

Plantation Estates
By BESS PATTERSON

We are happy to welcome the first baby born to parents, while living on Plantation Estates. We feel that now the community honeymoon is over and we are settling down to the serious business of raising families. Mr. and Mrs. Lewis A. Strauch of Naranja Road are the proud parents of a son, John Henry, born to them at Deland Hospital on Tuesday, Feb. 6 at 10:20 P. M., weight 8 lbs. 7 oz. The Strauchs came here from Texas last year to join Mrs. Strauch's parents, Mr. and Mrs. John J. Seufert, of Naranja Road. They built their home and the new Gulf Gas Station on Highway 17 and have now topped their accomplishments by presenting us with our first son. Major and Mrs. H. E. Wisnant are spending their honeymoon at their home on Delary Drive, and lake of the Woods.

Y. and Mrs. Third's brother, David Waters of Ontario, Canada. Miss Jean Faith of New York has moved into her new home on West First Street. The Saturday Night Dance Club met at the club rooms with Mrs. Mae Leonard as hostess. Refreshments of apple cake and coffee were served after the fun. The Glee Club met on Wednesday with its usual good attendance and after a short business meeting the singing sounded better than ever. Mr. and Mrs. John Rice of Delary Drive have had as their guest, Fred Schlie of New York. Mr. and Mrs. Harvey Sheppard of Alicante Road have as their guests for a month, Mr. and Mrs. Silas Downes of New York. Mr. and Mrs. Wm. Hoyer of Alicante Road have had as their guests this week, Mr. and Mrs. Fei Harris of Pennsylvania. The Harris are in Florida on their honeymoon. Donald Teator, Mrs. Patterson's nephew from Rhineback, N. Y., who attended the Giants' baseball camp in Sanford last February has finished his boot training in the United States Navy and has been stationed at the Jacksonville Naval Air Station.

Mr. and Mrs. G. Sterling of New York. The monthly meeting of the Plantation Estates Property Owners' Association was held at the club rooms on Tuesday evening with such a large attendance that the main topic for discussion was the expansion of the meeting room. After the invocation and a prayer for the boys in Korea by the Rev. W. Poyntelle Kemper, the meeting was opened by President Everett Swift. Among the committee reports was one by Mrs. George Griffin, chairman of Social Activities, concerning future recreational plans. There will be a Valentine's party at the club rooms on Feb. 14, a barbecue luncheon at the swimming pool on Mar. 19 and a boat ride up the St. John's to Blue Springs on Mar. 8, leaving the pier at Sanford at 1:00 A. M. and returning about 5:00 in the evening. Everyone is to bring his own box lunch. It looks like a busy year ahead. The Peter Clarks of Granada Road have returned from the North. Mrs. Lauretta Kempf of New York is spending a few days with her sister, Mrs. Russell Cooper, of Granada Road en route to Miami where she will spend the rest of the season with another sister, Mrs. Cooper and Mrs. Griffin gave a dinner for eight at the Orange City Hotel on Thursday night in honor of their husband's birthday on that day. Mr. and Mrs. Norman Gould of Naranja Road have had their daughter and son-in-law, Mr. and Mrs. Robert B. Eyerly of Bloomsbury, Pa. for a week's visit. The Eyerlys flew down from Pennsylvania with the young Payne Whitney's in their private plane to Miami where they spent a week with them before coming to Plantation to visit with their parents. Mrs. Gould's brother, Herbert Morrow, of New York is with them for an indefinite visit. Among the cornerstones laid for new homes this week was one for Mr. and Mrs. August Rushneck of Thornwood, N. Y. on the corner of Madera and Fourth Streets and one for Mr. and Mrs. Paul A. Uhlmann of Columbus, Ohio, on Hickory Street and Lake Monroe. We were sorry to hear that Mrs. Charles Greene of Astriana Road was called home by the severe illness of her mother. Mr. and Mrs. Bob Newton of Astriana Road have as their guests Mr. and Mrs. Archie Johnson of Conn. The two men were business associates for some years. Mr. and Mrs. John Schilpp of Angeles Road spent the week end visiting friends in Gulfport, Florida. Mr. and Mrs. Samuel Todd, former business associates of Mr. Schilpp. On their return they had the pleasure of a visit from Mr. and Mrs. Paul A. Cithlow who are delighted with our community and have decided to spend two weeks here. Mr. and Mrs. John Leslie, neighbors of both the Schilpps and the Cithlows, stopped for a visit while going

through Florida from a visit to their daughter in Jacksonville and friends at Ft. Pierce. We are glad to be able to say that Mr. and Mrs. Robert Brown of Gem Road on Gem Lake are recovering nicely from their recent unfortunate accident. E. James Farrara, an attorney from New Brunswick, N. J., is visiting his cousin and Aunt, Mrs. E. Norman Groves and her mother of Estrella Road. Mrs. Groves' daughter-in-law and grandson, Philip have just returned from a visit here to Pensacola, where Mrs. Groves' son Lt. Norman Groves is stationed with the Naval Aviation Corp. Dr. and Mrs. Harry Whittaker of Madera Drive entertained 12 people at a canasta party in honor of Mr. Ralph Witherell's birthday. The Witherells live on Fourth Street. Mrs. John McGraw, widow of the late John McGraw, manager of the Giants' Baseball Club for many years, stopped to visit Mr. and Mrs. Fred Payne of Madera Road last week. Mrs. McGraw declared herself enchanted with our new community. Mr. and Mrs. Frank Basso of Long Island are down to spend the rest of the season in their home on Gem Lake.

Hospital described her condition as still critical. The woman, Dorothy Mae Stevens, 23, had a body temperature of only 64 degrees—34.5 degrees below normal—when she was taken to the hospital last Thursday morning. When she was found lying in an alley in sub-zero weather, her body was rigid and physicians said her blood had chilled to a sludge. There were 335,000 high school teachers in the United States in 1940.

Frozen Woman Is Still Holding Her Own
CHICAGO, Feb. 12—(AP)—The young Negro woman who was found "frozen stiff" last week and amazed the medical profession by surviving the thawing out "was holding her own" today. Although she was able to say yesterday that "I'm feeling fairly well," physicians at Michael Reese Hospital described her condition as still critical. The woman, Dorothy Mae Stevens, 23, had a body temperature of only 64 degrees—34.5 degrees below normal—when she was taken to the hospital last Thursday morning. When she was found lying in an alley in sub-zero weather, her body was rigid and physicians said her blood had chilled to a sludge. There were 335,000 high school teachers in the United States in 1940.

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THE SEMINOLE INDIANS OF FLORIDA

Miss Yolande Bethere of Mobile, Ala., the "Miss America of 1950" is presented (top right) with a real Seminole skirt made by the Indian girl from Ross Allen's camp at Silver Springs by Manager Ed Whitney of the Seminole County Chamber of Commerce. Top left, Ross Allen, one of America's foremost herpetologists, and a Seminole Indian brave enjoy breakfast in the Oklawaha Swamp. Lower right, a Seminole Indian family watches the erection of a chikee, a shelter covered with palmetto leaves. Center, Seminole Indian girls in native garb. Note elaborate strings of beads. Left center, a Seminole woman prepares sofkee, an Indian stew made of meat and vegetables. The Albert Billie family gathers round the sofkee pot for a noon meal.

