Of Brushes Brooms Represents Half-Million Sum

One of the major industries of the Sanford area is the Ox Fibre Brush Co., located in Volusia county about two miles north of the Monroe Bridge, where the long fibres of the cabbage palmetto are converted into brushes and brooms.

The company maintains two plants; one here and one in Frederick, Md., where every month a carload of the treated fibres is shipped. Whisk brooms are manufactured at the local plant and during the recent year an order for 500,000 was filled. James A. Wright, manager of the plant, revealed recently.

Faced with the need of a larger market for its whisk brooms during the post war period, the company started a national advertising campaign in such periodicals as the Saturday Evening Post, Good Housekeeping and Better Homes and Gardens, resulting in a greatly increased demand. Output has been raised to about 600,000 of whisk brooms a month, and these take about 50 per cent of the fibre processed at the plant.

Located on a large tract of company owned land, the plant proper includes 12 one-story metal covered buildings surrounded by a high wire fence. Outside of this area is a neat little office building and homes of the three foremen. Near the Florida East Coast spur line are 17 company owned cottages for Negro workers. The plant is also close to the Atlantic Coast Line Railroad. The approach to the plant is attractive. The neat, asbestos shingled homes of the three foremen: Ralph Spotts, L. O. Myers and E. L. Cunningham, are within an area of heavy laden citrus trees. The office building is surrounded by a hedge, lawn and garden. J. P. Bates, Sanford, is bookkeeper and Mrs. Effie Northrup is stenographer.

A. R. McEwan of Frederick, Md., is president of the company. F. W. Weitzel, former manager of

the local plant is vice president of the firm and manager of the Frederick plant.

About 110 workers, many of whom live in Sanford, are employed at the local plant and the annual payroll is more than \$175,000 a year.

Workers are given eye tests to determine their aptitude for certain jobs as all possible precautions are taken for the safety of workers. This is especially noticeable at the hackling machines where the hands and arms of workers must be protected as they feed strips of palmetto fibre into machines where sharp teeth on swiftly moving rotating drums separate the palmetto into bundles of fibre.

Every machine is fastened to stout leather harness on the back of the workers to prevent them from leaning or falling too far forward, and should by any mischance a worker slip too far ahead, he is automatically braked to a stop. Since the innovation of this method there have been no accidents, said Mr. Wright.

Storage of the bundles of palmetto fibres presents a fire hazard. To provide instant facilities for fighting any possible blaze there are four small fire houses containing hose and water connections. Plenty of pressure is provided by the 60,000 gallon water tank perched at an elevation of 108 feet and fed by a deep well capable of supplying 600 gallons of water a minute.

The plant, formerly located in Jacksonville, was established at its present location west of Enterprise and the Sanford-DeLand Highway in 1927. Mr. Wright has been with the company for 23 years, has been manager since 1932, and has aided in the design of a number of new machines. A modernization program was started the first of this year, and so far has been applied to the whisk broom plant, which was started in 1938.

The long fibres of the cabbage palmetto are extremely tough, flexible and durable and provide the only domestic source of brush fibre, said Mr. Wright. Due to the very toughness of the palmetto material it takes a lot of soaking, beating and shredding before the fibres can be separated and stored in twine wrapped bundles prior to use or shipment.

Taken from cabbage palmettos of central and south Florida are the palmetto buds, cuttings from the top of trees and about two and a half feet long. The buds' (Continued on Page 7, Sec. 3)

### PHILLIPS MANOR



### Building Permits

(Continued From Page 5, Sec. 3) section where 19 homes varying in cost from \$8,000 to \$10,000 have been built. Weiborn Phillips, who has sponsored many home building projects in Central Florida, is directing the work. The homes are varied in design, eliminating monotony.

Mr. Phillips has started 1950 home building operations here with a bang, and on Jan. 3 and 4th secured permits to build 10 new \$8,000 homes and one new \$10,000 dwelling. These will be built on Holly and Cedar Avenues between Eighteenth and Twenty-first Street.

Among the outstanding new homes is the residence expected by Harry Tooke, citrus packer, at a cost of \$30,000 at Elliott Avenue and the lakefront. Nearby on Melonville Avenue and also facing Lake Monroe is the \$16,000 home, now under construction, of Albert Jarrell.

The two-story home of Mr. and

Mrs. James Crapps now under construction on Melonville Avenue is nearing completion and will be ready for occupancy in about two weeks. The house is Monterey in style and exterior construction is of cedar shingles. White painted iron grillwork decorates the balcony across the second floor, and a small gallery on the first floor. A building permit was issued to the Crapps in the amount of \$9,000.

