

### Barr School

(Continued From Page 8, Sec. 1)  
1949 World Series between the Yankees and Brooklyn.

Receiving with pleasure at these friendly greetings, Mr. Barr usually heads straight for the Post Office to meet former Florida State League Umpire Dick McLaughlin, who was instrumental in getting Mr. Barr to locate his school here. He also has a hearty greeting for Postmaster Joe Field, and huddles over with enthusiasm with plans for his umpire school which in 14 seasons has produced 750 graduates who have held positions in organized baseball.

"We have our own ball parks, through the gracious accommodation of the City of Sanford, and everything will be done to make your stay in the Barr School comfortable," he informed prospective umpire students in his talk Wednesday.

The three ball parks, used for outdoor training of Barr pupils, were laid out by the City last year on the north side of the Municipal Airport area. There about 90 trainees could be seen working out every day during the 1949 six weeks' course, and getting pep talks and instruction in the fine points of umpiring from Mr. Barr and his assistants.

Four main factors are stressed by Mr. Barr in his course in umpiring: judgment, knowledge of the rules and tactics. During the opening week, morning, afternoon and evening sessions are given over mostly to lectures, as Barr draws on his 25 years of umpiring experience, 19 of which were spent in the National League.

During the entire course of field drill and practice evening lectures

are held, and play by play appraisal is given by Umpire Barr of the work done on the diamond that day. The students also get a chance to work with the New York Giants' baseball school, officiating at practice games.

The success of the Barr School is evidenced by the fact that 62 graduates in the 1949 class were placed in professional leagues. Among his outstanding graduates are Bill McKinley, American League; Douglas Robb, National League; George MacDonald, regional director of district No. 1, National Association of Baseball; Robert Austin and Lynn Dowdy, International League and others including umpires of the Texas and Southern Leagues.

George Barr was born in Seaman, Kan., and has lived in Tulsa, Okla., since 1915. He started umpiring in the Oklahoma Semi-Professional League where he worked seven games before his services were requested by the Western Association, where he umpired a year.

From 1926 to 1931 when he went to the National League, he officiated in the Texas League. In addition to the 1949 World Series he has umpired in the 1937, 1942 and 1944 series games. In 1946 he was behind the home plate in the 19 inning scoreless tie between Brooklyn and Cincinnati, the longest on record in major league history.

After his arrival in Sanford, Umpire Barr proceeds to make himself right at home and likes nothing better than to attend a club luncheon in company with his assistants, Froyd Peter and Bill Beckwith. At such a luncheon last February he presented a silver card plate to the Kiwanis Club, in presenting

it Kiwanian Edward F. Lane voiced the sentiments of his fellow members when he said, "We wish you many successful years here and hope that your future will be as bright as the Florida sunshine." Delighted with the gift, Mr. Barr exclaimed that it was the first time he had received such a gift from a civic club. He had

not long to wait, however, for another such gift. About a week later, the prank loving Lions presented him with a white cane and a pair of dark glasses, such as are usually given to the blind. Barr chuckled with delight when handed the gifts by Harry Robson and proceeded to hobble about in imitation of a blind umpire.

## SANFORD Movie and RIDE-IN THEATRE

LAST TIMES TONIGHT

**Johnny Stool Pigeon**  
HOWARD DUFF  
SHELLY WINTERS  
DAN DURYEA

TUESDAY - WEDNESDAY  
DOUBLE FEATURE

**Call of the Honey Moon** **THE GALLANT LEGION**  
A REPUBLIC PICTURE

NEW LOW PRICE 48¢ (No State Tax)  
"Centrally Located Refreshments Center"  
COLOR CARTOON SHOWS, CHILDREN UNDER 12 FREE  
COMPLETE SHOWS 6:30 - 8:30 - 9:30  
"MOVIES UNDER THE STARS"

## Have Fun In The Sun In Sanford

Sanford is situated in the heart of the "Sunshine State" . . . where health and happiness may be enjoyed all winter long.

Outstanding points of interest are easily accessible from here.

While visiting Sanford make Roumillat and Anderson your headquarters for the best that the Walgreen stores have to offer.

You are always Welcome!

## ROUMILLAT AND ANDERSON

100-101 E. FIRST STREET WALGREEN AGENCY TELEPHONES - 36 and 1247



## McCRORY'S

5-10-25 STORE

WELCOMES YOU . . .

WHILE HERE WE INVITE YOU TO VISIT US OFTEN..

FOR THE LADIES WE FEATURE



Ladies' Cotton House Dresses sizes 36-44 1.29

Ladies' Rayon Dresses 2.98

Plastic Aprons 25c

Wool and Rayon Skirts 1.98

Extra size Rayon Panties 3 for 1.00

Wool and Rayon Skirts 2.98

Rayon Half Slips 59c Lace Trim 98c

Rayon Gown 1.00

Nylon Hose 81 gauge 98c

Large Head Scarfs 1.00

Four 50c Scarfs 2.00



FOR THE HOME



# What's in a name? EVERYTHING!

Actually, a product's NAME means money to you. Name branded merchandise that is well known carries an assurance of values, and good taste; an assurance of getting your money's worth! It is by asking for your favorite brands by Name that always gives you proven quality . . . that avoids wasting money on ineffective substitutes and unreliable copies.

PURCELL'S policy of fine quality merchandise is represented by these names . . . and many others too . . . that strike an unquestionably familiar ring, just by the mention of their "Brand Name." Buy quality brands at PURCELL'S . . . It means dollars to you! . . .



Hi-A the beauty bra

by Marja



Kay Whitney BY RELIANCE

AIDMAN BY SHIRTCRAFT

proportional Nylon of note by harri HOLEPROOF

THE ABC OF FIT AND FASHION  
A - cup, small, for petite figures.  
B - cup, medium, for average size.  
C - cup, large, with deep cup for full bust.

socks by HOLEPROOF



Hubbard Slacks



Kickaway LINGERIE

TEXAS RANGERS Tophand Togs FROM TEXAS

Stylecraft GIRDLES

KABRO of Houston

Lovette UNDERTHINGS HOLEPROOF

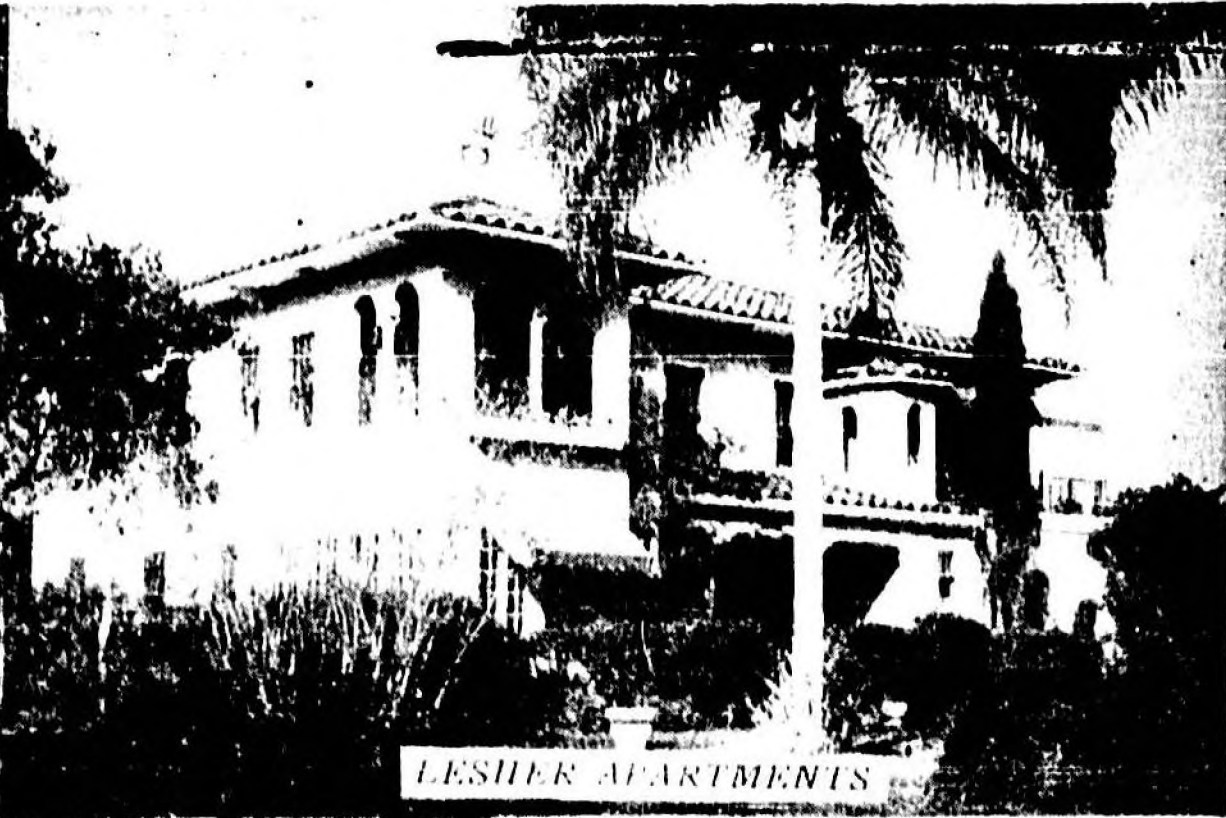
Wembley



# PURCELL'S

"We Carry The Family - From The Farm"