Photographs By Tom Swain

Sanford Traces Its Origin To Battle In Seminole Indian War

County Named After Tribe Made Famous By Exploits Of Osceola, Coacoochee

The Seminole Indians of Florida, for whom Seminole County was named when it was divided from Orange County in 1813, immigrated to this state from Georgia under their great chief, Coacoochee in 1750. They found here only the remnants of the aborigines, the Tequestas of the lower East Coast, the Caloosahatchee of the lower West Coast, the Apalachees of West Florida, and the Timucuan of the St. Johns River Valley, most of whom had already been annihilated by the Spaniards or carried off to Cuba or Puerto Rico as slaves.

The City of Sanford traces its origin to the second Seminole Indian war when early in that struggle a detachment of American troops, under the command of Capt. Charles R. Mellon, a member of the Pittsburgh family of Mellons, made their way up the St. Johns River and established a camp on the south shore of Lake Monroe which they called Camp McCroe.

About two months later some 400 Seminole warriors, under the command of King Phillip and his son, Coacoochee, attacked the camp and a desperate three hour battle ensued in which Capt. Mellon was killed. The Indians were finally repulsed and Colonel Harney, who had arrived just in time for the show, immediately set about making plans for erecting a more permanent and defensible fortress. In honor of Capt. Mellon the name was changed to Fort Mellon.

The war had broken out a year or two before when the United States government had sought to remove the Seminoles to the Indian territory in the West. A delegation of Seminole Indians had been sent to the territory to consider the advisability of moving there and a treaty had been concluded with them, known as the Treaty of Payne's Landing, under which they agreed to sanction the movement of the Indians to the Western territory.

However, upon their return to Florida they are reported to have told the Indians that they could not live in so cold and barren a land. General Thompson, who was in command of the troops at Fort King near Ocala at that time, called the Seminoles together for a conference there and tried to prevail upon them to sign a treaty agreeing to leave the state.

A young Indian named Osceola who was not a chief in his own right but who because of his powerful athletic build had great influence with the younger men of the tribe, plunged his dagger through the proposed agreement and declared that would be the only signature he would ever give to the document.

A few months later Osceola and a band of some 40 Seminoles hid in ambush outside Fort King and as General Thompson and another officer were strolling through the woods, killed them both and made off with their scalps. On the same day a detachment of troops under Major Dade left Fort Brook at Tampa to march to Fort King. He was killed and his entire command was wiped out at Wahoo Swamp near Dade City, with the exception of three men who escaped after being left for dead.

Three days later General Clinch with 250 soldiers attempting to cross the Withlacoochee River was opposed by a band of 500 Indians under Osceola who was wounded early in the fight and had to retire after inflicting 107 white casualties to only 40 for the Seminoles.

The war continued for seven years and was one of the most bloody Indian struggles in which the United States ever engaged. It cost the government over \$40,000,000 and the lives of approximately 5,000 soldiers. In addition there was much loss of life and property among civilians.

In the end, however, 11,000 Indians were rounded up and sent to Indian territory but some of these 1,000 are said to have died enroute. About 500 escaped to the Everglades and their descendants are still to be found in this area.

At present time there are three Indian reservations in Florida all under the jurisdiction of the Seminole Indian agency at Dania. There is a tract of 475 acres here set off in Broward county for their use. In Hendry County, about 35 miles east of Immokalee, another reservation of some 55,000 acres has been established. The largest reservation is located in the Brighton reservation of about 15,000 acres in the southwestern part of Glades and Highland counties, seven miles south of the town of Brighton, and about 15 miles northwest of Lake Okechobee.

The Seminoles cling to many of their native ways despite their frequent exposure to the customs of the white man. They live in little one-story houses consisting of a central room and a porch or veranda. They are very fond of their native ways and are very proud of their heritage.



OSCEOLA

Ancient Indian Mound Preserved As Historic Site

Tribe Of Timucuan Once Lived, Hunted Along St. Johns

Over 500 years after the last Timucuan Indian was laid to rest in it with a weird ceremony that can only be guessed at today, an ancient burial mound is being preserved near Sanford as a significant historical site and tourist attraction.

Giant gnarled oaks grow out of this Indian burial mound, indicating its great age and adding to its beauty.

The Timucuan Indian tribe was one of four or five that lived in Florida centuries ago, and it is probable that their civilization flourished and faded long before the coming of the white man.

Some idea of their customs has been unearthed by archeologists. The Timucuan buried weapons with their dead so that they could fight off evil spirits enroute to the "happy hunting ground." In each grave there were also three or four pottery bowls, in each of which was punched a hole so that they would also be "dead."

Twice Excavated
This Indian mound has been excavated twice, in 1892 and 1893, by Clarence B. Moore and his findings were published in the Journal of the Academy of Natural Sciences of Philadelphia. Mr. Moore and his party first explored the mound on Jan. 28, 29, and 30, 1892, and again on Jan. 22-27 the following year.

Once before the burial mound had been investigated, though only superficially, by Jeffrey Wyman, who included his findings in a pamphlet published in 1875 by the Peabody Academy of Science in Salem, Mass.

When Mr. Moore first dug into the Indian Mound, the property was owned by Dr. A. C. Caldwell, and by the time the scientist had returned in 1893 it had come into the hands of J. N. Whitner.

According to the report of Mr. Moore's investigation, the mound had been "superficially dug into by tourists and excursion parties from Sanford." It was then described as oval in shape, about 300 feet in circumference, and about 10 feet high. On top is a plateau about 140 feet around. The mound is built of sand upon a shell bank.

In making his excavation, Mr. Moore and his eight workers dug a trench on the northern side, using a trowel. Of what they

found, he said:

"Remains, undoubtedly original burials, lay in the shell in one layer and in the white sand immediately above. In nearly every case, the long bones lay horizontally in connection with the cranium, though upon several occasions the skeletons were in anatomical order.

"Near the center of the mound were seven crania, some in actual contact, all within a radius of three feet, while one yard distant were four others in close association. With these crania were a certain number of bones not in anatomical order, and by no means the full complement of so many skulls."

Pottery Found
Though no implements of stone of any sort were found in the mound by the Philadelphia scientists, there were fragments of pottery with many of the bones. A piece of a pot with the handle terminating in the head of a bird was among these. After completing the investigation and making careful notes and drawings, Mr. Moore replaced the bones and pottery fragments in the burial mound, and headed back to Philadelphia.

In the report which he made to the Philadelphia Academy of Science, Mr. Moore noted that Mr. Wyman had visited the same region several years previously.

Though Mr. Wyman traveled up and down the St. Johns investigating burial mounds and poking

into shell heaps, he spent little time at Speer's Landing, as the section containing the Indian Mound was then known.

The possibility that some of the Indians who built the mounds along the St. Johns River may have been cannibals is discussed by Mr. Wyman as follows:

"It would perhaps be going too far to say that the presence of human bones under the circumstances previously described amounted to absolute proof of cannibalism. The testimony of eye witnesses would be the only sure evidence of it. There is, however, nothing with regard to them which is inconsistent with this practice, nor does any other explanation occur to us which so well accounts for their presence.

Mr. Wyman lists several reasons supporting his belief that cannibals once ranged along the St. Johns River. He says the bones he found "were broken as in the case of those of edible animals, as the deer, alligator, etc. This would be necessary to reduce the parts to a size corresponding with the vessels in which they were cooked, or suitable for roasting, or even for eating raw." He also offers proof that the bones had not been broken by wild animals. It is definitely known, he asserted, that cannibalism prevailed among some Indians of North and South America.

