

IN NEW YORK - IT'S THE ROXY IN SANFORD - IT'S THE RITZ

This Happened One Day

Two vacationists at a popular North Carolina summer resort were discussing a movie they had attended the previous evening.

"You know," said one, "I can't understand why there is such a very noticeable difference in the sound quality of the talkies. I have purposely taken in the same picture in different cities just to make comparisons, and while the original sound recording must be the same on all of the films, you'll never find two theatres in which the sound is equal in volume or quality."

"Well," said his friend, "I spend my summers up here and at the eastern resorts and my winters in Florida, attending the movies as often as a picture promising real entertainment is booked, and the pictures which are the most pleasant to hear are at the Roxy in New York and down in Sanford, Florida, at the Ritz."

PEERLESS MAGNARC PROJECTION

The J. L. McCauley Company, specialists in motion picture projection apparatus, have just perfected a new type and a new principle of light projection which has passed the most rigid tests. Your Ritz has just completed installation of this apparatus—try it, sit in the front row or back balcony—you'll readily notice the difference between the new and the old. It's the latest and best method of this day and time. Really the last word.

FINEST PICTURES SCHEDULED

Following a custom of long standing, the management of the Ritz has negotiated contracts with all of the major motion picture producers for the cream of their products, assuring Sanford theatre-goers the opportunity of seeing the personally selected films of the combined studios of America—an opportunity which offers so much in the way of education and good wholesome entertainment. The high calibre of the motion pictures of today is a source of joy to millions of persons who otherwise would be starved for a taste of stage and screen.

THE RITZ - Your Best Theatre *Best Pictures - Best Sound - Best Projection*

Sanford Enjoys Rich Background Of Historic Lore

More Than 200 Years Ago Creek Indians Settled On River, Became Seminoles

Battle Field Is Site Of Sanford

Fort Mellon Became Mellenville, Later Is Called Sanford

Almost two hundred years ago, a tribe of Creek Indians came to Florida from Alabama with their chief, Se-coffee. They liked this land of eternal spring, stayed here, and became known as the Seminoles. Where the city of Sanford now stands, the smoke of their camp fires once drifted heavy and blue through the branches of the giant live oaks and the moss hung cypress on the bank of the St. John's River, the river that is so lovely that Jean Ribault, the great French colonizer, once called it the "River of May."

Wild iris bloomed, white birds flew over the marshes, and the Indians worshipped the sun god in a dramatic ceremonial with a stuffed stag wreathed in flowers. But the white man too looked upon Florida and found it inviting. In 1836, Colonel Fanning, acting for the United States Government, located an army camp on the shore of Lake Monroe upon land which had been granted to Philip Yonke by the Spanish Crown in 1815. This land had changed hands many times but was not occupied until 1834.

One hundred years ago, a battle took place at Camp Fanning which is regarded as the birth-day of Sanford. At dawn on February 8, 1847, about 400 Seminole braves under King Phillip and his son, Conocoches, attacked the post. The government forces numbered two companies of artillery, four companies of dragoons, and some Creeks. The battle lasted three hours with brave fighting on both sides. There is a peculiar pathos about the fact that the Indians were terrified by the sound of the cannon on the government supply boat, and believed that their Great Spirit was helping the enemy with a fearful storm.

Capt. Charles B. Mellon was killed in this engagement and the name of the post was changed to Fort Mellon in his honor. In 1838, Colonel Zachary Taylor, later president of the United States, laid out a highway through the forest from Fort Mellon to Fort Brooke, Tampa. The beginning of this road is now known as Sanford as Mellenville Avenue, and Fort Mellon in time came to be called Mellenville.

At first Mellenville was in Mosquito County but in 1848, Mellenville became part of the newly created Orange County, and was made the county seat. Mail was brought to Mellenville from Jacksonville by boat, and the arrival of the boat was a great event. The settlers came from miles around on horseback, and probably enjoyed the sociability of the occasion as much as they did their mail.

The settlement of Orange county falls naturally into two periods—the first just after the Seminole War in 1848 when many of the volunteers in the army, who had captured money for the duration of hostilities, remained here as permanent residents. The second period covered just after the Civil War in 1865. Many Southerners, disturbed in their plantation life at home migrated here hoping to find a substitute for King Cotton in the golden apple of Florida. From the North, came those who were attracted to Sanford as the healthful climate of the state and the opportunities for investment.

In 1871, Gen. Henry Mitchell, a distinguished general and a soldier who had served as Chief of Staff to President Grant, took a trip up the St. John's River and was impressed by the

Seminole County Has \$1,000,000 School Property

Quarter Million Is Spent Annually On Operating Expenses

More than \$1,000,000 has been invested in property for the education of children in Seminole County, or approximately \$225 for each child attending the schools, according to information released today by T. W. Lawton, superintendent of public instruction in Seminole County.

In addition to the County's investment in property over \$250,000 is expended annually for current expenses and is raised through earmarked revenues in the City, County and State. All the elementary schools of the County are recognized by the State as standardized schools and the high schools of the County have been accredited by the State Board of Public Instruction as 4-year senior high schools. Graduates from the high schools of Seminole County are accepted in all the colleges over the nation.

Physical culture and athletics receive due attention in Seminole County. At the present time work is being completed on a track and football field in the rear of the Seminole High School at a cost of over \$30,000 and will be one of the finest prep school fields in the State. Teams of all the high schools in this County are members of state-wide associations and all rural elementary schools have their own athletic association.

An efficient system of health inspection is also carried on continuously by a graduate nurse. Many physical defects are found and corrected through her efforts. Free transportation is provided for pupils living more than two miles from the schools in modern buses of all-steel construction which are owned by the County.

About 90 percent of the teachers of the County hold college certificates and all others have college credits and are working toward a degree. The salaries of the teachers in this County are determined by training and experience.