LESLIE APARTMENTS



MAYFAIR INN



SAN LANTA APARTMENTS



MONTEZUMA HOTEL



PARK APARTMENTS

### Good Accommodations Offered To Sanford's Winter Visitors

Hotel apartment houses, cabin courts, and trailer parks in and out of Sanford offer visitors modern, comfortable accommodations in hot, sunny, and courteous hospitality for which the location of Florida is especially noted.

Located on Seminole Boulevard and overlooking beautiful Lake Monroe is the Mayfair Inn surrounded by a wide expanse of lawn, palm trees, and tropical shrubbery. A pleasant, homelike structure of Mediterranean type of architecture with a cool, tiled roof and stone exterior and many broad verandas upon which to lounge, the Inn was built in 1925. On Aug. 7, 1949, it was purchased by the National Exhibition Co., owners of the New York Giants.

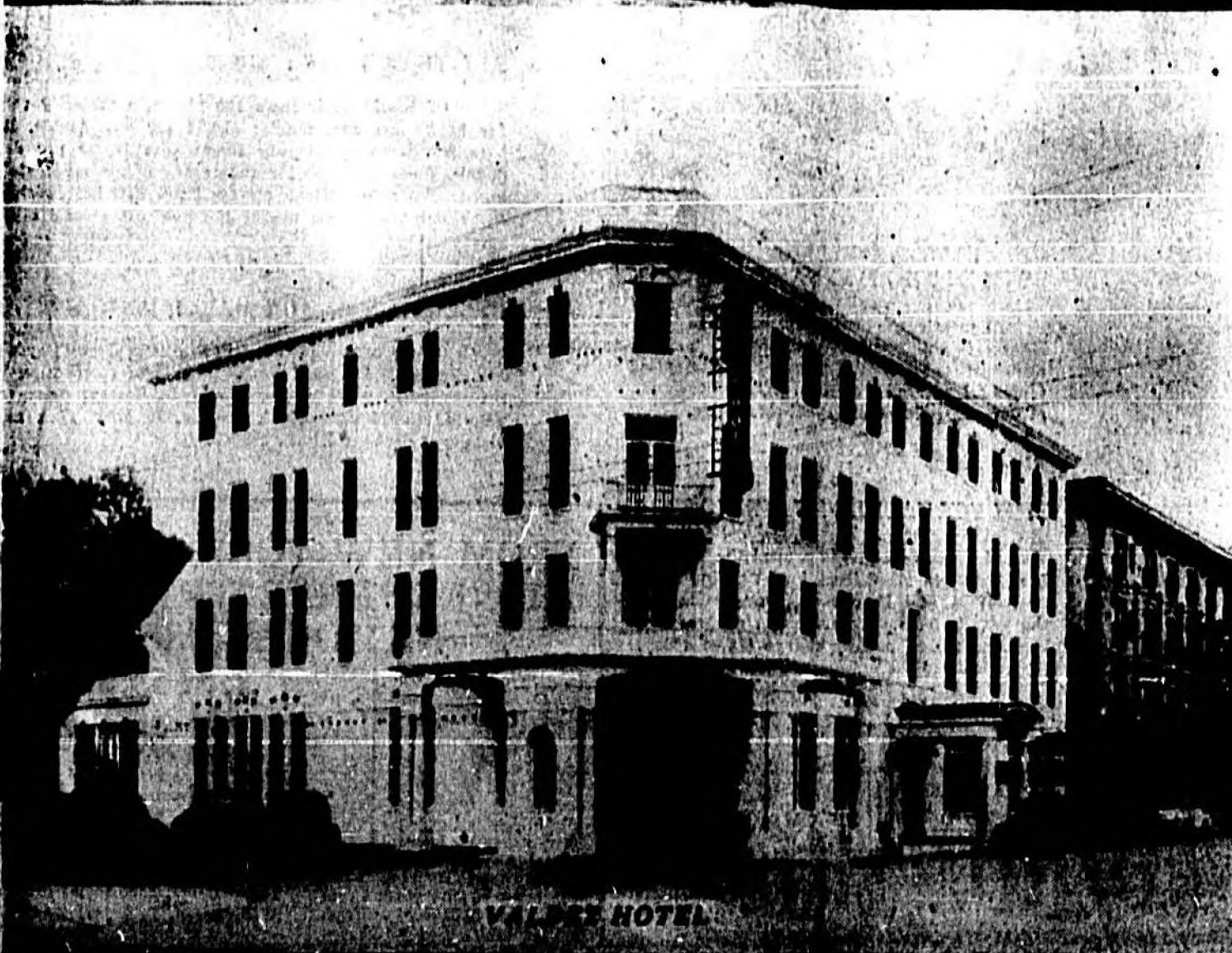
Since Oct. 31, 1949, the Mayfair has been under the management of Charles A. Mason, who for the past 10 years has been associated with the New York Giants ball club, and who has had wide experience in hotel management in resort hotels in New Jersey, New York State and New England. Open from Oct. 1 to April 15, the hotel has averaged about 200 guests a day in its 160 rooms and suites during the present winter season.

Its facilities include a comfortable lobby finished in soft pastel colors, a large dining room and small dining room for private functions, a bath, a card room and a cocktail lounge. Other recreational facilities include a private swimming pool, with a built-in beach where visitors may bask in the tropical sun lines. A walking pool for children is nearby. Tennis may be enjoyed at two well lighted courts, day or night. Visitors at the Inn receive free guest privileges at the Seminole Country Club and golf course, and are provided with free transportation.

Other sports include shuffleboard courts, an archery range and badminton courts, located on the grounds of the Inn. Facilities are provided for attending greyhound racing at the Sanford-Orlando Kennel Club; guide boat and tackle are made available for fishing in bass filled lakes and streams. Guests meet leading baseball executives, players and sport writers during the training season, and are invited to visit the Giants farm training camp at the Municipal Airport. Tours are arranged to visit private gardens of surpassing tropical beauty.

Trips are arranged on cruises to various points of interest on the St. Johns River. The 60 room Hotel Valdes, attractive and immaculate in its white finish, is located on North Park Avenue, part of Highway 17-92 and is convenient to stores and restaurants. Its spacious lobby has comfortable facilities for lounging, and Eddie's Restaurant is connected with it. Many of the rooms of the hotel afford a view of Lake Monroe, which is one of a chain

(Continued on Page 2, Sec. 2)



VALDES HOTEL



MARCENELLE CABIN COURT



FLORIDA HOTEL



# Western Union's Message Traffic Is Up 200 Percent

## Nearly 500,000 Words of Publicity Filed In Three Months

The tremendous amount of publicity of the location here of the New York Giants' farm training system and the George Barr Empire School was indicated today by Lester Sharp, manager of the local office of the Western Union, who said that during March, April and May of last year more than 475,000 words were filed through his office by accredited correspondents.

This represents an increase of over 500 percent over the corresponding period of ten years ago, 1923 is a type of publicity that cannot be bought," Mr. Sharp said. "During March and April last year there were 11 correspondents here at one time. Besides, all the major news gathering organiza-

tions like the AP and the UP were represented, as well as the Sporting News of St. Louis."

Among those cities sending special correspondents here to cover the activities of the Giants' clubs were Minneapolis, Jersey City, Trenton, N. J., Bayonne, N. J., Erie, Pa., Knoxville, Tenn., St. Cloud, Miss., Bristol, Tenn., and Union City, N. J.