The Indians who inhabited the region now known as Indian Mound Village were Timucuan, one of the four or five tribes who

lived in Florida. It is probable that their civilization flourished and faded long before the first white man landed in this continent.

Hundreds of years after the passing of this early Indian civilization, men came from the North and settled in the rich St. Johns Valley to farm the land and raise their families. As the City of Sanford grew, the Indian Mound became the favorite meeting place for county-wide affairs.

Around the turn of the century, a "farmers' barbecue" was held annually for several years and residents turned out en masse to attend. The barbecues were held on the broad plateau of the Indian Mound, where big political rallies were also staged. If music was desired for these occasions, J. M. Stuman and his three talented daughters were usually called upon to play.

When the first families of Sanford went for a Sunday drive in their carriages, they usually took the road out to the Indian Mound and back. The natural beauty of the place, with its huge old oak trees, was widely known.

Built of Shell
Mr. Moore declared in his book that a smaller mound, located about three city blocks from the Indian Mound, was not a burial mound but this was disproved by J. N. Whitner. The smaller mound, built of shell, was in one corner of the Whitner farm, and the owner decided one day to level it and use the land. After the top layer of shell had been removed

(Continued on Page Six)

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Power & Light Company Adds 363 Customers In 1950

More Than 5,400 Customers Now Served In Sanford District

Florida Power & Light Company's expansion projects during the past year have extended electric service to an additional 363 customers in and around Sanford, H. H. Coleman, company division manager, announced.

"This is one of the best year's records in our company's operations here," Mr. Coleman stated. "Growth in new lines and customers added here reflects favorably on the prosperous condition of this section too."

"In our Sanford district, composed of Seminole County and parts of other counties, electric customers served at the end of 1949 totaled 5,114. At present we are serving 5,401 customers."

"Figuring each customer represents 3 1/2 persons, on the average, this means that Florida Power & Light Company, in this district, now serves a population of 19,114 persons."

"We are proud of this achievement," Mr. Coleman declared, "because electric service goes hand-in-hand with the development of any area. Many miles of our lines have been built to extend service to customers in rural areas. On farms, electricity operates not only home helps such as refrigerators, ranges, water heaters and vacuum cleaners, but it also lightens farm labors. It pumps water, grinds feed, saws wood and does dozens of other back-breaking tasks."

Mr. Coleman said his company now has more than 220 miles of rural and urban distribution electric lines in operation in this district. This is 60 miles more than the company had in operation in 1945.

He pointed out his company's determination to serve this area with adequate power was demonstrated by its recent enlargement of its modern generating plant on Lake Monroe. Already considered a major base-load plant, the company in 1948 completed installation of another generator there which increased plant capability from 10,000 to 30,000 kilowatts. "Our company is not resting on its laurels," Mr. Coleman declared, "we intend to make other enlargements and improvements locally. For instance, plans have been prepared to build a ten mile rural electric extension to serve the territory at Lake Ashby. The work on this extension will commence as soon as the necessary materials can be assembled."

CHAMBER OF COMMERCE OFFICERS AND DIRECTORS



President H. James Gut, front row center, is shown with other officers and directors of the Seminole County Chamber of Commerce. In the front row left to right are Lea R. Lesher, W. G. Killee, J. L. Ingley, Mr. Gut, Jack Hall, Andrew Carraway, and J. F. McTigue. Alternating in the second and third rows are City Manager Clifford McKibbin, T. E. Tucker, Bernard Stone, R. L. Dean, Andrew Stine, J. L. Galloway, G. W. Spencer, retiring President W. A. Patrick, Fred Williams, H. B. Pope, R. L. Jacobs, W. R. Dawson, George Stine, C. L. Redding, Harry Lee and Sam Martina. In the back row, left to right are John Ivey, O. P. Herndon, George Touhy, Charles Matian, W. A. Morrison, John Krider, H. Lew Arnold, Roy Britt and Al Lee.

Mayor F. L. Dyson And Chamber Of Commerce Head Welcome Tourists

Mayor Fred A. Dyson and H. James Gut, president of the Seminole County Chamber of Commerce, today joined in extending a hearty welcome to tourists to visit Sanford and Seminole County.

"On behalf of all of the citizens of Sanford," said Mayor Dyson, "I want to join with the staff of the Sanford Herald in welcoming to our community. We hope that these articles and stories of Sanford will give you an impression that will make you want to come down, visit our city and enjoy our climate and our hospitality."

"Sanford's warm but invigorating climate together with its many beautiful lakes and streams places it at the very top among Central Florida's most desirable tourist areas," Mr. Gut declared.

"Those same qualities make it an ideal location for small specialized industries which operate on a basis of skill rather than large scale production," Mr. Gut continued, "as they make for a satisfied and permanent labor reservoir."

Mr. Dyson, after serving for two years as a member of the City Commission, was elected mayor by the new Commission on Jan. 2. He was born in North Carolina and followed construction work for 17 years prior to coming to Sanford in 1926. Since that time he has been active in construction work here. From 1932 to 1940 he served four terms as a commissioner of Seminole County.

A native of Cleveland, Ohio, Mr. Gut has lived in Sanford since 1921. In the early '20s he served as assistant city engineer and developed an intimate insight into the civic problems and commercial possibilities of Sanford.

It was during this period, while dredging the St. John's River,

ground of Florida history which exists in and around Seminole County, Mr. Gut returned to his own fascinating hobby.

He is at present conducting a serious investigation of certain types of extinct rodents which have never before been discovered in Florida and expects to bring out a paper covering his findings in the near future.

Mr. Gut is a member of the Florida Academy of Sciences, the Florida Anthropological Society, the Society of Vertebrate Paleontologists, the Society for the Study of Evolution and the American Association for the Advancement of Science.

that Mr. Gut's interest in vertebrate paleontology which has since become his principal avocation, was first aroused. He is now a recognized authority on the fossils of Central Florida. Among his finds are teeth from a giant beaver which inhabited the region surrounding Sanford in the Pleistocene age, a beaver, approximately the size of a bear, had as companions the famed sabre tooth tiger and other now extinct creatures not generally associated with Florida's pre-historic era.

Mr. Gut entered the insurance business in 1931 and established his own agency in 1942. He was a member of the Sanford City Commission from 1939 through 1947 and during his final term was Mayor.

In October of 1950 he was elected president of the Seminole County Chamber of Commerce. Mr. Gut emphasized the need for a diversified economy in Sanford and Seminole County based not only on tourists but also on small industries which would fit into the local setup very easily.

Sanford is a small friendly town without the veneer of superficial glamour which is an adjunct to living on the East Coast," Mr. Gut explained. For those wishing quiet, yet interesting, winter vacations the area unexcelled in Florida, he pointed out.

In discussing the rich back-

Chief Geronimo Once Confined In Pensacola Prison

TALLAHASSEE, Feb. 12—(Special)—Osceola was not the only famous Indian to be confined to Florida forts in seeming violation of a flag of truce.

Geronimo, scourge of the southwest and Indian leader in the final days of conflict between the savages and the settlers, was confined for two years in Fort Pickens near Pensacola. The ancient fort today has become a part of the state park system and time has ravaged its once fine masonry, but the walls still look as strong as they were in 1886-88 when they confined the leaders of the Apaches.

The Apache Geronimo was not a chief, but a medicine man and prophet who rose to power by force of intellect and a burning desire for vengeance. The camps, women and children of his group had been destroyed by marauding Mexicans while there was peace between the Indian tribes and Mexico. Geronimo led a series of punitive attacks on the Mexicans, which seem to have carried over against the people of New Mexico and Arizona. This period of terror lasted for 10 years.