One of the high schools offers a course of manual training to its students and two offer an excellent course in vocational agriculture to all boys who desire to follow this particular line of work.

Last year's vocational agriculture class at Seminole High School gained national-wide recognition through its splendid record during the year. In all the high schools commercial courses are offered to students and after the completion of a four year course a commercial diploma is awarded. The State and federal governments have allocated funds to aid in the maintenance of a vocational school in Sanford which is open to students between the ages of 14 to 24 who are regularly employed or are seeking employment.

Commercial courses are provided for these students under the supervision of Miss Rebecca Stevens. Any student may attend the school daily from one to four hours. The schools of Seminole County welcome students from any part of the nation. They are gladly accepted without payment of tuition and all credits of standardized schools of any State are accepted.

Many of the furrowed oil companies in the south have distributing stations in Sanford from which their products are distributed to all parts in Central Florida. Their products are brought down the St. John's River where the companies have large storage tanks.

Celery Farms Are Basis Of Local Wealth

Agricultural Experts Say Celery Delta Has Best System Of Irrigation In World

Seminole County's celery industry has grown with such rapidity that today one of Florida's most important agricultural areas is the famous celery delta located in this section. It has achieved this distinction because it possesses all of six requisites necessary in the production of celery during the winter season, and under conditions probably not found in any other State in the Union.

This delta, lying wholly in Seminole County, which in turn is located practically in the center of the State, is adjacent to the southern shores of Lake Monroe and Lake Jessup, two bodies of water forming a part of the St. Johns River, giving protection against frosts.

The first, and most important, requisite, is the abundant subterranean streams which supply water for the numerous artesian flowing wells; second, a strata or floor composed of clay, marl or hardpan located at a depth of three to five feet below the surface; third, the coarse sand which forms a subsoil directly above the hardpan or bottom of the irrigated depth; fourth, the proper soils consisting of sandy loam not too porous nor too compact which will convey water freely by capillary attraction; and, fifth, natural drainage is provided for in this area, as the delta has a gradual slope towards the lakes.

Experts from the Department of Agriculture at Washington, who have investigated the Sanford system of sub-irrigation, have pronounced it to be the best method which has ever been devised or brought to the attention of the Department in applying moisture to plant growth.

Because of these natural resources, there has been developed a highly efficient system of agriculture in the Seminole County delta. Production of the commodity it has made necessary the special training of labor, the construction of many railroad sidings, hard roads, wash houses, packing houses, pre-cooling plants and crate factories. The largest initial icing plant in the world is located at Sanford.

The distribution of this enormous production of celery has caused the organization of efficient shipping associations—both cooperative and independent. The first State Farmers Wholesale Market has been located at Sanford.

Sea Food A Specialty At Eddies Restaurant

Eddies Restaurant—the one bright spot in Sanford to get absolutely fresh sea foods cooked just right. Twenty-five years experience in catering to folks who know just what "Good Eating" really means makes Eddies Place so popular. Pompano, sea bass, scollops, lobsters, and other sea foods delivered daily in seasons, by special arrangement with the owners of aloops whose business is fishing, right from the ocean to Eddies door.

Big, thick, juicy, sizzling real western steaks shipped direct from the largest packers. Vegetables and salads fresh from our own fields. Everything seasoned, right and prepared in a scrupulously clean kitchen by a master chef.

It's no wonder the Kiwanis, Rotary, Lions, and the Junior Chamber of Commerce have their lunches here—It's a place of good fellowship and GOOD EATING.

George Gray Invites Visitors To His Store

Two years ago, George Gray, after serving the County for six years and the City two years as Traffic Officer, resigned and opened a place directly across the street from the Post Office where he could serve his hundreds of friends the best in when and where.

Sanford is called the "Heart of Orange Florida."

LONGWOOD'S BIG TREE



The biggest tree in Seminole County and probably in the eastern part of the United States is located at Longwood. It is said to be 3,500 years old, is 125 feet high, and has a circumference at its base of 47 feet.

"The Big Tree" At Sanford Offers Many Sports In Recreation Line For Young And Old

Standing majestically amid a dense wooded area near Longwood is "The Big Tree", Central Florida's sovereign cypress reputedly the oldest and largest in the United States. Centuries before the discovery of America, the fierce Seminole Indian wars, and even before the Indians themselves, this great tree stood, "a mute witness to the ephemeral existence of man on earth."

Scientists, attempting to discover the mysteries of the gigantic cypress, have estimated, with the aid of various water marks on its trunk, the age to be approximately 2,500 years. Exact measurements have proven it to be 125 feet high with a base circumference of 47 feet.

Visitors have expressed amazement at the combination of the spread of the Big Tree's branches with the great size of its trunk. Small amounts of upper foliage seem to be characteristic of cypresses of that type.

Flowers and ferns grow in profusion to add beauty to the spot. Near the tree may be seen several other large trees, two of which boast base diameters of 13 and 19 feet. A walk constructed of palmetto logs forms a path to the age old wonder.

Many honors have been bestowed upon the tree, for the late Calvin Coolidge, former president of the United States, and his wife were visitors several years ago. In a recent newspaper feature, "Strange As It Seems" by John Hix, the unusual story of the Big Tree was told, accompanied by an illustration.

The Central Florida beauty spot is only a short distance from Sanford on the old Orlando road. A sign bearing the legend, "This way to the Big Tree" points left down a short clay road to the place where the aged cypress has stood for countless centuries.