Other business handled by the Western Union has also shown a remarkable growth during the past ten years. The volume of ordinary message traffic has more than doubled since 1924. Mr. Sharp revealed, and the number of employees in the office has increased from five to eight.

Indicative of the growth of business is the installation of 17 Western Union printers for the transmission of messages in customers' establishments such as the Mayfair Inn, the State Farmers Market, the Giants training camp at the Municipal Ball Park during exhibition games. In 1924 there were only two such printers in Sanford.

The number of call boxes in customers' establishments for calling Western Union messenger boys has increased from 70 to 125 during the ten year period, and

### Sanford Hotels

(Continued from Page 1, Col. 2) of lakes formed by the St. Johns River.

Near the Valdes is the Seminole Court House, the City Hall and the Municipal Pier, which has docking facilities for visiting yachts and cruises. Nearby also is the Masonic Temple, Sanford Clinic, Greyhound Bus Station, American Legion building and the Yacht Club where civic luncheons are held. Only three blocks away on First Street is the Tourist schedule posted in frequent visits of all tourist activities.

The Valdes Hotel is owned by

### VASEY GRASS GOOD

St. Augustine, Fla.—A 20 acre tract of Vasey grass on Claude P. Smith's place near Hastings is proving excellent winter grazing for a herd of Brahman cattle, according to County Agent P. S. McMullen. The grass, Mr. Smith has found, is tolerant of cold and heat and provides good grazing for most of the year.

The number of Western Union clocks in Sanford from 20 to 150.

R. C. Boyce, operator of a large chain of hotels including the Florida Hotel, two blocks south of the Valdes, the Angebilt in Orlando and the Venida in Palm Beach.

Ben C. Small, who for 15 years operated the Midtown Hotel at Sixth Street and Broadway in New York City, is manager of the hotel. Mrs. Small is of one of Sanford's pioneer families. Having been born on a farm in Pennsylvania, Mr. Small is fond of growing things, a hobby limited to flower boxes when in New York, and whenever he finds time, he delights in tending his pleasant little garden back of the hotel with its zinnias, marigolds, roses and other flowers and shrubs.

C. G. Leiner is manager of the Florida Hotel which is located at Park Avenue and Second Street. He is continually at work improving the appearance of the hotel, and even at times weeds a pink bush himself. He has recently been carrying out plans to redecorate the lobby. The hotel was

recently re-roofed at a cost of \$1,200.

Shaded by giant oaks and adjacent to the business section at Magnolia Avenue and Third St. in The Montezuma Hotel, a home-like three storied frame structure of 50 rooms and two apartments. It has a wide pleasant porch overlooking the Avenue, a sun room where games may be enjoyed and a comfortable lobby.

C. G. Clinkscale, manager of the hotel, recently announced that he is contemplating re-opening the dining room and kitchen which were closed during the war. He came to Sanford from Boston, B. C., where he operated a cafe. Prior to that he operated Kress stores for many years.

About 12 miles from Sanford at Longwood is the Longwood Hotel operated throughout the year by Maximilian Shepard. After purchasing the hotel in March, 1927, Mr. Shepard spent nearly \$50,000 to remodel the structure which dated back to 1883, when winter

guests arriving on steamboats from Jacksonville at the Sanford pier were taken to Longwood in horse drawn vehicles.

Under the capable supervision of Mr. Shepard, an experienced operator of hotels in New York State, Tennessee and North Carolina, the 32 room hotel has enjoyed fine patronage, and its dining room, seating 200 guests, is much frequented for social and celebrations. For the first time also in Central Florida, smorgasbord was introduced, following the well-known Swedish custom of serving from an open, refrigerated table, relishes, meats, salads, cheeses, etc. Dinners are also served in regular style.

Other hotels in the county include the Altamonte Hotel managed by E. C. Bates and located near the beautiful lake of Altamonte Springs, Assisi Lodge, managed by Leonard Caselberry and located near the Seminole Driving Park, and the Chuluota Inn at Chuluota, managed by B. F.

Chambers.

Sanford apartment houses are attractive and rentals are moderate. Among the best known apartments are the Lusher, Ross Court, Park, Benlola, Avalon, Cates, Central, Langley, Leffler, Welaka, Takach, Mahoney, the Speer, Caldwell, Kersey, Leggett and Stevenson. Many private homes offer attractive apartments for the winter visitors.

The cabin coasts near Sanford are attractive, honey and immaculate, and are equipped with tiled bathrooms, hot and cold running water and are tastefully furnished. On the north approach to Sanford is the eight unit Colonial Tourist Court, Carl Myers, owner. Nicely landscaped, the court overlooks Lake Monroe and Seminole Boulevard.

The 12 unit Armitage Cabin Court on the south side of Sanford and on the Orlando Highway, was purchased in 1926 from E. M. Armitage by Mr. and Mrs. William Lamb, who have added much to

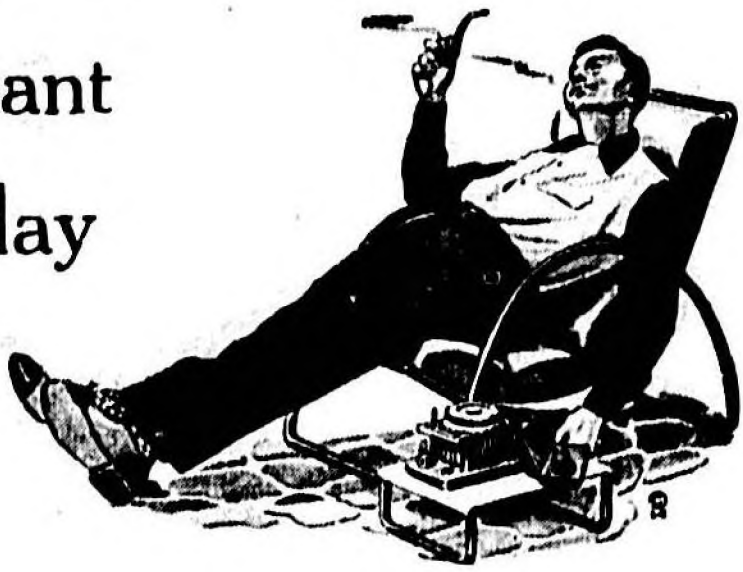
the beauty of its landscaping. Another large, attractive court is the Marcenelle Motor Court, 2800 Park Avenue. Individual units are named after states. It is managed by A. Marcenelle. Other attractive cabin courts on the Orlando highway immediately south of Sanford are Stewart's Cabin Court, managed by A. R. Stewart; Stuberland Cabin Court housed in a neat "L" shaped building; Swann's Cabin Court, G. L. Swann, manager. The latter cabin court at Pine Point, and the Lake Kathryn Beach Court, Robert Harris, were also located near the Sanford-Orlando Kennel Club.

Within the Sanford area are two attractive trailer parks, the Sanford Trailer Park, Fourth Street and French Avenue, managed by R. H. Beckman and the Park Avenue Trailer Court, South Park Avenue, E. M. Dodson, manager.

There are 67 counties in the State of Florida.

Enjoy A Pleasant Holiday

In SANFORD



We Feature—

- Manhattan Shirts B. V. D. Underwear
- Interwoven Socks Northcool Suits
- Florsheim Shoes Mallory Hats
- Catalina Swim Wear

**B. L. Perkins and Son**  
"Correct Men's Wear"

**HAVE SOME FUN. GET OUT IN THE SUN**  
IN BEAUTIFUL SANFORD, FLORIDA  
IN THE HEART OF THE SUNSHINE STATE

WE EXTEND AN INVITATION TO TOURISTS AND HOME FOLKS TOO . . . TO VISIT OUR THOROUGHLY MODERN STORE—SPECIALIZING IN . . .

- Life Stride Shoes for Women Sizes B to AAAA
- Buster Brown Shoes for Children All Widths
- Children's Clothing
- Official Girl Scout Shoes All Widths

COMPLETE LADIES' AND MEN'S DEPARTMENTS

**Marcel Jacobson's**



# COME IN MARCH FOR BASEBALL THRILLS

## Watch all 23 Giants' farm clubs in spring training

### VACATION SETTING OF YOUR DREAMS

The Mayfair Inn — owned and operated by the New York Giants baseball club — has beside the sparkling blue waters of 28 square-mile Lake Monroe in the heart of central Florida. Here, 125 miles below Jacksonville, is a tropical paradise — a land of golden-spangled orange groves set against a backdrop of swaying palms.