Finally the surrender of the tribes was agreed on. Geronimo and 16 of his braves were confined to Fort Pickens, but in seeming violation of the treaty of surrender, their wives and children were confined in Fort Marion. Geronimo's second wife died in Pensacola while he still was in prison. Geronimo meantime was moved from Fort Pickens to Fort Bill, where he died in 1909.

Florida Building Booms To New \$442 Million High

Construction Brings New Record Despite Materials Shortage

TAMPA, Feb. 12—(AP)—Florida building boomed to \$442,769,212 in 1950—more than \$100,000 above the 1949 total, the magazine Florida Builder said yesterday. Editor Frank Cowles Jr. said the 1950 construction volume based on a survey of permits issued throughout the state, may have been an all-time record. And this in the face of considerable difficulties at one stage due to acute shortages of cement.

"While lack of complete figures prevents accurate comparison with 1925—Florida's previous building year—it is reasonably certain that the construction volume piled up last year exceeded anything ever before known in the state's history," Cowles wrote.

New building records were set in 35 of the 89 cities checked, the magazine said. In '50, the total was ahead of the 1949 figure.

The state's 1949 total was \$327,800,139. Residential building accounted for the biggest part and was due principally to Florida's rapidly expanding population—up 46.1 per cent in the past 10 years, Florida

Builder said. In all, 42,029 new dwelling units were built in 1950, the survey showed.

Populous, fast-growing south Florida was responsible for a major portion of the total. Construction permits aggregating \$238,140,423 were issued in Dale and Broward counties compared with \$143,511,965 during 1949, the magazine said.

Cowles said the building surge was not limited, however, to south Florida. The 35 cities in which new marks were set were:

St. Petersburg, Fort Lauderdale, Tampa, Orlando, Hollywood, Sarasota, Clearwater, Lakeland, Winter Park, Lake Worth, Panama City, Fort Pierce, Key West, Delray Beach, Gulfport, Pensacola, Sanford, Pompano Beach, Quincy, DeLand, Leesburg, Dunedin, St. Augustine, Bartow, Palatka, Belle Glade, Kissimmee, Melbourne, Stuart, New Port Richey, Titusville, Tavares, Brooksville, Winter

Garden and Boca Raton. In West Palm Beach and Palm Beach, the permit total was the highest of any year since 1925.

"With government restrictions already cutting into the building industry," Cowles wrote, "the outlook for the coming year is not a particularly bright one."

"Most building inspectors queried, however, said they anticipate a 'fair to good year' if drastic material shortages do not develop."

Building totals for central Florida cities follow: Orlando, \$13,289,704; Lakeland, \$6,494,135; Daytona Beach, \$5,649,803; Winter Park, \$4,669,577; Sanford, \$2,743,324; Ocala, \$2,139,565; Deland, \$1,996,562; Leesburg, \$1,198,110; Eustis, \$1,063,349; Bartow, \$814,600; Cocoa, \$711,730; Kissimmee, \$680,743; Mount Dora, \$633,560; Melbourne, \$568,100; Winter Garden, \$325,540; Clermont, \$312,750; Umatilla, \$300,000; Rockledge, \$293,275; Titusville, \$329,498; and Tavares, \$255,250.

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Sanford, Fla.

Mayfair Inn Is Having Its Most Successful Year

Consideration Given To Keeping Hotel Open All Summer

By ED HARPER
The Mayfair Inn has been packed to capacity since its opening Dec. 21. Manager Charles Marian declared in describing the 1950-51 season as the most successful tourist year ever enjoyed by the hotel.

This success and the growing importance of Sanford as a summer as well as winter tourist center has caused serious consideration to be given to the possibility of the hotel remaining open all summer. Mr. Marian emphasized that no decision had yet been taken on the matter, however.

The Mayfair Inn is located on Seminole Boulevard overlooking Lake Monroe. Its Mediterranean style architecture blends pleasantly with the tropical plants and palm trees which decorate the hotel grounds.

The Inn, built in 1925, was purchased in 1948 by the New York Giants' Baseball Club which conducts a training program for its farm clubs in Sanford each year.

Mr. Marian is an experienced resort manager and has been a member of the Giants organization for the past ten years.

The hotel has averaged 250 guests per day in its 160 rooms so far this season. Its facilities include a large lobby decorated in pastel shades, a large dining room and a smaller one for private functions. A ballroom, card room and two cocktail lounges are also available to guests.

Recreation facilities include a swimming pool, two tennis courts and the freedom of the Seminole Country Club Golf Course. Other sports include shuffleboard courts, an archery range, badminton courts and boating.

Ten miles from town is the Sanford-Orlando Kennel Club and throughout the county unexcelled fishing and hunting opportunities exist.

Guests are invited to attend practice games of the New York Giants and are conducted on boat trips up and down the beautiful St. John's River to view the semi-tropical beauties of Central Florida.

Guests at the Mayfair are enthusiastic over the hospitable reception given them not only at the hotel but by the townspeople as well.

Judge John White of Peekskill, N. Y., commented on the friendly atmosphere and conviviality of the town. He pointed out that he had come down for a quiet vacation and had found in Sanford the ideal spot. Judge White was particularly impressed with the well laid out Seminole Country Club golf course, considering it one of the area's finest attractions.

Mrs. White, who has been in Sanford for five weeks, said it

MAYFAIR INN



—Photograph by Tod Swalm



MAYFAIR POOL

5-Man Commission Headed By Dyson Governs Sanford

City Manager Serves As Head Of Executive Department

Sanford is governed by a five-man City Commission whose members are elected for three year terms on a staggered system which leaves two or three experienced men on the Commission at all times. It is now headed by Mayor Fred Dyson who was elected on Jan. 3 to succeed Andrew Caravay who remains as a Commissioner.

City Manager Clifford McKibbin serves as administrative head of the City government under the direction and supervision of the Commission. He is a Navy veteran, engineer and was formerly city manager of Winter Park before being appointed to the Sanford post in December, 1948.

Members of the present City Commission in addition to Mayor Dyson are as follows: W. H. Stemper, John Ivey, Sam Martina and Andrew Caravay.

Mayor Dyson presides at all meetings of the Commission, which are held on the 2nd and 4th Mondays of each month, but is allowed to vote only in the event of a deadlock. All official documents are executed by him and the Mayor also serves as head of the City government for all ceremonial purposes.

Since its passage by the State Legislature in 1923 Sanford's charter has undergone a number of revisions put through by special acts of the Legislature. In 1948 a committee headed by H. James Gut, former mayor, was appointed to study methods of clarifying and modernizing the document.

The 1949 session embodied most of these changes in a special act providing for a new Charter.

Sanford's assessed valuation is \$14,502,154. This valuation represents more than 60 percent of all real estate values, according to H. N. Sayer, City Clerk. Assessed valuation of homes and other im-

(Continued On Page Five)

Bank Deposits Are Up By \$1,226,000 During Past Year

With total bank deposits of \$10,875,510, the three banks in Seminole County reflect the prosperity of its citizens and the growth of its agriculture and industry.

This represents an increase of \$1,226,000 over the total 1950 deposits of the banks which amounted to \$9,649,510. Total deposits in 1940 amounted to only \$2,232,403 and the gain since that time has been \$8,653,107.