GROWERS FAVOR PACT

GAINESVILLE, Fla. — Potato acreage stabilization provisions will be included in the 1938 Agricultural Conservation, the Agricultural Adjustment Administration has informed the State Agricultural Extension Service. The potato program will be voluntary, and decision to include it was reached after preliminary returns in several growing areas showed a large check-

Orange Called Best Antidote For Old Age

Leading Scientist Recommends Juice As Best Means Of Combatting Acidosis

The Florida orange with its citrus congeners is the Fountain of Youth overlooked by Ponce de Leon and is one of the best known antidotes for old age. George Ade says, "The average man is dead at 30 and is buried at 60." Certainly there is a vast multitude of more than half dead people who know nothing about the joy of living. They have pallid, wrinkled faces, sagging cheeks and a down-in-the-mouth expression, are tired all the time, irritable and pessimistic, making blunders in their business, looking at the future with forebodings and despair, smoking cigars and cigarettes, drinking highballs and cocktails, not because they can get pleasure out of them, but to get the momentary though false sense of euphoria and rejuvenescence which is the bewitching magic of narcotism, ignorant of the fact that in juice of Florida citrus fruits nature provides a real elixir of life, the marvelous vitamins which neither herb nor stimulant stimulate the nerves but feed, energize and activate them and give a real lift which such nerve fooders as cigars, cigarettes, cocktails, coffee and caffeine containing beverages cannot do.

A glass of Florida citrus fruit juice three times a day will do more for the average sick man than all the drugs he can swallow. It is one of the best antidotes known for old age and pessimism. At the Miami-Battle Creek, Florida orange and grapefruit juice are used as beverages as freely as water. I ask my patients to drink from 3 to 5 glasses a day. These health building elixirs are an essential part of our rejuvenating program for combating old age and chronic inactivity. If Florida could produce oranges enough to supply half a dozen a day to every inhabitant in the United States, and get them consumed, the "depression" might very quickly disappear.

The Florida orange is not simply a vitamin carrier. It possesses very considerable values of choice food elements totaling in all, 18 calories to the ounce. (Continued on Page Six)

Trade Body Points To Great Progress In Past Five Years

County Towns Are Progressive And Busy Communities

Agriculture, Tourists Form Backbone For Most Of Them

Although the City of Sanford numbers almost as many residents as all of the rest of the County put together, there are several other attractive towns in Seminole County situated among beautiful lakes and orange groves and boasting populations of active and progressive people.

As in the case of Sanford, most of these county towns find their chief source of support in the fertile soil which produces citrus fruits and vegetables of all kinds in the greatest abundance, although some of them have catered for years to an active tourist trade and more of them are beginning to do so.

Second in size to Sanford is Oviedo, situated in the heart of a flourishing celery and citrus district. This is an incorporated town and boasts a population of nearly 1,500. It is located on a rich muck soil which enables the farmers there to produce crops earlier in the season than is possible elsewhere.

Among the leading smaller tourists resorts of Seminole County are Altamonte Springs, Longwood and Lake Mary. Altamonte is probably the oldest resort in the county and though it is surrounded by excellent orange and grapefruit groves, and boasts the largest fern conservatory in the world, it has long derived its chief means of support from its winter visitors.

Longwood is the home of both horse and dog racing, as well as the Big Tree. The Longwood Dog Track operates throughout most of the winter season and attracts large numbers of fans from all parts of Central Florida. The Seminole Driving Park provides winter training quarters for some of the fastest trotters and pacers in the country. It consists of a first class track, club, grandstand, and stables, and (Continued on Page Six)

City Bonded Debt Is Refunded At Tremendous Saving To Local Taxpayers

\$400,000 Drive And Bridge Built

Five Major Oil Companies Locate Distribution Centers

By RALPH BAGWELL.

It is not unusual for a person to be so close to an object that he is unable to see all of it. It is often found that a person will have his nose so close to the grindstone that he can't see how to turn the crank. And so to some local people. It may seem incredible that during the past five years Seminole County has been growing, at a remarkable pace, and that much has been accomplished. The changes which occur in a growing county or city sometimes seem trivial as they develop from day to day, but when they are added together, the collection may be amazing.

One of the greatest and most recent accomplishments of the past five years is the agreement between the City of Sanford and the Bondholders Protective Committee for the refunding of the city's outstanding bonds, thus lifting a heavy cloud which has hung over Sanford for several years. Since the agreement went into effect, increased activities point to stupendous growth in the future. Sanford has long been notable among the cities of Florida for its careful and economical municipal operation.

The financial record of Seminole County is second to none. There is not a dollar of bonded principal or interest in default, and the tax rate in Seminole County is low and equitable.

The Lakeshore Boulevard, considered one of the most beautiful highways in the State, and the modern bridge across the St. Johns River at Monroe, were completed during the past five years at a cost of more than \$400,000. The successful culmination of (Continued on page four)

We Are Proud To Serve SEMINOLE COUNTY

We cordially invite you to look the County over, whether for business or pleasure—Call on us for information—It will be our pleasure to serve you in any way we can.

R. W. Ware COUNTY JUDGE	O.P. Herndon COUNTY CLERK
C.M. Hand COUNTY SHERIFF	Jno. D. Jinkins TAX COLLECTOR
T. W. Lawton SUPERINTENDENT OF SCHOOLS	Sanford Doudney TAX ASSESSOR

Many Novel Ways Revealed for Preparing Celery Dishes

Celery Is Delicious in Its Natural State
But Combines Particularly Well With
Cheese Or With Cooked Vegetables

BY MACE LAWRENCE
Many novel ways of preparing celery dishes have been revealed in a series of articles appearing in the Sanford Standard. The first of these articles, which appeared in the issue of the 15th inst., was devoted to the preparation of celery in its natural state. It was found that celery, when prepared in this manner, is particularly delicious when combined with cheese or with cooked vegetables.

One of the outstanding properties of the City of Sanford is the Municipal Athletic Field recognized as one of the best baseball parks in the state of Florida and as the most popular recreational center in this city. The park, in which the Sanford Lookout games are played, is of a good size, the left and right field fences measure 250 feet while the center field wall is 400 feet.