### FREE GOLF

Mayfair Inn visitors receive free guest privileges at the magnificent 18-hole course of the nearby Seminole Country Club. Free transportation to and from the course in hotel station wagons.

### FUN AFTER DARK

Skilled recreation directors fill your evenings with gaiety. They invite you to dances, movies, bingo parties or other group amusements nightly in the hotel. They find you partners for bridge, ping-pong or tennis on the floodlighted courts.

### SPRINGTIME IS GLORIOUS HERE

In March and April the Sanford countryside is ablaze with flamboyant tropical flowers; the perfume of blossoming orange groves fills the air. Nights are balmy; bright, warm sunlight beckons you every day to outdoor fun.



### SWIM IN THE MAYFAIR'S PRIVATE POOL

Beneath the palms that fringe beautiful Lake Monroe in the Mayfair Inn's do have private swimming pool. Picture yourself diving in its sun-warmed water . . . tanning healthfully on the private beach . . . lunching at an umbrella-shaded pool-side table.

### FOOD FOR A KING

Menus at the Mayfair Inn are prepared by an expert chef. Thick, tender steaks and chops, and delicious pastries are his specialties. Three times daily, his generous servings gratify your vacation-whetted appetite.

### ALL-YEAR RATE: \$10.00

Of the Mayfair Inn's 100 rooms, a majority rent for \$10.00 per day, single; \$20.00 per day double. Do luxe lake-front and corner rooms cost \$25.00 per day double. Suites of 2 and 3 rooms are priced moderately higher. All rates include private bath, THREE delicious meals daily, and free use of the golf course and other sports facilities.

### RESERVE NOW FOR MARCH AND APRIL

Only a few rooms are still available at the Mayfair Inn during March and April. Immediate reservation is recommended. Write to Mr. Charles G. Martin, Manager, The Mayfair Inn, Sanford, Florida. In New York and vicinity, telephone PLaza 7-8643.

### BASEBALL THRILLS

In early March over 700 players from the Greater 23 minor-league baseball clubs gather at the Giants' training base four miles from the hotel. Guests are welcome to watch these players in action on green practice diamonds; free transportation is provided in hotel station wagons.

### FISH FOR TACKLE-SMASHING BASS

Lakes and streams around the Mayfair Inn abound in black bass, hard-fighting members of 10 and 15 pounds. Every month of the year in open season. Expert guides, with bass and tackle, usually charge \$10.00 a day.

**FROM NEW YORK TODAY ALL-EXPENSE TRIP VIA NATIONAL AIR**

... \$153.00

Plus: \$20.00 — 6 nights in Sanford

**AVERAGE COST FOR HUSBAND AND WIFE**

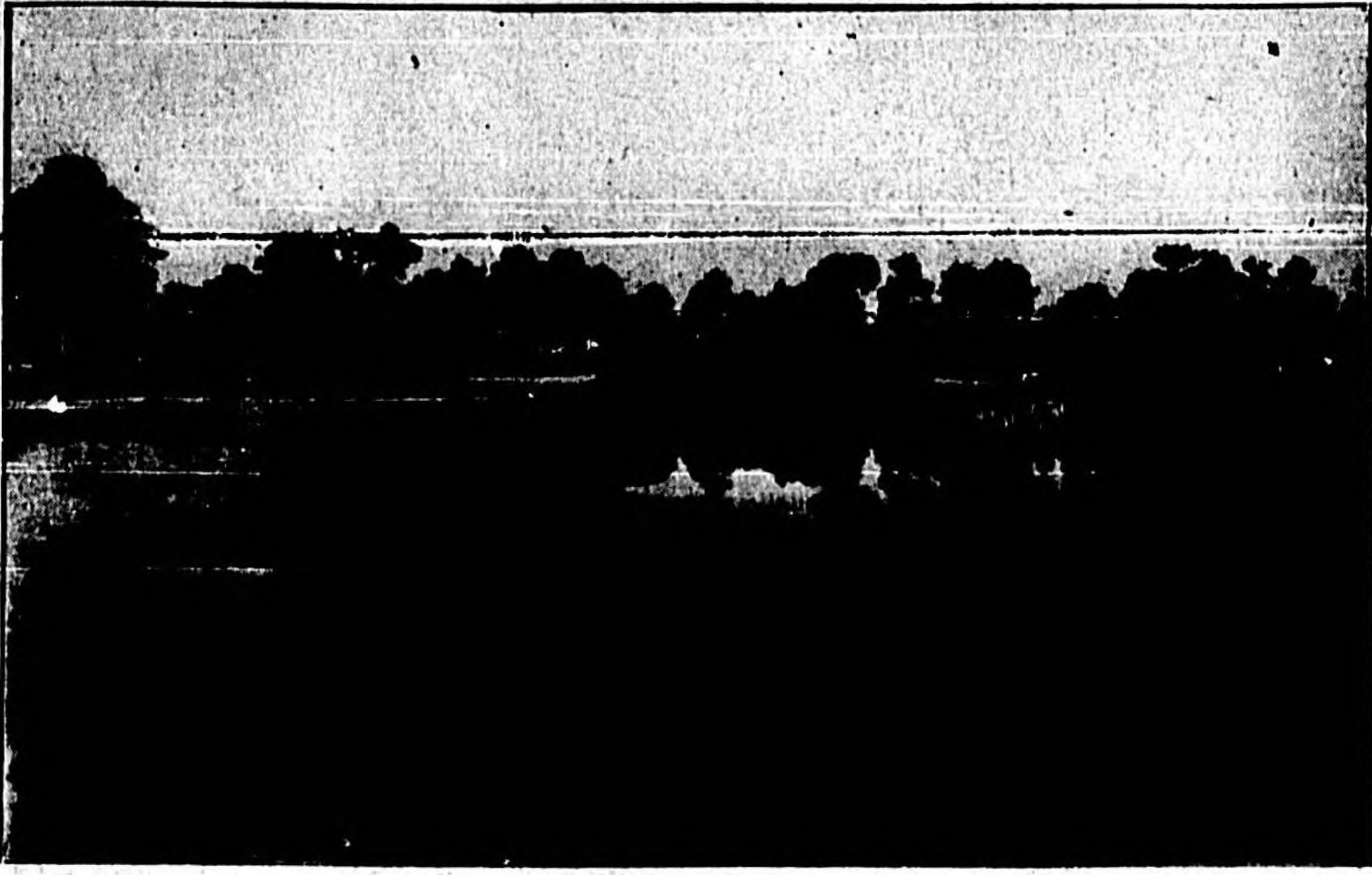
\* Plus Federal Transportation Tax

Apply for booklet with details and rates on page 21. From New York, Sanford, Fla. 1934. \$153.00. From Sanford, Fla. 1934. \$153.00. (All rates include breakfast.)

**The Grand Mayfair Inn**



**SANFORD GOLF COURSE.**



**Winter Visitors Are Enjoying Facilities At Country Club**

**New Owners Making Many Improvements As Members In Club Increase**

One of Sanford's major sporting attractions is the skillful planned and well conditioned 18-hole golf course of the Sanford Seminoles Country Club. Since its purchase last October by Hugh Wheelchel and J. A. Ponder, the course has been steadily improved. Golf Associations for both men and women have been formed, and the membership of the Club has increased to 125 with predictions that it will reach the 200 mark this season.

The natural rolling terrain, the numerous lakes, the avenues of oak trees, the plantings of shrubbery, all among large groves of citrus trees, make the Sanford course particularly attractive to northern visitors, many of whom come from neighboring towns to play on the links and to take part in the many tournaments held during the season.

Although the course is a championship one, it is so skillfully laid out that its mastery is not too difficult for the amateur golfer. Optional tees on the water holes relieve the "dub" of too much worry about lost balls, and the trapping of the greens and fairways is arranged in such a manner that the golfer who shoots over 100 will not always find himself in trouble.

The club house has a cocktail lounge and facilities for suppers, parties, dances and gatherings. Sandwiches and light snacks are always available.

Visiting golfers, in addition to praising the course, expressed appreciation at the friendly reception they receive from members of the Country Club and of the recently formed Men's Golf Association of which John Ivey, Sanford merchant, is president.

Mr. Ivey pointed out that among the many recent improvements to the course was the clearing out of underbrush in areas "in the rough" so that golfers need spend but little time looking for lost balls.