Total assets of all financial institutions in the county including those of the First Federal Savings and Loan Co., amounted to \$13,334,070 at the beginning of 1951. These assets showed a gain of \$1,663,295 over the \$11,670,775 assets of the previous year.

The banks include the Sanford Atlantic National Bank of which J. L. Ingley is president, which in its annual statement this year

reported deposits of \$5,283,460. Assets are \$5,650,862.

The Florida State Bank of Sanford of which E. G. Kilpatrick is president, reported deposits of \$4,205,541. A new feature of this bank this year was the completion of a "drive in" annex, permitting depositors to transact business without getting out of their automobiles. Assets of the bank were reported at \$4,407,921.

In the prosperous community of Oviedo, celery and citrus center, the Citizens Bank reported deposits of \$1,368,409 and assets of \$1,458,822.

During 1950 the Florida State Bank increased its surplus fund \$10,000 and its undeclared profits, \$7,986. The reserve account was increased \$6,651 and a 10 percent dividend was paid for the

(Continued From Page Four)

Registered Brahmins Selected For Sale

Selection of 40 head of registered Brahmins for consignment to the Second Annual Imperial Eastern Brahman sale in Bartow Mar. 23 is underway, as plans are being perfected there for three days of accent on livestock at the State Livestock Pavilion.

G. W. "Buck" Mann, Jr., operator of the famous Mann Ranch on the Kissimmee River, and owner of a purebred Brahman herd pastured near Dundee, has been selected as chairman of the show committee, superintendent of the show, and manager of the sale. Nominated by the show committee of the Eastern Brahman Association, sponsoring group, Mann was formally elected by the local group at a meeting late in January.

A premium list offering nearly \$2500 in cash prizes posted by the local group in cooperation with the Florida State Department of Agriculture and the American Brahman Breeders' Association, is available on request to Mann or County Agent Paul Hayman, and sale catalogs will be distributed to persons desiring them early in March.

Col. Robert D. Cooper of Sarasota will cry the sale, and Harry Gayden, secretary of the American Brahman Breeders' Association, will read pedigrees.

impressed her as being the best vacation spot in Florida. She was especially enthusiastic over the climate which she described as invigorating—not too hot, not too cold.

Most enthusiastic of all the Mayfair guests was Mrs. Harriet Liggett, who described Sanford as the greatest town of its size she had ever seen. A native of Great Neck, Long Island, Mrs. Liggett is the only woman director of the Chamber of Commerce there.

In her third season here, Mrs. Liggett declared she had vacationed all over the United States and had never found a place as pleasant as Sanford.

Peter Frohisher, a four handicap golfer at the Glen Oak Country Club in Great Neck, considers the Seminole Country Club layout as potentially one of the finest courses in Florida. He shot a 72 on his first round and was quite anxious to play over it again when interviewed by the Herald.

Mr. Frohisher said he had never been received as graciously as he had been in Sanford, contrasting the friendly spirit found here with the hustling lack of it in larger cities.

Barton Lemlein, of Rutherford, N. J., also an ardent golfer, grinned when he recalled his score

on the wicked fourth hole at the Seminole Country Club. He plans to return to Sanford in years to come, he added, having found the ideal vacation spot.

Mrs. Rose Brown Levine and Mrs. Flora Feingold, who have been here all season consider Sanford the finest spot in the country to spend a quiet and interesting winter vacation.

Reiterating the comment heard from other guests, Mrs. Levine said she was especially impressed by the natural courtesy extended the guests by business people and everyone in Sanford.



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Photographs By Tod Swalm

Florida Fashions Mushrooms Into Million Dollar Business

By ED HARPER.

Florida Fashions is Sanford's fastest growing industry, starting as a brain child of Frank Shames, a First Street merchant, and a \$124 advertisement in a New York newspaper in 1917 and mushrooming into the largest supplier of women's dress in the world in the short space of four years.

Only about 20 percent of the total production is made in Sanford but this accounts for an annual payroll of \$250,000 and provides year around employment for 120 persons. The factory now occupies two separate buildings but plans are under way to consolidate the operations under one roof.

Ninety sewing machines, 18 buttonhole machines, electric cutters, bias cutters, and spreaders are employed with maximum efficiency to turn out over 600,000 cotton garments a year. This local production figure is expected to double within the next year bringing a proportionate increase in employment and payroll.

And how did it all begin? As an idea in the head of Frank Shames as he sat in his First Street dress shop studying the California mail order business specializing in inexpensive but original cotton dress styles. Thus, only 62 short months ago, developed the plan which was to become the largest dress mail order house in the world in an unparalleled example of American ingenuity and perseverance.

Beginning with a 125-line ad in the New York Sunday-News on a section on Sept. 11, 1916, Florida Fashions has expanded to a point where it is the largest advertiser of women's dresses in the world with a publicity budget in excess of one and one-half million dollars.

First garment to be put on the market by the infant organization was the "Cotton Charmers" today styles by the thousands are handled in car load lots by the firm which is still to celebrate its fifth birthday.

Ample provided Frank Shames into a daily vigil at the post office box to which the answers to that first small ad were in come. And the answers came, not one but many Florida Fashions was on its way.

A second ad in Maclean Magazine brought a veritable flood of orders for the attractive, but in expensive, dresses being marketed by the new mail order house. Additional plant space was needed, and capital with which to secure it was forthcoming as the possibilities of the organization became more and more evident. Mr. Shames' confidence in his brain child grew.

He soon found himself with a shortage of executive help and more work than he could handle alone. At this point the first member of what was to become the spectacular enterprise's brain trust was added to the staff.

Sam Martins, a young man who came to see Mr. Shames originally as an employee of the federal government, was attracted to the organization, and in turn impressed Mr. Shames with his ability. He was hired, at first to do everything necessary connected with the management of the successful business. Later, when the very size of the organization de-

5-Man Commission

(Continued From Page Four)

manded decentralization, he was made operations division chief. Working around the clock, Mr. Martins improved the efficiency of the service both by his own ideas and by consultations with the major mail order houses of the nation from Montgomery Ward to Sears and Roebuck. Each gave generously of their know-how developed over the years and Florida Fashions solved many knotty production bottlenecks quickly with the sympathetic aid of its main-moist brothers.

Knotty financial problems began to vex the organization as complicated credit arrangements and payment schemes for the ever increasing volume of goods had to be made.

Rate stepped in and provided Florida Fashions with the man for the job just as throughout the brief history of the organization, when an impasse was reached a happy solution always seemed to be at hand.

A man with the necessary experience and ability to handle the complex needs of the business was here in Florida where he had come for reasons of health. M. E. Lazor, who formerly held a top job in a Philadelphia industry before retiring, took the Florida Fashions controller's job at half his former pay in the belief that the organization would grow. His faith was justified and he is now drawing considerably more than his Philadelphia salary.

Third addition to the mail order brain trust was Mike Ginson. Mr. Ginson took over the nerve center of the business—estimating supply and demand and risking the future of the business on the educated guesses which painstakingly statistical studies made possible. An merchandising manager, Mr. Ginson has been in an almost way responsible for the almost incredible growth Florida Fashions has undergone.

George Tonby, personnel manager, was added to the executive staff as problems of personnel began to assume a greater importance in the rapidly expanding plant.

As the business grew the idea of making some of their own products, which were until this time bought entirely on a contractual basis, was explored by Florida Fashions and a factory was established on First Street. At present one-fifth of the garments sold by the organization are manufactured in Sanford, and it is hoped to expand this phase of the operation in the near future.