October was the banner building month of 1949 with total building permits of \$229,300. August was second with \$117,400 in permits and March third at \$104,200.

### CITY AND COUNTY

(Continued From Page 5, Sec. 3) also serve four years.

Three school trustees are elected for two year terms on old year. R. F. Cooper is chairman of the board which included Mrs. A. D. Rountree and Roy L. Howell. Their jurisdiction is county-wide and they recommend suggestions of teachers and suggest school improvements and repairs.



take time off for play—

## DOWN SANFORD, FLORIDA WAY...

On the beautiful St. Johns River, Sanford and Seminole County offer much to the winter visitor. Centrally located, blessed with a wonderfully mild climate and resided in by a progressive, friendly people, it is ideal as headquarters for your trip to Florida.

# A. D. ROSIER

DISTRIBUTOR - PLUMBING & HEATING SUPPLIES  
FRENCH & COMMERCIAL AVENUES

PHONE 207



WELCOME TO  
SANFORD,  
FLORIDA  
Expert Painting  
Low Cost  
Satisfaction  
Guaranteed



McCALL'S AUTO PAINT SHOP  
FIRST STREET SANFORD



## WHAT COULD BE FINER THAN YOUR HOME IN SANFORD FLORIDA?

A HOME IN SANFORD OR SEMINOLE COUNTY IS A GOOD INVESTMENT AND WILL BE FOR YEARS TO COME. YOUR HOME REPRESENTS SECURITY, A LIFETIME OF HAPPINESS AHEAD.  
OUR MANY YEARS OF EXCELLENT SERVICE INSURE YOU OF A JOB WELL DONE.

# UNITED LUMBER COMPANY

8th STREET & FRENCH AVE.

PHONE 718

**TOWN OF DEBARY**

Count deBary once entertained royalty. Recently elected to succeed Mrs. William H. Thomas president of the Association, was Col. N. J. Sapp, Pittsburg, Pa., former superintendent of West Point Hospital.

Recreation facilities include the DeBary swimming pool near the mansion, shuffleboard and tennis courts, and a golf driving range. Within the mansion are facilities for cards, ping pong and other contests, in the game room. A large dining hall, used for parties and dances, and other facilities have been set up by the club members.

On the shore of Lake Monroe and within a lapson, the Plantation Estates Company is building a dock and beach so that residents may enjoy the excellent bathing and fishing facilities. Three homes have been built on the lake. Mrs. Omer and Walter Taylor, former owner of the Plantation Estates, George K. Conn, former railroad employee from Chattanooga, Ohio.

Mrs. Irma L. DeMatta of Rochester, N. Y. whose two sons are enrolled in West Point Military Academy. Many residents of DeBary and Plantation Estates find fun and recreation in Sanford, visit the zoo and attend meetings of the local Tennis Club. DeLand is only 10 and a half miles away, and Daytona Beach but 34 miles.

Frank Turner, property manager of Plantation Estates, Inc., explains that the community enjoys excellent drinking water from its deep municipal wells which tap the same stratum as that of Orange City Electricity is obtained from the Florida Power Corporation.

The development has been extensively advertised and meets the requirements in this respect of such states as New York and Ohio, said Mr. Turner. An attractively illustrated page advertising the Estates appeared in the New York Times on January of April 18, 1949.

Among the new residents are Charles G. Green, Bristol, Conn., former General Motors executive; Frances Lloyd of Hollywood Beach and former comptroller of State; Dame Colver; Dr. Reuben Alby, woman doctor, and one of the foremost x-ray specialists of the country, and Dr. Harry S. Whitaker of Bay Bridge, La., a well known family physician. Other new home owners are Dr. W. Merkle of the State Hospital, Middletown, N. Y. and Norman F. Gould, retired representative of the North American Insurance Co.

In the business section facing Highway 17, R. Pugliara operates a filling station and modern tourist cabins. Mrs. Beth Pugliara has a coffee shop. Mr. and Mrs. Gus Bapponich operate six modern tourist cabin units. Residents take a lot of pride in

**TYPICAL HOME AT PLANTATION ESTATES**



**Ox Fibre**

(Continued From Page 6, Sec. 3) first treatment after reception at the plant is a 72-hour cooking process in large shallow vats filled with water. The resulting small amount, and somewhat similar to that of a brewery. Certainly all of the odor of this type is removed, for the processed fibre has a clean, straw-like smell.