Kirby Fite, Jr. is vice president and Col. E. G. Harriman is secretary and treasurer.

Serving as a stimulant for better living among the women of the city is the Sanford Woman's Golf Association with Mrs. Price Heard as its president. Other officers of this Association are Mrs. Andrew Carraway, vice president; Mrs. John Schirard, recording secretary; Miss Maud Wilson, corresponding secretary and Mrs. Hugh Wheelchel, treasurer.

The board of directors includes the officers and Mrs. E. C. Hayman, Mrs. E. B. Smith, Mrs. George Thurston, Mrs. John Ivey, Miss Helen Cabas, Mrs. Cecile Joseph, Mrs. W. G. Fleming and Mrs. Earl Higginbotham.

The Association holds a playing meeting every Thursday with a luncheon and business meeting every third Thursday in the month. On the club's agenda for the

year is the entertainment of other Women's Golf Associations in Central Florida and the local group, in return is usually invited to attend luncheons and tourneys in those cities they have entertained.

At intervals the women's golf group sponsors two-ball tourneys which are unique in that a man and woman are teamed together and after teeing off they choose the best drive with each taking alternating shots. The Dot Powell trophy tournament takes place in the spring and is climaxed with the awarding of the trophy to the best woman golfer in the city.

A club membership tournament determines the best golfer among women of the club and also takes place in the spring.

The Association is a member of the State Woman's Golf Association and a group of local members usually attend the state tournament, held last year at Ponte Vedra and this year scheduled for Tallahassee.

The climax of the club year is a gala party held in May in which husbands and escorts of members are invited. The party is usually in the form of a banquet with program and dancing being enjoyed later in the evening.

Pointing out the general overall improvement of the fairways and greens, the renovation and improvement of the club house, Col. Harriman predicted recently that within a few seasons a new club house will be built.

"There is a general feeling of

optimism and enthusiasm in the Sanford-Seminole Country Club," said Col. Harriman. He revealed that the Men's Association has 50 members and was organized Dec. 3, and held its election meeting on Dec. 10. It plans inter-club tournaments, establishes cordially with guests and local golfers.

One of the first programs slated on its schedule, he said, would be to establish a handicap for every member of the Association with five scores to be turned in for handicap. Plans are pending to add about 35 additional members to the Association.

Many tournaments are planned and on the Association's tournament committee is E. B. Smith, W. G. Fleming, "Mus" O'Linger and Harry Tooke. On the Handicap Committee are Mus O'Linger, G. W. Spencer, Dr. Harry Woodruff, Hugh Wheelchel and F. B. Swankhouse.

On the Rules Committee are James L. Ingley, "Mus" O'Linger and Dr. T. F. McDaniel. Col. E. G. Harriman has charge of publicity. Serving on the board of directors are E. F. Humholder, H. C. Hotel, Paul Campbell and J. W. Altman.

"Mus" O'Linger stated recently that improvements to the course had included fertilization of fairways, planting of eye grass on the greens, improvement of a number of teeps, and supplying of new flags and poles. Two practice putting greens will be in good condition for use soon, he said. So potent is the attraction of

this challenging course laid out on gently undulating land amid orange groves, lakes and pines that attendance daily from the Mayfair Inn alone has been averaging more than 77 persons, according to Arthur F. "Mus" O'Linger, Jr., club pro, who came here from the Winchester Country Club, Winchester, Va.

"I like the course better than those in the north," recently declared Harry Fisher, New York silvermith, vacationing here, who revealed that he has enjoyed himself more this winter than during the 10 preceding winter seasons where he went to resorts further south.

James Schneider, New York textile manufacturer, recently told of the health benefits he had gained after a 16 day stay here when

he enjoyed what he termed a "near-perfect golf course." He revealed that he and Mrs. Schneider particularly enjoyed the fact that "there is hardly any wait before teeing off."

"The course is very tough, well trapped and in fine shape," said Arthur Brown, publicity representative of the New York Giants. He was particularly enthusiastic over the result of his recent golfing lesson in which he cured a bad tendency to "slice the ball."

Assisting "Mus" O'Linger in pro instruction is Charles W. Muck, Jr. of the Belle Haven Country Club of Alexandria, Va., who holds the assistant pro-championship of the Middle Atlantic states.

**Florida State Fair To Open Jan. 31**

Tampa, Jan. 23 — (FNS) — The Florida State Fair, show window of the state's resources and opportunities, will open its annual 12-day run here Jan. 31, closing Feb. 11.

Largest mid-winter exposition in the world and ranking fourth in the United States from the attendance standpoint, Florida's Fair shows at the State Fair Grounds which are within easy walking distance of downtown Tampa.

Thousands of Florida's winter visitors get an unusual thrill at the display of fresh pineapples, coconuts, sugar apples, tangelos, mangoes, avocados, strawberries and countless other varieties of fruits on display in mid-winter.

The 25 departments of the Fair offer attractive exhibits of every kind, including cattle, swine, fish, game, forestry, minerals, and a poultry show that is outranked in America only by the Madison Square Garden event in New York.

Central and South American countries are represented in the Pan American Exposition department of the Fair and many of the products from South of the Bay.

Five parades, plus the usual mid-way attractions and circus acts complete the program. The Fair is open from 10 A. M. to midnight each day.

Spain owned Florida from 1569 to 1718.

WORTH *Talking* ABOUT



COMFORT



ECONOMY

**THAT TRIP TO FLORIDA**

Make your headquarters in Sanford Where the climate is mild and the people are friendly . . .

**HOTEL MONTEZUMA**

SANFORD, FLORIDA  
PHONE 9107

\$1.50 UP  
WEEKLY  
RATES

*setting the scene for a Wonderful Sun-Filled VACATION...*



IN FASHIONS FOR CASUAL, DAY - TIME AND PLAY - TIME WEAR . . .

**DRESSES**

By

- DORIS DODSON
- JOAN MILLER
- CLAIRE TIFFANY
- IRMA HILL
- MYNETTE
- TRUDY HALL
- SID JEROME
- GEORGHANA

**SPORTS WEAR**

By

- PETTI
- JOAN MILLER
- Queen CASUALS
- MILLERS & BAKER

**BATHING SUITS**

By —

- CATALINA
- PETTI



**HOLLYWOOD Shops**

**Come to Sanford**

Mr. and Mrs. Tourist



For here you can see the Sunshine State at its Best — All interesting Places in Central Florida can be visited from here in an easy day's Drive.

**VALDEZ HOTEL**

REASONABLE RATES

E. C. SMALL, MANAGER







# Farm Market Sales Increase 642 Percent In 10 Years

### Sales In Excess Of \$5,000,000.00 Predicted This Year By Market Manager

One of Sanford's fastest growing industries is the State Farmers' Market where sales aggregating \$4,625,640 were made last year, up 642 percent since 1940, and where even the unit volume of sales jumped from 561,705 to 1,708,926, or 293 percent, in the ten year period.

Bandy Anderson, market manager, confidently predicts that the sales for this season will exceed the \$5,000,000 mark, and recalls that only a few years ago the goal was to pass the million dollar mark. For a market that is only 10 years old, he thinks this record speaks for itself.

Ranking second only to the State Market at Tampa in South Florida with its more than \$13,000,000 annual business, the Sanford Market has the distinction of being the first Farmers Market of its type erected in Florida and according to Mr. Anderson, Nathan Mayo, state Commissioner of Agriculture, calls the Sanford Market his guinea-pig market.

Much valuable publicity has been given the Market during the past year by the State Market Association, a young, aggressive group of 80 market dealers who have been advertising the Market as the outstanding one-stop loading center for trucking vegetables and fruits out of Florida.

Under the competent direction of A. J. Skinner, huge signs have been painted in the form of emblems on truck trailers, advertising the Market, and many ads have been placed in national trade papers. Harold Kastner, a young, progressive dealer is president and W. W. Horns, truck line operator, is secretary. Meetings of the group are marked with much enthusiasm and plans for the market.