The local factory contains 32 machines turning out 150 dozen dresses a day. Other suppliers are on contract or lease the plants in Florida Fashions.

An example of the scope of the business can be found in the number of customers in towns named at random by officials. Ascoff, Minn., a town of fewer than 1,000 persons, has ten customers, while Liberty, N. Y., with a population of approximately 15,000, boasts 250 Florida Fashions buyers. Ironically Brooklyn, N. Y. buys more garments than any other section of the country—30,000 customers—in spite of the supposedly rural nature of the mail order house.

Most of the letters containing orders are addressed to "Miss De-

Bank Deposits

(Continued On Page Five)

year. Capital stock was increased from \$50,000 to \$100,000.

The Sanford Atlantic National Bank increased its surplus from \$115,000 to \$200,000 during the year. Undivided profits were increased more than \$17,000 and reserves were increased more than \$17,000. The surplus was increased \$65,000.

The Citizens Bank of Oviedo of which Charles G. Shaffer is cashier, reported total assets at \$1,458,822 at the beginning of this year. Loans and discounts amount to 20 mills allotted for maintenance of County schools. Homestead exemption up to \$5,000 is allowed for operations millage but all homes are assessed for school bond millage.

The County School board is a separate body from the County Commission and is composed of five members, each representing a district in the county. They are: L. E. Jordan of Oviedo, W. M. Haynes of Sanford, W. H. Patrick of Sanford, J. A. Rutledge of Longwood and C. E. Harrison of Geneva.

School teachers are elected for two year terms on odd years. E. F. Cooper is chairman of the present board which includes Mrs. A. D. Rountree and Roy L. Howell of Lake Mary.

The Commission possesses no jurisdictional authority over constitutional officers including 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.

Assessed valuation in Seminole County is \$38,274,019 according to Sanford Doubney, tax assessor. This represents an increase of \$1,000,000 over 1929.

Seminole County levies a special 20 mill tax, 10 of which is allotted to the County schools and 10 for general upkeep and maintenance. An additional millage averaging 10 mills is levied in each of six school districts making a total of

Winter Visitors To Be Welcomed With Special Ceremony

Winter visitors—thousands and thousands of them—will be honored on a special "tourist day" at Central Florida Exposition to be held in Orlando from Feb. 10 through 21.

Wednesday, Feb. 21, will be the day that Greater Orlando Chamber of Commerce sponsors as an official "hello" to all visitors from the 48 states. H. Stuart Johnston, the Chamber's secretary-manager will be in charge.

Each visitor from outside Florida will be asked to check in at a centrally-located booth. After giving the name of his home state, the visitor will be tagged accordingly and will therefore be recognized as the honor guest for the day. He must register between 10 A. M. and noon.

And best of all, each tourist will receive courtesy cards giving him free admission to four leading attractions in Orlando and vicinity—admission to \$12.50.

The First Federal Savings and Loan Association on Jan. 1, 1931 reported total assets of \$1,816,167. Of this, \$1,296,643 was in first mortgage loans. Undivided profits and reserves totalled \$82,561.

One of the masses will admit him to one of the regular tourist dances sponsored each Tuesday night by the Chamber of Commerce. These social events feature colorful floor shows, a seven-piece orchestra for dancing and a feminine emcee. Each week these affairs are attended by more than 600 persons.

A second tab provides free admission to locations: Sandhills Springs, located only a few miles from the city. This is a perfect spot for relaxing, for swimming

in crystal-clear mineral springs, and for family picnics.

More Botanical Gardens, with its famous collection of orchids, cactuses and other tropical plants offers the tourist a third attraction at no cost if he signs in at the exposition.

This year's edition of Central Florida Exposition, second largest fair in Florida, and a feature of Florida State University's campus and the Ice Age, offering them

trough here again by popular demand for relaxing, for swimming

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Progress Made In Gambling Fight, Odham Declares

State Jaycee President Demands Honesty In Government

By ED HARPER
"Tremendous headway has been made in Seminole County and Florida toward cleaning out the corrupting influence of professional gamblers and their hangers-on," State Jaycee President Brailey Odham said in an interview with the Herald.

"Good government cannot exist side by side with the destructive influence of big-money gamblers ever at the elbow of the law offering bribes. The State Jaycees have taken it upon themselves to wipe out that menace," Mr. Odham pointed out.

"In almost every county in the state committees have been formed to investigate and press for the cleaning of the gambling element. Already some success has been achieved and more will be forthcoming."

"Coercion and purchase of public officials is going to have to stop," Mr. Odham said. But the Jaycees have not confined their activities to the anti-gambling probe, Mr. Odham added. They have also participated in the Freedom Crusade and last year promoted the state motor vehicle registration law.

A native of Sanford where he attended the public schools, Mr. Odham graduated from Louisiana College where he played tackle for three years. An all-around athlete, Mr. Odham was a basketball player as well, playing guard for two years.

He entered the Navy early in the war rising to the rank of lieutenant (senior grade) after serving in both the European and Pacific theaters of operation.

Following the war he was elected for two terms to the State Legislature where he participated in attempts to eliminate gambling in Florida and was a leader in an economy movement aimed at cutting unnecessary State expenses.

Emphasizing the excellent central Florida climate as well as the unparalleled hunting and fishing available close to Sanford Mr. Odham was enthusiastic over the tourist possibilities for this region.

He also explained the excellent potentialities the area possesses for becoming a center for light industries such as needlework and examinations similar to Florida Fashion's mail order house.

Small industries requiring space and a pleasant climate should be especially interested in Sanford and Seminole County, Mr. Odham declared.

One of the ten outstanding members of the State Legislature in 1947 and the outstanding young man of Seminole County in the same year, Mr. Odham is married and has one daughter. He is the owner of the Odham Motor Co., Studebaker dealer of Sanford.

Mr. Odham was also named one of the five most outstanding young men in Florida at a meeting of the state Jaycees organization in Pensacola last week.

He has been president of the local Jaycee organization and state president of the Veterans of Foreign Wars and is a member of the American Legion.

Pointing with pride to the work of the local Jaycees organization, Mr. Odham reminisced over a campaign conducted by the group which secured 250 tourist rooms immediately after the war when only 30 were reputed to be available.

He added that the development of the Tourist Center at Sanford Avenue and First Street was initiated by local Jaycees who saw the need which tourists have for a meeting place of their own.

Indian Mound

(Continued from Page Two)

Mr. Whitner discovered the heap contained human bones.

He hurriedly called the late T. J. Miller, undertaker and father of Frank L. Miller, to come at once.

Mr. Miller drove out to the Whitner farm, packed the bones in boxes, and carted them to the burial mound, where they were interred. In addition to the bones, a large number of arrowheads and spearheads were also discovered, as well as bits of pottery and beads.

Mrs. Elton Moughton, a daughter of Mr. Whitner, still has some of these articles. Others were loaned to the St. Augustine Museum, but were lost in the great fire about 1915. This smaller mound has now almost completely disappeared, used up by the City to pave streets.

Later, Mr. Whitner decided to sell part of the land, and divided his big tract in half. The smaller half, containing the burial mound and the shell heap, was sold to Phillip R. Andrews of Sanford, with the provision placed in the deed that the mound shall be preserved intact as it has been for generations, and also be defined by four corner posts; and the mound shall be and remain a permanent preserve.