Baseball Park Is One Of Sanford's Proudest Assets

Night Play Has Been
Aid In Bringing Out
Large Attendance

One of the outstanding properties of the City of Sanford is the Municipal Athletic Field recognized as one of the best baseball parks in the state of Florida and as the most popular recreational center in this city. The park, in which the Sanford Lookout games are played, is of a good size, the left and right field fences measure 250 feet while the center field wall is 400 feet.



Value Of Sound Celery Crates Is Demonstrated

Sales Improve When
Good Display Crate
Is Used By Farmer

During the past few years, it has been definitely established that celery sales and prices can be stimulated and greater returns can be produced for the grower by packing celery in different types of crates to meet the demands of certain markets and to display to the best advantage, the particular celery being packed.

Two inches taller than the standard crate. Similarly in dry years when the celery did not obtain the proper height and when short celery was being discounted in the markets, it was found that packing it in "Pony" crates from 4 1/2 to four inches less in height than standard, would result in sales at the going market price without being discounted.

Three years ago with a crop of short celery to be shipped, S. O. Shinholzer developed the 16-inch "Pony" crate, and working in conjunction with local shippers and the Grower's & Shipper's League of Orlando succeeded in getting this crate accepted by the carriers at an estimated weight of 47 pounds, thus saving the grower twenty percent of his freight when this crate was used.

When packed in the "Pony" crate which Mr. Shinholzer had developed, short celery showed up to much better advantage, sold for better prices, and in addition saved many thousands of dollars in freight to the growers of Seminole County.

More recently it has become common knowledge that if the tops are trimmed from the celery, thus stopping evaporation through the leaves and also eliminating the chances for the crushed tops to heat and start decay, the celery, so treated, would arrive at the markets in a fresher and more salable condition; and the steadily increasing call for celery with the tops removed indicates that consumers in the markets are realizing more and more that this process delivers their celery to them in better condition than any other. Indeed, since the removal of the tops reduces the weight of the package by twenty percent, thus affecting a similar saving in freight, this seems the ideal method of processing and packing the celery crop.

On one occasion a few years ago a crop of celery was grown which was taller than normal and it immediately developed that the markets bought this tall celery more readily if packed in a crate

ORLANDO, Fla.—Chinch bug, mole-crickets, and sod webworms have been very numerous and destructive in Orange County during the past few weeks and County Agent K. C. Moore has received many calls for assistance in combatting these pests.

CELERY AND ORANGE SALAD

Chopped, crisp, well bleached celery; cut a dozen or more pieces one 3 inches long. Cut each piece in shreds from both ends toward the middle, leaving 1-2 inch not cut through; throw in ice water, to which add lemon juice, until curled. Wipe the shreds of stalks and put in 1-2 inch pieces; marinate with French dressing. Arrange in a mound in center of a nest of well bleached lettuce leaves and garnish with thin slices of orange cut lengthwise and then diagonally (seeds discarded), overlapping each other and the celery.

CELERY SOUP NO. 2

Three stalks celery, 1 cup milk, 1 slice onion, 1 cup cream, 2 tablespoons flour, 3 tablespoons butter, salt and pepper. Break celery in one-inch pieces, and pound in mortar. Cook in double boiler with onion and milk 30 minutes and strain. Strain with butter and milk and four cooked together. Season with salt and pepper, add cream, strain into tureen and serve at once.

CREAMED CELERY

Wash scraps and cut the center stalks of crisp celery in one-inch pieces; there should be two cups. Cook 30 minutes in a little boiling salted water as possible. Drain, reserve water; there should be one-half cup, to this add one-half cup hot cream or milk. Melt two tablespoons butter, add two tablespoons flour mixed with one-fourth teaspoon salt, one-eighth teaspoon pepper and stir until well blended; then add gradually the hot liquid, stirring constantly until smooth, add prepared celery, bring to boiling point, turn into hot serving dish and sprinkle with finely chopped parsley.

CELERY SHREDS

Use only large stalks of celery that lie under the outer stalks. Cut them in uniform lengths 5 or 6 inches long then cut each piece lengthwise in narrow strips (size of barley cutlets). Drop at once in ice water, let stand until crisp and well covered, tossing them occasionally, that they may curve evenly. Drain, pile mound-like on serving dish with bits of ice.

CELERY AND FRUIT SALAD

One pound Malaga grapes, 3 stalks celery, 1-2 pound English walnuts, 3 large apples cut in quarters. Peel grapes, cut in half and remove seeds, then celery and walnuts, mix all together, add 1/2 cup lemon juice and stir well. Stand a few hours and serve with mayonnaise dressing.

CELERY SOUP NO. 1

Wash and scrub celery in cold water. Cut in one-inch pieces. Boil 30 minutes in salted water. Drain, reserve water; there should be one-half cup, to this add one-half cup hot cream or milk. Melt two tablespoons butter, add two tablespoons flour mixed with one-fourth teaspoon salt, one-eighth teaspoon pepper and stir until well blended; then add gradually the hot liquid, stirring constantly until smooth, add prepared celery, bring to boiling point, turn into hot serving dish and sprinkle with finely chopped parsley.

CELERY IN WHITE SAUCE

Scrape and cut celery stalks in one-inch pieces, cook 30 minutes, or till soft, in boiling water, drain and to two cups of celery add one cup white sauce No. 1. This is the most satisfactory way of using the outer stalk of celery.

FRIED CELERY, TOMATO SAUCE

Scrape celery, cut in three-inch pieces, dip in batter, fry in deep fat and drain on brown paper. Serve with tomato sauce.