For the heating process there is a large steam plant with two large oil fueled boilers. The firemen are Kirby Sellers, Abram Sikes and T. H. Sermous. From the cooking vats the buns

in their flowers and shrubbery, and spend much time in their gardens. Louis J. Hoffman, former butcher in Newark, N. J., resident for the past year, has been working a lot on his lawn, and in planting shrubbery, and recently stated that he is delighted with life in the health giving sunshine of Central Florida, and the association of his good neighbors in De-

Barry. Bundles of short fibre are deftly twisted around the short, wooden handles of the whisk brooms, secured in place by a wire winding machine, and the surplus handle is sawed off. Other workers on the production line remove surplus fibres, check the unit for quality and shape, fit the whole to come with red linen in automatic machine, looped it around the handles and nail on the nickel caps.

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

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

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

The plant's modernization program will be applied to the processing departments, said Mr. Wright. Interiors of the buildings will be cleaned and repainted and machines will be re-aligned. Painted in soft shades of gray designed to be easy on the eyes, the whisk broom factory has about 55 workers on its U-shaped production line. Large opaque windows and streamlined fluorescent lighting add to the modern appearance of the factory.

Working with the incentive of the rewards of piece work on machines that automatically compute the score of units processed, the workers show speed, concentration and skill at their tasks.

Residents take a lot of pride in their flowers and shrubbery, and spend much time in their gardens. Louis J. Hoffman, former butcher in Newark, N. J., resident for the past year, has been working a lot on his lawn, and in planting shrubbery, and recently stated that he is delighted with life in the health giving sunshine of Central Florida, and the association of his good neighbors in De-



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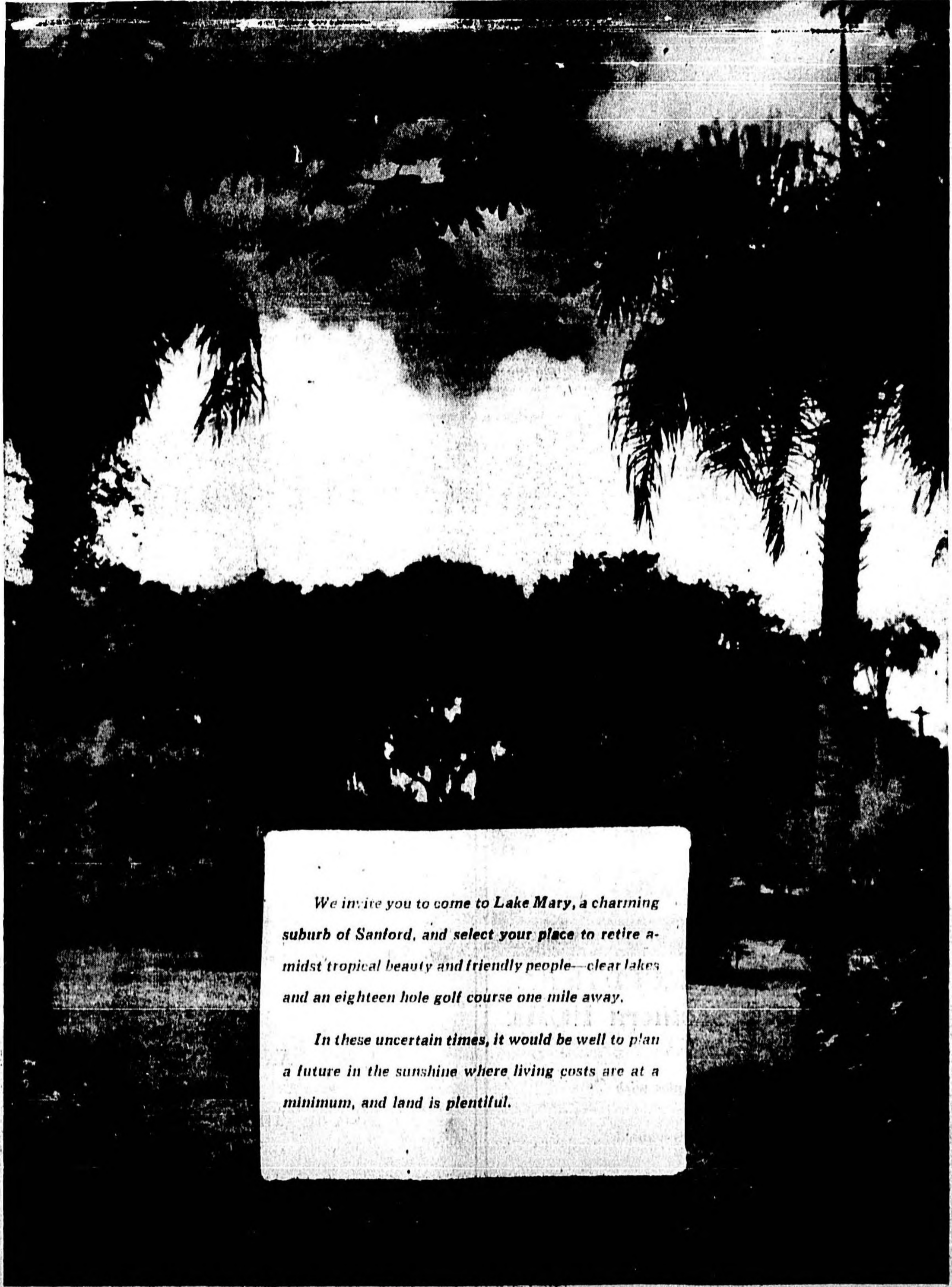
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## FRANK EVANS - LAKE MARY, FLORIDA