The guinea-pig experiment has turned out to be a huge success, but when the Market was founded in 1934, the City Fathers of Sanford were not so sure about this strange innovation in marketing practice, and gave the State Marketing Board a quit claim deed which stipulated that if the market should fail, the land secured from the late Alex French would revert to the City. Recently, the City Commissioner, thoroughly convinced of the present and future of the Market, withdrew this stipulation, thereby removing handicaps to a larger market building program. Sanford's market ranks second



SANFORD STATE FARMERS MARKET

Photo By Jameson Studios

In volume and valuation of business among the 24 similar markets in the state. Cash returns to growers amounted to \$4,625,640 for the season of 1948-49. This amount, Mr. Anderson pointed out, includes only Florida products. Commodities brought to the Market from out of state brought a return of \$102,724. The local advisory building, a 400 foot stacking and loading platform also erected within the market, there has been constructed an auction block, with three additional stalls on the south side of the main additional assembling stalls. Last

year a new building, providing space for eight large stalls was erected.

Plans have been formulated, said Mr. Anderson, for an administration building which will be erected on the south side of the original market building. Sanford's market has developed into a one stop loading terminal and it is recognized by the vegetable and fruit buying trade that a larger variety of produce can be procured at Sanford's Market than at any other market in Florida.

Dispatched from the Sanford Market last season were approximately 410 truck loads per week, covering the vitamin filled Florida produce.

Southwest Florida, as well as adjoining counties including Lake Orange and Volusia, supply much of the oranges, grapefruit and tangerines shipped from the State Market, which has on its property two packing houses, the Sanford Fruit Co. and the Sanford Market Fruit Co. operated by W. R. Stokes.

Visitors to the Market are impressed by the amount of produce being loaded onto the trucks, trailers, and unloaded by growers as they tramp produce to the Market. Adjacent to the Sanford Fruit Co. and the Market addition is a spur of the Atlantic Coast Line Railroad where refrigerated cars are loaded.

The market operations in the produce line are young and friendly here, and their employees, together with those of the Market Resturant and the Filling Station, receive a payroll in excess of \$250,000 a year. Headed by Harold Kastner, designed to publicize the Market and its operations. Huge banners like signs advertising the fact that trucks are from Sanford are their idea.

Among the market operators are Harold Kastner, Harry Locke, William Williams, Jack Elyard, Joe Arzuffo, Hugh Wehchel, and Julian Ponder. L. R. Stevenson, John McEllan, W. Ted Lockett, Chase and Co. Sanford Produce Co., operated by Al Skinner and Joe Cutler.

Machines that polish and wax cucumbers and other vegetables to give them a nice, shiny look are among the interesting sights at the market. Most operators have cold storage rooms for vegetables and fruits.

A little city in itself, the Market has its own barber shop, a restaurant operated by Louis Palmer, and a service station run by Joe Lynn. To provide pleasant rooms for overnight stay of truckers, the Market Terminal was erected by John Andes and opened in late October on property immediately south of the market area. The lower floor contains a restaurant and auto parts sale

room and in front has gasoline pumps.

The busy neighborhood of the Market was bound to attract citrus industries such as the large citrus packing plant of W. A. Patrick, and the Southward Fruit Co. on French Avenue, and the Standard Growers Inc. Vegetable packing plant, and the W. E. Kirchoff gladioli shipping headquarters on West Thirtieth Street. On East Thirtieth Street in the Central Florida Fruit Express and Locker plant.

Trucking companies have also been drawn to the Market. These include Wilson Home, R. S. Bates and Jones and McLaughlin.

Also attracted to the market was J. Bradley Odum, Seminole County's former state representative and Stuchbaker dealer who purchased a large quarter type garage building built by Harry Elyard and to it added a sales room and garage facilities.

Presence of so many growers at the Market also attracted the Seminole Truck and Tractor Co. to locate its repair shop and handling sales room near to the Market on French Avenue.

Through the influence of State Senator L. J. Boyle and Representative M. B. Smith and J. H. Williams, the State Legislature set aside French Avenue as a main thoroughfare to the market and succeeded in resurfacing it. Since then, however, and in spite of the many no parking signs, traffic has grown so heavy that plans are underway to widen the street which provides a short cut between French Avenue and a portion of State Highway 12, and that part of the highway leading south of the City to Orlando.

LAB HUGHES HAVE FUN. Volusia County sportsmen conducted the predatory war into a waste basket at a "wiping party" on Lake Mead, Deland last month.

The sportsmen members of the Volusia County Wildlife Association, spearheaded over 200 youth and found much sport in their predator elimination drive.

During the afternoon ten fishing enthusiasts netted catfish in Lake Mead from a motor launch, which, that night the participants cooked the cats from seven boats rigged with lights.

WATER CLOSED SEASON. The State Game and Fish Water Fish Commission has ordered a state wide closed season on all fisheries effective March 1, 1950. The March 1 date was set so it would not conflict with current permits, Director Coleman Newman explained.

NEW CLUB. A new 14 club for boys was organized recently in the Bell community under the direction of County Agent H. E. George. The club has 35 members.

## Come To Sanford Once and You'll Come Back Again!!!

### The Latest Motion Picture Hits are Booked at the Ritz

All the refinements that technical skill and financial support can produce have been incorporated into the motion picture presentations seen at the Ritz Theater. One need not travel any longer to metropolitan centers to see and hear the finest artists. They come to you daily at your local playhouse. You may relax in luxurious comfort and enjoy the freedom from care in overflowing measure while you witness the outstanding films of the year.

#### HERE ARE A FEW OF THE FINE PICTURES BOOKED FOR YOUR ENJOYMENT THIS SEASON

"HOLIDAY AFFAIR" - Starring ROBERT MITCHUM - JANET LEIGH with WENDELL COREY - Introducing 5 yr. old GORDON GEBERT

"BEYOND THE FOREST" - Starring BETTE DAVIS -- JOSEPH COTTON with DAVID BRIAN - DONA DRAKE

"THEY LIVE BY NIGHT" - Starring Cathy O'DONNELL - Farley GRANGER With HOWARD DASILVA - HELEN CRAIG

"DANCING IN THE DARK" - Starring WILLIAM POWELL - MARY STEVENS BESTY DRAKE with ADOLPHE MENJOU

"THE LADY TAKES A SAILOR" - Starring JANE WYMAN - DENNIS MORGAN with EVE ARDEN - ROBERT DOUGLAS

"JOLSON SINGS AGAIN" - Starring LARRY PARKS - BARBARA HALE

"THE ADVENTURE OF ICHABOD And MR. TOAD" - WALT DISNEY Full-Length Color Cartoon Featuring Voices of Bing CROSBY and Basil RATHBONE.



# RITZ THEATER

AIR CONDITIONED





# Three New Clubs To Train Here With Giants

**Richmond, Enid And Idaho Falls To Be Represented Among Training Teams**

Sixteen minor league baseball teams, three of them new to Sanford, will train here in March at the New York Giants farm base, the largest of its kind in the country, located at the Municipal Airport.

Making their debut here for the first time will be teams from Richmond, Va.; Idaho Falls, Idaho, and Enid, Okla. Two teams that trained here last year, Hickory, N. C. and Fort Smith, Ark. are no longer on the roster of clubs training here.

Carl Hubbell, one of the greatest pitchers of all time and manager of the Giants' farm system, will be back again to direct operations, which include a baseball school opening about Feb. 1. Spring training activities will start early in March for the 16 clubs.

Charles G. Marlan will again be in charge of the feeding and housing of the ball players at the training base, in addition to acting as manager of the Mayfair Inn. With Carl Hubbell he visited Sanford for the first time in 1947, and they were impressed with the facilities that Sanford had to offer as a training site that they chose this city for spring training of the players of the Giants' farm system.

City Commissioner John E. Kridler has assumed the responsibility of seeing that the baseball fields are put into first class condition. New clay has been added to the infields of the 10 diamonds at the Airport where 14 of the teams will train, and the Municipal Field and a new field adjoining have been put into good condition. A former professional ball player himself, Mr. Kridler is taking a keen interest in seeing to it that the Giants' well satisfied with their training facilities.

The Minneapolis Millers of the American Association and the Jersey City Giants will be among the teams returning in March. These players will be quartered at the Mayfair Inn, and will train at the Municipal Park and at the new diamond built last year by the City immediately north of it.

Among the teams which will train at the Airport are Sanford's own Giants, the Jacksonville Tars of the South Atlantic League and teams from Springfield, Ohio; Sioux City, Iowa; Knoxville, Tenn.; Erie, Pa.; St. Louis, Mo.; Bristol, Va.; Lehigh, N. C.; and Oshkosh, Wis. Richmond, Enid and Idaho Falls will also train at the Airport.