CELERY AND TOMATO RELISH

One onion, 4 large green pepper chopped fine, 1 large bunch celery chopped fine, 1 1/2 cups canned or fresh tomatoes, 1 tablespoon salt, 2 tablespoons sugar, 3 allspice berries, two-thirds cup vinegar. Mix ingredients, heat gradually to the boiling point and cook slowly one and one-half hours, cayenne or mustard may be added if liked more highly seasoned.

RAY MORE CELERY

Ray more celery is only a step above the usual celery. It is prepared in the same manner as the usual celery, but it is much more tender and has a more delicate flavor. It is particularly well adapted for use in salads and soups.

DOUBLE SERVICE AT NO EXTRA COST!

Right here—on your own ground—we are fully prepared to help you in countless ways—from the beginning of production to the completed sale.



Suggestions are available at all times on the best methods of planting, spraying, protecting and increasing the value of your crop. We will sell your output in the nation's best markets at highest obtainable prices—with complete, accurate accounting and prompt payment in full.

This sound, sensible, double service... is the real feature of the APG marketing program that is accomplishing real results for many thousands of growers and shippers. No extra cost for this extra service!

Trustable sales are the backbone of grower safety and security and the backbone of all good marketing. Get the full story of APG direct from us NOW!

When Celery stands today, as always, for quality.

AMERICAN FRUIT GROWERS INC.
W. H. PARRISH, President
SANFORD, FLORIDA



Here's a Community Booster

I AM a booster for this community of ours. Do you know why? You see, I work in the office of the gas company. My future depends upon the prosperity of this company which in turn depends upon the prosperity of this community.

It's different with most other businesses in a community. They manufacture in one community and sell in hundreds of other communities—miles away. Their success depends largely on conditions, not here, but elsewhere.

Our market is this community—and a few miles of surrounding countryside. Our success depends on the success of this community. The prosperity of this company rises and falls with the community it serves.

It stands to reason that my company and its employees want to see this community go ahead. It's the only way we can get ahead.

This Company aims to give a type of service, that will promote the welfare of the community and prove one of its best assets. Customers' suggestions for increasing the value of the service to them and the community will be appreciated.

SANFORD GAS COMPANY

CONGRATULATIONS TO THE PEOPLE OF.....

SANFORD
and
SEMINOLE COUNTY

on their endeavor to
proclaim their
ATTRACTIVE
to the rest of

The UNITED STATES

J. J. PARRISH

Canning Grapefruit And Juice Is Fast Growing Industry

Eckersons, Seminole
County's Only Can-
nery, Sees Great Fu-
ture For Industry

As told to **WALTER PERKINS** by
C. M. ECKERSON
Unquestionably Florida's largest
industry is that of fruit which has
developed in recent years into
canning. Very little knowledge of
actual growing, handling, process-
ing and canning has ever been
given to the general public, so in
this article we shall endeavor to
give the reader a keener perspec-
tive and a concise resume of the
industry primarily from the can-
ning angle.

Grapefruit trees like other fruit
bearing trees have their bloom per-
iod, but the grapefruit tree is one
of the many fruit trees that
produces over a long period dur-
ing the course of the citrus sea-
son starting in to bear fruit at
the early age of from three to five
years and reaching its quantity
producing period at around ten
years of age. Grapefruit is form-
ing in the early summer months
and begins to mature along in
October reaching its full peak of
maturity along in January, Feb-
ruary and March and is through
bearing along in April, May or
June depending on the season.

It is therefore reckoned that
fruit of the tree ripened nature is
available over fully a five months
period of the year. Grapefruit does
not ripen all at one time as is the
case with other fruits such as ap-
ples and peaches but is spread
over this period necessitating spe-
cial picking during the ripening sta-
ge or at its maturity.

As this article is primarily in-
tended to familiarize the reader
with the canning process of grape-
fruit, we will not elaborate on the
necessary amount of care to pro-
duce profit bearing grapefruit
groves. A great deal can be said,
however, as to the necessary
spraying, the necessary fertilizer,

fruit with a solution of "Caustic
Soda" which loosens the white rag
holding the sections in place, which
rag lays directly under the yellow
skin. The fruit continues and is
passed through numerous other
wash sprays which washes
off the solution previously sprayed
thereon and continued along on its
flight passing under numerous
large aspirators type fans which
rapidly cools the fruit to normal
temperature. The fruit then
passes out to tables which are com-
monly known as "sectioning
tables." At the tables operators
take the fruit and with a V like
knife separate the sections merid-
ionally from the core and outer
membrane rind. After these sec-
tions have been removed from the
core, each section is again picked
up by hand and the seed removed,
after which the sections are placed
in cans which have been conveyed
to the sectioning operators and
are so packed in the can that the
outer circumference of the indi-
vidual sections fits firmly to the
inter-circumference of the can,
and are hence filled up, one on an-
other, each section being laid in
individually in what is commonly
known as the "Pineapple style"
packing.

We have stated herein that due
to the long duration of the pro-
ducing period it is necessary to
pick grapefruit. The grape-
fruit after being picked is brought
into the cannery, and made ready
for the canning process. In the
canning of grapefruit, we will
first give you that of the canning
of grapefruit sections followed by
a detailed description of the pro-
cessing and canning of grapefruit
juice.

There are two types of process-
ing commonly used in the canning
of grapefruit sections—one known
as the "cold peel" method and the
other, the "hot peel" method. As
the latter method is favored by
most of the larger canners, we
will only burden the reader with a
brief description of that process.