"CYPRESS SWAMP"



"EVENING, THE EVERGLADES"

First prize in Seventh National Exhibition of Prints at the Library of Congress.



"OKLAWAHA RIVER NO. 1"



"DEER RESTING" in the Sanford Municipal Zoo.



"ROSEATE SPOONBILLS, FLORIDA LAKE" in Library of Congress.

## Mrs. Ralph Huntley Finds Sanford Zoo Is Ideal Spot For Sketching

A giant Ward heron perched upon a pine branch and craned his neck expectantly. A parakeet cocked his head to one side and pecked out from behind a cypress stump. A tiny red deer stalked curiously across the enclosure and rubbed his nose against the wire. Victoria Hutson Huntley, wife of Rollins College professor, Dr. Ralph Huntley, was sketching in the zoo.

"The zoo is a wonderful place for my work," exclaimed Mrs. Huntley. "There are so many fine specimens of Florida wildlife here. Birds like that Ward heron, the American egret, the giant bald eagle and queer looking owl, the large black water turkeys, all are found here almost as if in their native habitat. And there are otters, possums and raccoons, and these gentle red deer so tame you can actually feed and pet them. It is almost as if the 'Jungle Book' had suddenly come alive, or Noah's Ark had just docked at the Municipal Pier."

Mrs. Huntley, winner of a Guggenheim Fellowship, is a distinguished artist in the field of lithography. Her biography appears in "Who's Who in American Art," "Who's Who in America," and "Biographical Encyclopedia of the World." Her Guggenheim Fellowship was given her for her creative work in graphic arts in Florida, and in 1947 she was awarded a \$1,000 grant from the American Academy and National Institute of Arts and Letters.

Mrs. Huntley's lithographs are represented in the collections of the Metropolitan Museum of Art, the Whitney Museum of American Art, the Boston Museum of Fine Art, the Philadelphia Museum of Art, the Brooklyn Museum of

Art, the Chicago Art Institute, the Pennsylvania Academy of Fine Art, the Cleveland Art Museum, the Houston Art Museum, the Library of Congress, the New York Library, the Newark Public Library, the University of Glasgow, the Bureau of Education in Italy, the International Business Machines Corporation and the University of Florida.

Her first one-man show was held at the Weyhe Gallery in New York early in 1930. It was about this time that she first became interested in lithography. One of her lithographs, "Winter Landscape," was exhibited in the Beaux Arts Gallery in London in 1930, and was adjudged the most striking design in the exhibition.

Among numerous lithographs which have won prizes for Mrs. Huntley are the following: "Interior," first prize in the International Graphic Arts Show in Chicago Art Institute in 1940; "Koppers Coke," first prize in National Graphic Arts Show of the Philadelphia Print Club in 1933; "North Country," Purchase Prize, Library of Congress in 1945; "Dawn Came," Daumier prize of \$1,000 as the best American lithograph of 1946 at an exhibition held by the Associated American Artists in New York City; "Tropical Storm," University of Florida Purchase Prize in 1947; "Evening, the Everglades," first prize in the seventh annual exhibition of prints, Library of Congress.

One of her oil paintings, "Tone Poem, Sarasota," received the Paley Award for the best oil of a Florida subject by a Florida artist in the Norton Art Gallery in West Palm Beach in 1948.

(Continued on Page Two)