GIANTS' TRAINING FIELDS

— Photo By Raymond Studio

Cloud, Minn.; Bristol, Va.; Lehigh, N. C.; and Oshkosh, Wis. Richmond, Enid and Idaho Falls will also train at the Airport.

Ten well laid out baseball fields at the Airport will be groomed for their coming. These were constructed in the fall of 1947 under personal direction of the famous and genial Hans Lohbert, now a Giants' scout and handy man, according to plans

of Carl Hubbell in whose honor the area containing six of the diamonds was named. "Hubbell's Thirty Acres," Hal Gruber assisted Mr. Lohbert, and the City and County co-operated by lending

workers, trucks and providing equipment. Of the six fields located on the south side of the Airport four were placed back to back, the backstops forming a rectangle

and an area within which managers, scouts, coaches and sports writers could gather to size up the players. Two other fields are located in corners of the

# Power Company Shows 76 Percent Customer Gain

**325 More Customers Added To Its Lines During Past Year**

The Florida Power & Light Co. added 325 customers to its lines in the Sanford area during the past year, bringing the total number served to 5,114 at the present time, or a gain of 76 percent over its 2,902 customers in 1940, it was reported today by Manager H. H. Coleman.

Recent improvements to the company's facilities at Sanford include the conversion of the electric distribution system from 4,000 to 13,000 volts at a cost of \$175,000. During 1948 a new generator was installed at the company's plant at Lake Monroe at a cost of \$2,000,000, practically tripling its capacity.

Plans for the future envisage an \$18,000,000 construction program during 1950, including a new \$10,000,000 plant which will be built at Palatka, McGregor Smith, president of the company, announced recently.

Territory served by the Florida Power & Light Co. besides Sanford, includes the East Coast from Miami to St. Augustine, west to Monticello and Madison and south to Bradenton, Sarasota and Fort Myers, with major plants at Cutler, Miami, Fort Lauderdale, West Palm Beach, Sanford and Sarasota.

The company's 1950 plans, Mr. Smith pointed out, include extensive improvements and reinforcement of present facilities to improve still further the service to present customers, plus major additions to power plants, substations and lines to serve new customers, some 30,000 of whom he confidently expects the utility to gain throughout the Florida area this year.

"We intend to push our construction program to keep ahead of Florida's continued rapid growth," Mr. Smith said. "Florida is enjoying a better rounded economy than ever before in its history. Interest in the state's industrial possibilities, its increasing popularity as a year-round resort, the tremendous boom to the citrus industry from frozen concentrated orange juice and the bright outlook from research and development in other fields, are developing an economy that is sound and expanding. We expect a continuing substantial population growth in 1950."

The \$18,000,000 outlay, stamped with approval of the company's

# City's Population Is Estimated At Around 16,000

The population of Sanford is currently estimated at about 16,000, and this figure is confidently expected by local officials to be confirmed by the United States Census, which begins next month. But if such outlying districts as east Celery Avenue, Midway, Canaan City, West Goldboro, west First Street and Monroe are included, the population of the immediate Sanford area is now estimated at approximately 23,000.

These figures are arrived at in part from the State Census of 1946 which showed that the population of the city proper was 12,407 and, with the outlying districts included, 17,906. This compared with a population of 10,217 for the city proper in 1940 and of 5,588 in 1920.

In 1948 there were 850 persons living outside of Sanford on the West Side and 1,000 in and around Monroe. Between the City limits of Sanford on the east and the Osteen Bridge the 1946 Census showed some 3,552 persons residing. If the population of Sanford within the City limits is added to the population on the East Side and on the West Side, the total population for the area four years ago is found to be 17,905.

Besides Sanford there were 19 other Seminole County towns listed in the 1946 Census. The population of Monroe was given as 1,000; Paola, 520; Oviedo, 1,798; Geneva, 493; Chuluota, 213; Gabriella, 391; Longwood, 759; Lake Mary, 572; Altamonte Springs, 957; Forest City, 269; Blavia, 193; Fern Park, 399; and Bear Lake, 106. The population for the entire county was given as 24,580.

Sanford had 6,208 white people living here in 1946 as compared with 6,228 colored people. Of the white people, 3,394 were male and 2,874 female. Of the colored people, 3,100 were male and 3,069 female.

Of the 12,502 white persons living in Seminole County, most of them are natives of Florida. Some 6,420, or slightly more than half, were born in this state. And Georgia leads all the others by a considerable margin. There were 1,595 born in Georgia; 459 in Alabama; 426 in South Carolina; 379 in Ohio; 376 in New York; 334 in North Carolina; 277 in Pennsylvania; and 200 in Indiana. The state in which the most persons were born in the nation represented here except Nevada and Wyoming.

There are also 82 natives of Canada among the white residents here; 1 from Central America and 1 from South America, 1 from the West Indies; 53 from England; 170 from Europe; 13 from Asia; (Continued on Page 4, Sec. 2)

Announcing

In addition to our service in all phases of plumbing, we are now offering Complete Sales and Service in the APPLIANCE FIELD

Your trust and confidence has made possible the expanded facilities enabling me to continue to serve you in a larger capacity.

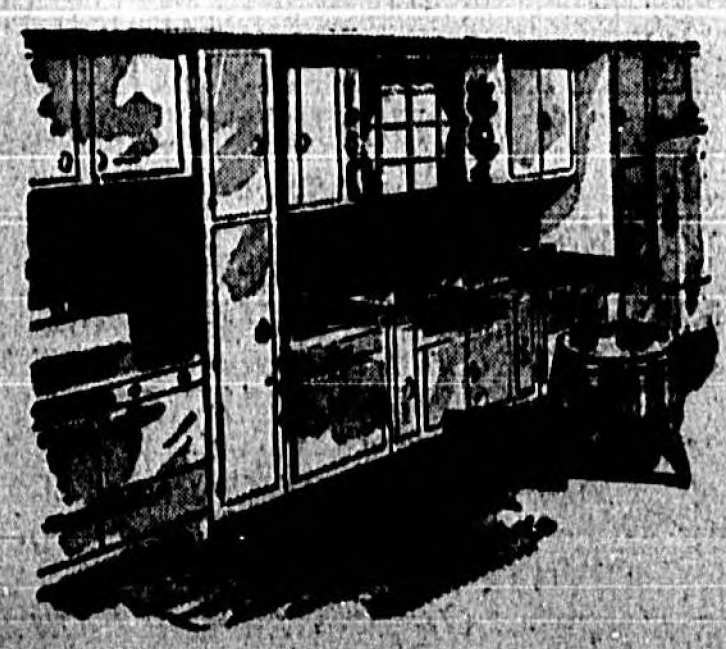
Complete installation of all merchandise sold with the accent on prompt and efficient service. You are cordially invited to come in and see the additions added.

M. G. HODGES

## The Completion of Our New Building at 405 West 1<sup>st</sup> St. And the Addition of a Complete Line of Appliances

FAMOUS NAME BRANDS KNOWN THE WORLD OVER FOR QUALITY

- REFRIGERATORS  
COOLERATOR  
GIBSON  
UNIVERSAL
- WASHING MACHINES  
DEXTER  
UNIVERSAL
- SINKS  
AMERICAN STANDARD  
APEX  
KOHLER  
CRANE



- HOT WATER HEATERS  
DUO-THERM — REAMS
- UNIVERSAL, NORGE, AMERICAN STANDARD.
- SUNBEAM "MASTER" APPLIANCES  
HAMILTON BEACH LINE
- WATER SYSTEMS  
JACUZZI — BERKLEY  
FAIRBANKS — MORSE
- ELECTRIC AND GASOLINE MOTORS
- ELECTRIC IRONERS  
By UNIVERSAL

# M. G. HODGES

405 WEST FIRST STREET

PLUMBER

PHONE 128



### Telephone Users Increase 131% in Past Decade

5 New Switchboards, 254 Customers Were Added Last Year

Indicating the tremendous growth of Sanford during the past ten years are figures from Southern Bell Telephone Co., released by J. A. Mooneyham, district manager, today, showing that the number of telephones in the Sanford area has increased from 1,450 in 1940 to 3,419 at the present time, an increase of 131 percent.

Although the greatest increase took place immediately after the war, figures for the past year show that 254 new telephones were installed last year and applications pending show that many more could have been installed if the facilities were available.