GRAPEFRUIT SECTIONS: The
fruit is taken from the huge stor-
age bins which have been erected
to care for large quantities of
fruit which bins are constructed
with sloping baffles and floors, so
that the weight of fruit upon each
other does not cause bruising or
breaking of the fruit. From these
storage bins the fruit is carefully
washed, run through a long tank
in which hot water covers the fruit
which tends to loosen up the outer
yellow skin or peel of the grape-
fruit. From this hot water sub-
mersion the fruit is passed on to
peeling tables where operators
proceed to peel off this warm
loose yellow skin or peel of the
fruit, after which the fruit is con-
veyed through a tank which has
various sprays which spray the

fruit with a solution of "Caustic
Soda" which loosens the white rag
holding the sections in place, which
rag lays directly under the yellow
skin. The fruit continues and is
passed through numerous other
wash sprays which washes
off the solution previously sprayed
thereon and continued along on its
flight passing under numerous
large aspirators type fans which
rapidly cools the fruit to normal
temperature. The fruit then
passes out to tables which are com-
monly known as "sectioning
tables." At the tables operators
take the fruit and with a V like
knife separate the sections merid-
ionally from the core and outer
membrane rind. After these sec-
tions have been removed from the
core, each section is again picked
up by hand and the seed removed,
after which the sections are placed
in cans which have been conveyed
to the sectioning operators and
are so packed in the can that the
outer circumference of the indi-
vidual sections fits firmly to the
inter-circumference of the can,
and are hence filled up, one on an-
other, each section being laid in
individually in what is commonly
known as the "Pineapple style"
packing.

Before the cans reach the sec-
tioners for packing operations,
they have gone through a large
can sterilizer, hence into a ma-
chine which automatically puts in
the can a given number of ounces
of sugar syrup.

After the packing operation the
cans are conveyed on into what is
known as an "Exhaust Cooker," in
which the cans are partially sub-
merged in hot water. The conveyor
continues to carry the cans through
this hot water bath until the con-
tents have reached the desired
heat degree, hence are then con-
veyed from the exhaust tank. The
cans are then put through a ma-
chine which seals the top lid on the
cans, and the heat that has result-
ed from the fruit has then caused
a vacuum. The cans are then con-
veyed through what is known as
a cooker which is a similar unit
as that of the "Exhaust box" and
which again gives the fruit a sec-
ond heat treatment. From this
unit they are conveyed through a
cold water bath and are then ready
to be cased.

Now as the fruit is quite soft
due to the hot treatment the cans
are allowed after casing to stand

for a period of 16 to 18 days so
as to permit of the fruit "firming
up" to its natural consistency. The
cans are then ready for labeling
and shipping.

The average person little real-
izes the extent of human labor
required during canning operation
of grapefruit sections and it is
with hopes that after reviewing
this article you will now under-
stand what effort is necessary to
bring this luscious canned item to
you.

PRODUCTION OF JUICE: This
is a somewhat similar process and
requires considerable less time in
handling. After the fruit has been
properly washed, it is conveyed to
what is known as a "reaming ta-
ble." Upon entering this table, the
fruit runs down a V shaped
trough. In the center of this
trough is a circular knife, which
cuts the fruit in half. The half
fruit is then taken by operators
and pressed over heavy duty elec-
trically driven juice extractors or
squeezers very similar to the lemon
squeezer you have in your home,
only larger and power driven.

The juice from these extractors or
reamers then is passed through
what is known as a "finishing
operation." During this operation
the juice runs through a series of
screens to eliminate all particles,
seed and core which has been
reamed from the fruit. From this
point on there are several process-
es that have been successfully
adopted from time to time. We
will, however, only give what we
believe is the best process, one
which preserves the natural flavor
and goodness of the fruit. From
these various screens the juice is
then pumped through a series of
stainless steel pipes, surrounded
with hot water, which brings the
juice up to the necessary tempera-
ture at a very rapid rate of speed,
a temperature which assures its
keeping quality. From these pipes
the juice is pumped into filling
machines which rapidly fill the
clean sterilized cans and are
quickly sealed. By way of a sub-
mersion conveyor the cans are
then carried through the cold
water bath and are then ready for
casing, labeling and shipping.

Our production capacity which
is comparable to many of the
large operators is for your con-
venience and reckoning put on
an hourly basis, which is ap-
proximately 7500 No. 3 cans (1

lb. 4 fluid oz.) per hour of
grapefruit sections and 12,000
regular No. 3 cans (30 oz.) per
hour of juice.

During the canning season the
number of hours worked varies.
The early part of the season and
the late part of the season the
average canner averages a 12-
hour per day run, whereas the
rapidly with which the fruit
is handled is best illustrated in
that from the time the fruit is
picked from the trees until it is
sealed in the cans is usually
less than 24 hours.

It is hardly conceivable the
amount of actual labor that is
necessary in the preparing of
canned grapefruit. We have given
you a brief resume of the pro-
cess and the amount of hu-
man labor necessary. It is un-
like any other canned fruit you
buy. All other fruits are handled
more or less mechanically but
with grapefruit with the variance
in size, the variance in thick-
ness of skin, the variance in size
of sections, and the num-
ber of sections to each fruit,
makes hand operation necessary
and no machine has been devised
to handle this particular phase
of canning grapefruit.

Last year over 2,500,000 cases
of canned citrus was put up in
the State of Florida all of which
has found its way into consum-
ing channels. The annual remain-
ing prior to the starting of the
new 1937-38 season, is negligible.
Go back nine years and 10 per-
cent of this figure was a large
pack, or considered so. The
story is simple. Grapefruit has
met with consuming demand. It
is an item that is now a part of
practically everyone's daily diet.

NEW INDUSTRY FOR FLORIDA
Florida citrus canners have
been faced every year with a
very expensive problem of dis-
posing of citrus peels and waste
from their canneries. During the
recent years considerable re-
search and laboratory work has
been conducted with the hopes of
finding a use for the citrus peel
and waste. These efforts have
now become a realization. Citrus
peel and waste is now being
converted into a highly valuable
and nutritious cattle feed.