Mr. Whitner and Mrs. Whitner were the first to be buried in the mound. The mound was built by the Indians who lived in the area.

NATIONAL JAYCEE PRESIDENT WELCOMED HERE



Richard Kemler, president of the United States Junior Chamber of Commerce, center, is shown being welcomed to Sanford by J. Brailey Odham, left, president of the Florida Jaycees and William H. Stemper, right, president of the Seminole County Jaycees, who presented him with a Seminole Indian jacket. Mr. Kemler appeared here on Dec. 14 when he addressed combined civic clubs in a program sponsored by the local Jaycees at the Mayfair Inn. His talk was about the freedom available to young men in America today and their opportunity to serve their communities, states and nation.

State Chamber To Publish Directory On Manufacturing

Plans for the publication in March of a revised directory of Florida's manufacturing and processing plants were announced recently in Jacksonville by Harold Cole, executive vice president of the Florida State Chamber of Commerce.

Previous directories were issued, Cole said, in 1944 and 1948. To make the directory of greater service to defense procurement agencies and prime contractors, the new volume will follow procedures laid down by the Standard Industrial Classification Code, the State Chamber official added.

Mr. Cole said the book would list some 4,000 Florida plants, by locale; publish the names of the responsible heads of each establishment; indicate by code the number of each plant's employees, and reveal data on community populations, transport facilities, etc.

Assistance in the book's compilation is being furnished by the State Improvement Commission, according to Mr. Cole, who declared that the two previous editions were warmly praised by purchasing agencies throughout the nation, and by government agencies charged with the responsibility of buying. "The 1944 issue, particularly," Mr. Cole added, "greatly helped Florida industrialists to market the war supplies they were then making, and will doubtless perform the same service for them in 1951."

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Photo by Tod Swalm

Southward Fruit Company

1900 French Ave. Phone 67

Future Growth Of Sanford Assured, Stemper Declares

"I believe the future growth of Sanford and Seminole County is assured—with everyone cooperating and working together for the good of all," W. H. Stemper, president of the Seminole County Junior Chamber of Commerce, said in an interview with the Herald.

"We already have many growing pains; new facilities are being planned and built," he pointed out in reviewing the phenomenal growth of Sanford in the post-war years.

"Numerous businesses are remodeling and expanding and industries are more and more coming to appreciate our community," Mr. Stemper, a city commissioner for the past three years, continued.

"Look around, we have little ones and big ones that we tend to overlook, but nevertheless contribute substantially to our growth," he added in describing the obvious expansion of Sanford which has occurred in gentle but regular steps.

"The Naval Station is being re-expanded in describing the obvious expansion of Sanford which will make our community grow in all directions. We're definitely on the move to greater prosperity," Mr. Stemper emphasized in summing up the potentialities of the region.

"Bill" Stemper was born and raised in Sanford and graduated from Seminole High School where he returned to teach mathematics after receiving his B. S. degree in Chemistry from Stetson University in 1937.

From 1939 to 1942 he was employed by the Florida Department of Agriculture as a chemist. He resigned to enter the Navy as an ensign and was discharged four years later as a full lieutenant.

Tourist Lodgings Are Increased By \$60 Million In '50

TALLAHASSEE, Feb. 12—(Special)—Florida's food and lodging facilities to better serve her rich tourist trade were increased by nearly \$60,000,000 during 1950.

James T. Landon, State Hotel Commissioner, released his annual tabulation here showing the total spending for the 12 months, recently ended, to be \$59,688,468.

The figure revealing the vastness of expenditures felt necessary to provide adequately for the state's growing tourist business, the state's biggest source of income, indicated the immensity of the lodging and food industry as a factor in the state's prosperity, said Commissioner Landon.

Leading section for spending was the southeast district where expenditures totaled \$33,623,062. This includes the Miami Beach area which boasts more than 300 resort hotels now in operation.

Second was the west coast district with a total of \$9,381,224. The total of building or remodeling permits was 2,162 separate projects, with 325 permits pertaining to apartment houses leading with total expenditures of \$3,355,068. Hotels valued at \$15,255,430 accounted for 101 per-

centage of the Florida Department of Agriculture as a chemist. He resigned to enter the Navy as an ensign and was discharged four years later as a full lieutenant. Since the war Mr. Stemper has operated a grocery store in Sanford and taken a prominent part in the civic and political life of the community.

mits issued by the Hotel Commission's Supervising Architects. Under the law, approval for hotel, apartment house, rooming house, motel and restaurant construction must be given by the Department as a public safeguard.

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BRISSON FUNERAL HOME

R. G. BRISSON, FUNERAL DIRECTOR AND OWNER

Ox Fibre Brush Co. Furnishes Gls With Brushes

\$30,000.00 Of New Equipment Added During Past Year

Millions of G. I. GIs are going to require whisk brooms during the present emergency in order to keep their uniforms neat enough to pass approval of the Brass, and this need will be met effectively by the Ox Fibre Brush Co., Inc., in a short distance from Sanford in Volusia County.

According to James A. Wright, himself a veteran of the last war and now manager of the plant, the firm, which during World War II supplied soldiers and sailors with brushes, is again looking huge orders from the government. During the last war between five and six million scrub brushes were furnished to service men.

The source of the material for the brushes and whisk brooms is the cabbage palmetto, which grows in clumps throughout the state. The palmetto fibres when processed have outstanding durability, a fact well known to government and civilian buyers alike. Output of the plant here amounts to more than \$500,000 in value during peace time, and this figure is due to rise during the present emergency. The company maintains two plants, one here and one in Frederick, Md., where much raw material is sent following processing.

During the past year more than \$100,000 worth of fibre processing machinery was added to the plant equipment, and 15 additional workers were hired in order to keep up with increased demand. Output in an average month of scrub brushes is about 1,000,000 and these account for about 60 percent of the fibre processing at the plant.

Near A.C.L. 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 lemon citrus trees. The office building is surrounded by a hedge, lawn and garden. J. P. Bates, Sanford, is bookkeeper and Mrs. Elie Northrup is stenographer.

A. E. 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.

Safety Features Heavy chains are 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 contacts a bar which shuts off the current of the electric motor which 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 dry 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 22 years, has been manager since 1933, 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 1928.

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 cracking, beating and shredding before the fibres can be separated and stored in twine wrapped bundles prior to use or shipment.

Taken from cabbage palmetto of central and south Florida are the palmetto husk cuttings from the top of trees and about two and a half feet long. The husk first treatment after reception at the plant is a 75-hour cooking process in large shallow pans filled with water. The resulting mass is pumped, 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, pleasant odor.