A hearing is now pending before the Florida Railroad and Public Utilities Commission to determine the ability of the telephone company to furnish service to such communities as Delary where there is only one telephone and over 50 families who want phones and Lake Mary where a similar shortage exists. The hearing will also seek to determine what can be done about increasing facilities in the Sanford area.

At a recent meeting of the Chamber of Commerce Mr. Mooneyham explained that demand has simply exceeded the ability of the telephone company to secure equipment fast enough to satisfy the requests for additional service, and he pointed out that during the past year five new switchboards had been installed and 18 additional operators.

In 1940, he pointed out, 12 switchboards with 13 operators were all that were needed to handle the calls, but during the past few years ten new switchboards and 41 new operators have been added to take care of the growing demands.

The daily average of local calls in 1940 was 9,630, but this has grown to 20,300, or an increase of 110 percent, at the present time. Long distance calls have increased at an even greater rate. Ten years ago only 200 long distance calls were handled daily through the local office; now there are 1,040, or more than 218 percent more than before the war.

**NEW MANATEE CLUB**  
Bradenton, Fla.—A new 4-H club for girls was organized here re-

### Showing 'Em How



Baseball fans can get a preview of the 1950 season at the New York Giants' training camp in Sanford. John Lobert, left, former big league star now a trainer for the Giants, instructs a rookie on the fine points of hunting. The Giants train 16 farm clubs at the former Naval Air Station part of which has been converted into a huge baseball training center.

— Photo By Raymond Studio

### Giants' Camp

(Continued from page 6, sec. 7) large layout, while two other fields are near the barrack buildings. A small building near the fields is used for storage of baseball equipment.

In addition to the club training activities, the Giants maintain a baseball school which starts Feb. 1, and keen eye coaches and scouts are ever on the alert for a potential baseball star.

Last year 483 hopeful youths from all over the country were on hand for a tryout. Carl Hubbell took charge of the initial drills and was assisted by Mel Ott, former manager of the Giants, Bobby Thompson, Giant outfielder, Clarence Donnar, Tom Sheehan, Hans Lobert, Bill Harris, Eddie Montague, Hal Gruber and Nick Shinkoff.

The students began playing games on Feb. 7. Johnnie Mize, who was later transferred to the Yankees, visited the field. On

Feb. 14 the Giants cut 180 men from the roster, while 200 remained to enjoy the Florida climate a little longer and to continue workouts.

In early March Manager Tommy Heath and his Minneapolis-Millers, and Joe Becker and his "Little Giants" from Jersey City arrived in town. On Mar. 10 they opened practice in Municipal Park.

In order to provide recreation facilities for the players the Giants last year took over from the Fellowship Front the former Navy Ships Stores Building, including its auditorium, soda grille, barber shop, pool room, library and other facilities. A small golf course was laid out

behind the building. Comfortable lounge facilities for more than 500 players, plus a large dining room and kitchen are provided for 14 teams at the former Junior Officers Quarters. The building is attractively painted in gray, and the lawn and shrubbery are well kept. Two barrack buildings located near the baseball diamond provide ample shower and dressing room facilities and are equipped with 600 lockers.

Al McMillan is in charge of the two club houses at the Municipal Baseball Park and on Dec. 31 started work getting the buildings into condition for the Minneapolis and Jersey City teams.



A TROPICAL DREAM  
COMES TRUE IN  
SANFORD, FLORIDA

WHERE THE BEST WORK AND  
RECREATIONAL FACILITIES AVAIL  
THEMSELVES TO YOU 365 DAYS OF  
A SUN FILLED YEAR!

WE KNOW YOU'LL LIKE IT HERE,  
AND WILL WISH TO STAY  
LET US MAKE YOUR STAY A  
PLEASANT ONE

## Armitage Cabin Court

"Recommended By Duncan Hines"  
SANFORD — ORLANDO HIGHWAY



"THE STORE WHERE SMART PEOPLE SHOP"

7 STORES IN ONE \*

MILADY'S  
SHOPPE

LINGERIE &  
MILLINERY

PIECE GOODS  
& NOTIONS

TOTS'  
TOGGERY

BOYS'  
ARTMENT

MEN & YOUNG  
MEN'S DEPT.

SHOE DEPARTMENT  
SHOES FOR THE ENTIRE FAMILY

SANFORD'S MOST MODERN and  
COMPLETE STORE -- FEATURING

*Fashions* WITH ELEGANT AIRS  
and modest price tags!

Times change . . . yes, conditions too; but since our beginning Cowan's has identified one of the few certain things in a very uncertain world . . . an organization devoted exclusively to bringing to the People of this community fine quality merchandise at Popular Prices . . .

We are humbly grateful for your Patronage because we are keenly aware of the fact that money alone can build beautiful buildings but that customer good will and acceptance has to be EARNED . . .

● FEATURING ALL WELL KNOWN,  
NATIONALLY ADVERTISED LINES



### 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 \$74,126 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 gave 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 41,000,000 in 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 more 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) and from a Pacific Island.

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 middy 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



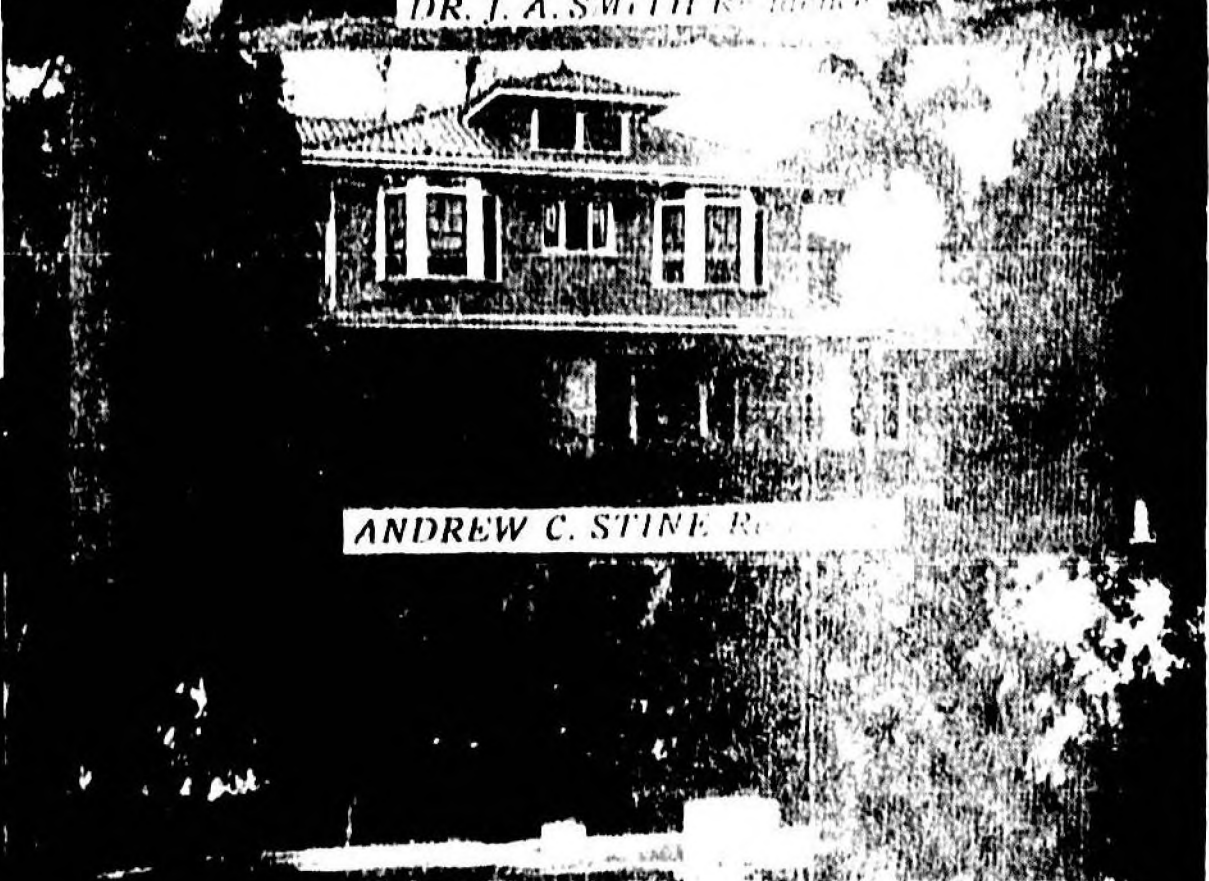
P. F. WHEELER Residence In Oklawaha



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