This industry is going to re-
move from the cannery the large
expenditures they have been
forced to make in years past for
the removal and elimination of

this waste and will not alone
show a saving of this expense
but an actual profit.
The processing of this waste
while rather simple entails con-
siderable mechanical devices of
a very expensive nature. The
cost of a mill to take care of a
large cannery is somewhere
around \$40,000.

In the processing of the raw
citrus peel and waste into that
of cattle feed, first of all the
peel and waste is ground into
small particles, hence worked
through very large tension
rollers which extract the mois-
ture and hence into what is
known as a "dryer" which is a
long rotating type tube some
six feet in diameter and 50 feet
in length. The product is bat-
tled through this tube in which
tube there are numerous hot
steam pipes which tend to dry
the peel and by the time it is
discharged from this dryer, it
is absolutely dry and in ap-
pearance closely resembles shred-
ded wheat. The product is then
weighed, bagged and ready for
shipment.

To give you a little illustra-
tion as to what extent this is
dried the chemical analysis will
show the finished product con-
tains less than 7 per cent mois-
ture. While this process is rather
simple, it decreases the mois-
ture from around 80 percent to
7 percent, and you must con-
cede this is quite an accomplish-
ment.

This feed is usually fed to
cattle as an absorbing measure
for water and herein lies its
real value. The feed will absorb
five times its own weight in
moisture and then only be a
mash.

For some years dairymen have
been feeding their cattle on what
is commonly known as "beet
pulp," which is processed in a
somewhat similar manner. Citrus
feed will give the cattle every-
thing that the highly recom-
mended beet pulp will, plus con-
siderable additional value.

And this once again chemis-
try, science and experiment
have taken a discarded product
and turned it into a useful val-
uable item.
Harvard ranks first in the
number of alumni prominent in
the theater with Columbia uni-
versity second.

J. D. Buchanan Of Orlando Believes Orange Theory

By **LEE EDEN**

ORLA VISTA—A man has been
found with another theory on the
origin of the Temple Orange.
J. D. Buchanan, of the Southern
Pines sub-division, Orlando, claims
that his brother, Luther Buchanan,
planted the seeds from which bud-
wood was taken.
Buchanan told the story on the
porch of the little frame cottage
here he has occupied for the past
12 years.

"My brother, Luther lived on
the old Morton place in Winter
Park for 36 years. I cannot re-
member just when he planted some
orange seed, thinking them ordi-
nary seedling stock. After they
were large enough to transplant
John Delfendorfer came along and
wanted them. He was a hard man
to refuse so my brother gave him
the seedlings and he transplanted
them to his place which was near
the old jail in Winter Park across

the railroad tracks not far from
the old Hensel Block.

"When those seedlings grew to
bearing size we all found some
queer fruit among them which
seemed to be a cross between a
tangerine and a mandarin. We
knew it was something new but
did not put much store by it.

"Dr. Temple heard of the new
variety and got a couple trees
from Delfendorfer and planted
them over on his own place. I
guess the frost must have got
them finally, but there is where
the wood came from that made the
tree now under fence in Winter
Park."

According to Buchanan, John
Delfendorfer was a carpenter,
hailing from Virginia. He was one
of a pleasant character and their
some acts of his, the red headed
wife, who was an instructor at
Rollins, lost her position.

PUNTA GORDA, Fla.—Despite
rather unfavorable weather condi-
tions, Charlotte County's fall crop-
ping have made rapid progress
during the past few weeks,
according to a report from County
Agent N. H. McQueen.

WE HAVE
Better Homes At Better Prices



Attractive Terms To Responsible Buyers
**ORANGE GROVES — FARM LANDS
CITY PROPERTY
BAYARD REALTY CO.**
200 N. PARK AVE. SANFORD, FLORIDA

COMMERCIAL BANKING

The most important feature in commercial banking is CONFIDENCE - - when you deposit your funds here we merely give you a receipt, which in reality is a promise on our part to hold the funds in TRUST until you need them.

When commercial banking is conducted along sound lines, there is no delay in repaying the funds to you.

We are proud of having served Sanford and Seminole County for nearly ten years. Our success is due to the CONFIDENCE you have placed in us and we shall continue to make every effort to justify this FAITH.

For your convenience we offer the following banking facilities:

COMMERCIAL ACCOUNTS
SAVINGS ACCOUNTS
SAFE DEPOSIT BOXES

LOANS:
COMMERCIAL
COLLATERAL
MONTHLY REPAYMENT
PERSONAL
REAL ESTATE

EXCHANGE DEPARTMENT
COLLECTION DEPARTMENT
TRAVELERS CHEQUES
BOND DEPARTMENT

Sound Protection And Friendly Cooperation In All Financial Matters

THE SANFORD ATLANTIC NATIONAL BANK

SANFORD, FLORIDA.

Affiliated with The Atlantic National Bank of Jacksonville
Jacksonville, Florida

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

MEMBER FEDERAL RESERVE SYSTEM

Crop Report Shows...

...of the general crop situation... The report shows that...

Franklin County...

...is making rapid progress... The county has...

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Sanford Florida County Seat of Seminole... A Sportsman's Paradise... Every customer is given individual and personal attention.

Colclough Realty Company... To Get The True Facts... covering your insurance needs cost you nothing.

Lue Gim Gong Is Called Wizard of Florida Citrus... DELEAND—About this time of the year, when Florida's harvest of citrus starts to market.

Hot Breakfast News to help you... HAM-EGGS STARRED IN COMEBACK... Florida's business recovery is now keeping us as busy as bees— and hungry as bears.

Stanley Rogers Hardware Company... Paints Sporting Goods General Hardware... At The Lowest Possible Prices



VIEW IN THE ST. JOHNS. The St. Johns River is famous throughout the United States for its beautiful tropical scenery.