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Sanford Traces

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

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

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

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

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

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

ANNIE AND JOHNNY JUMPER



Ox Fibre

(Continued From Page Seven)

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

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

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

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

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

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

The plant's modernization program, will be applied to the processing departments, said Mr. Wright. Interiors of the buildings will be cleaned and repainted and machines will be re-aligned. Painted in soft shades of gray designed to be easy on the eyes, the whisk broom factory has about 35 workers on its U-shaped production line. Large opaque windows and streamlined fluorescent lighting add to the modern appearance of the factory. Working with the incentive of

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

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

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

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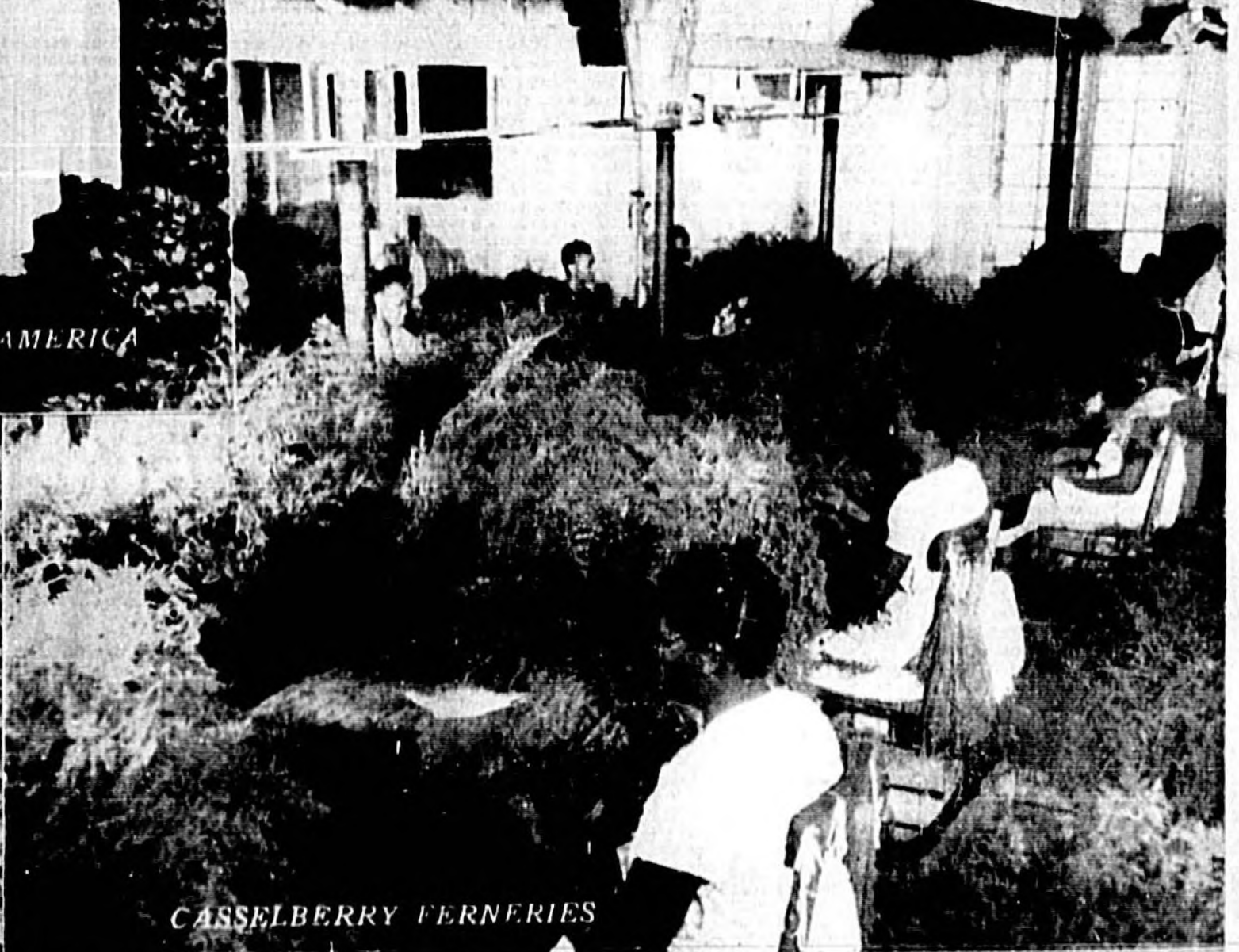
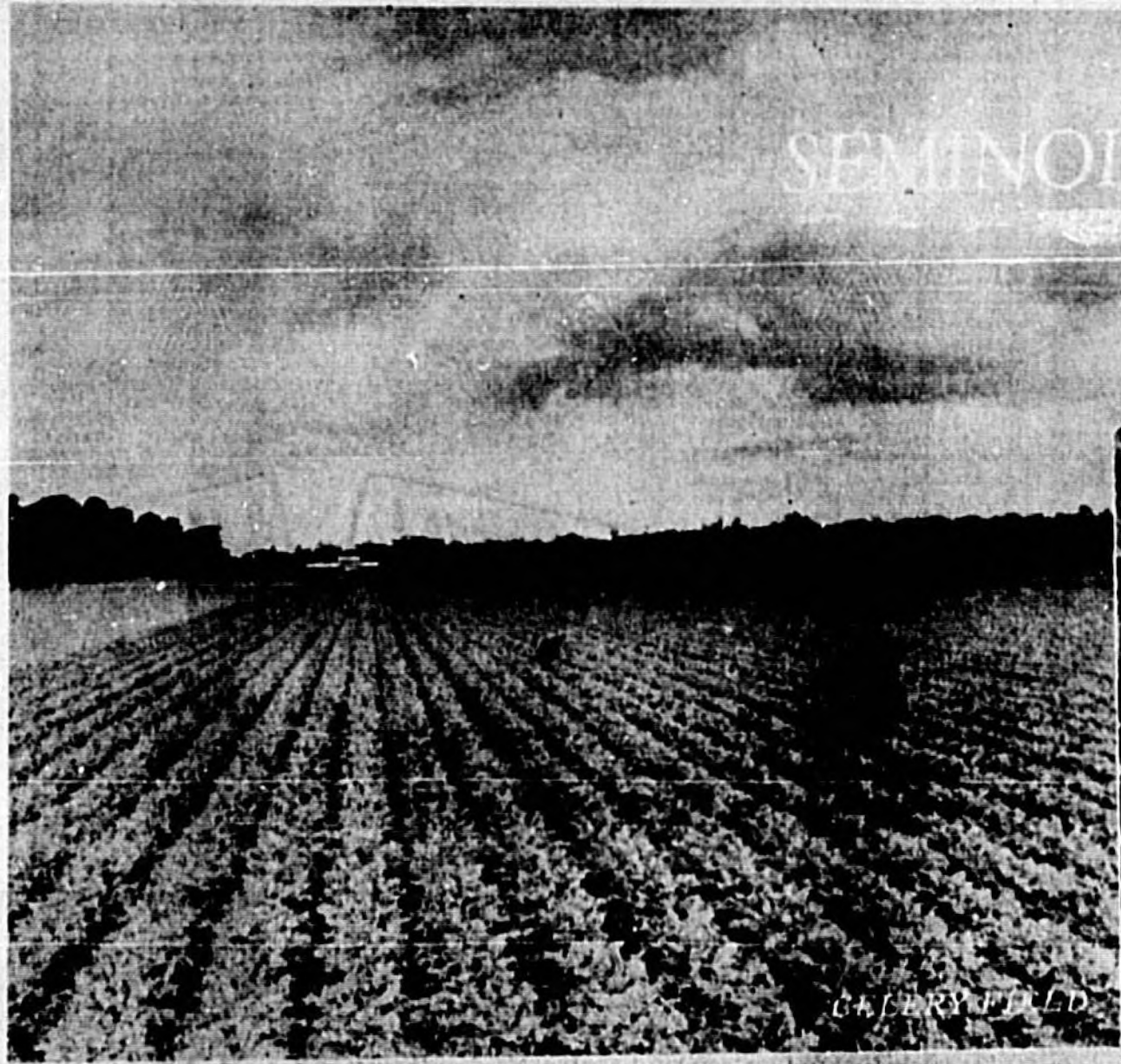
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SEMINOLE COUNTY FARMS



—Photographs By Tod Swain