Florida Is Mecca Of Bird Lovers In Growing Numbers... State Remains Home Of Myriads Of Interesting Species... One hundred and fifteen species observed in one day has been reported on one of the annual Christmas bird counts.

Strip crops and terraces are the traffic lights of a good system of erosion control... LONGWOOD RESTAURANT... You'll Like It Here... REGULAR MEALS STEAKS - CHOPS BEER-WINES SOFT DRINKS

Baggett's Liquor Store... THE PLACE TO GET YOUR FAVORITE BRAND Whiskies - Gins - Cordials... BEVERAGES We Appreciate Your Business

Industry of Milk Supply

Best Antidote For Old Age

Sanford Milk Supply is the largest in the state, with a daily output of 1,000,000 gallons. The industry is a vital part of the state's economy, providing a source of nutrition for all ages. The milk is produced in the Sanford area, which is known for its high quality and pure water. The industry is a source of pride for the community, and it is a testament to the hard work and dedication of the farmers and workers who produce it.

Orange Called Best Antidote For Old Age

Oranges are a rich source of vitamins and minerals, making them an excellent food for maintaining health and vitality. The fruit is particularly beneficial for the elderly, as it helps to strengthen the immune system and improve overall well-being. Oranges are also a good source of fiber, which is important for digestive health. The fruit is easy to eat and can be enjoyed in many different ways, making it a versatile and delicious addition to any diet.

County Towns Are Progressive And Busy Communities

The towns in Sanford County are thriving and making significant contributions to the state's economy. These communities are known for their progressive values and hardworking citizens. The towns are busy with a variety of activities, from agriculture to manufacturing, and they are all working together to build a better future for the county. The towns are a source of pride and a testament to the resilience and determination of the people who live there.

Sanford Offers Many Sports In Recreation Line

Sanford is a city that offers a wide variety of recreational activities for its residents. From sports to outdoor adventures, there is something for everyone. The city is home to several sports teams, including baseball, basketball, and football. There are also many parks and trails where residents can enjoy the outdoors. Sanford is a city that values its recreational offerings and is committed to providing a high quality of life for its citizens.

NEW LAKE MONROE BRIDGE

The new Lake Monroe Bridge is a major engineering feat that will greatly improve transportation in the area. The bridge is a long and sturdy structure that will allow for easier travel between the two sides of the lake. The bridge is a testament to the skill and expertise of the engineers and workers who built it. The bridge is a source of pride for the community and a valuable asset to the state.

Sanford Recognized As One Of The Leading Baseball Cities In Florida

Sanford has earned a reputation as one of the leading baseball cities in Florida. The city is home to several professional baseball teams, and it has a long history of producing talented players. The city is a hub for baseball fans, and it is a place where the sport is taken very seriously. Sanford is a city that is proud of its baseball heritage and is committed to supporting the sport in all ways possible.

VALDEZ HOTEL

thoroughly modern fire proof

The management of Sanford's leading hotelery extends its greetings to prospective winter visitors with the firm belief that a sojourn here amid the opportunities for hunting, fishing, and golf in surroundings made unusually pleasant by sunshine and natural beauties will be a happy experience for any tourist.

FISHING—Numerous lakes and rivers abounding in bass and trout and other fresh water game fish. A day's expedition to any of the many fishing waters seldom fails to result in a catch worthy of the most ardent angler.

GOLF—A golf course set amid a natural setting of beauty with undulating terrain and numerous lakes—a course which has won the acclaim of leading golf professionals and whose greens and fairways are unsurpassed in Florida.

HUNTING—The vast expanse of Florida offers more of the varied hunting opportunities than any other state. The state's vast game and wild bird reserves, with their well-kept trails and well-stocked traps, are a source of interest and excitement for the hunter.

YOU WILL ENJOY EATING AT EDDIE'S RESTAURANT

DELICIOUS SEA FOODS

Pompano — Sea Bass — Sea Trout — Scallops — Lobster

COOKED EXACTLY RIGHT AND STRICTLY FRESH

The Fish Served You Today Were Swimming In The Ocean Yesterday

STEAKS AND CHOPS

Thick Juicy Tender Western Steaks

SERVED SIZZLING HOT

Chops And Other Meats

ROASTED OR FRIED AS YOU DIRECT

VEGETABLES

FRESH OUT OF THE GARDEN TODAY

THE WHOLE MEAL

BREAKFAST — LUNCH — DINNER

PREPARED BY A MASTER CHEF IN A SPOTLESS KITCHEN

EDDIE'S RESTAURANT

Harry Has All

CORDIALS LIQUORS BITTERS

That Certainly Hits The Spot!

A Most Complete Stock Of Popular Brands

WHISKEY - GIN - RUM

BEER - WINES - CORDIALS

SERVED AT THE BAR OR TO TAKE WITH YOU

HARRY'S LIQUOR STORE

WE DELIVER 114 S. PARK AVE.

JEWELS

DIAMONDS - PEARLS - RUBIES

TO ENHANCE BEAUTY AND BEAUTIFY THE PLAIN

COSTUME JEWELRY

FOR EVERY OCCASION

WERT THE Jeweler

BEAUTIFUL WRIST WATCHES SILVERWARE OF ALL KINDS

A SMALL DEPOSIT ON ANY CHRISTMAS GIFT WILL HOLD IT FOR YOU.

We Do Scientific Repairing On Watches - Clocks - Jewelry

WERT THE Jeweler

GREETINGS

May Sanford and Seminole County enjoy the many benefits which come from the progressive efforts of its citizens.

MILLARD B. SMITH

JUDGE NINTH JUDICIAL CIRCUIT

87 SPEED RECORDS BROKEN TO MAKE TIRES SAFER FOR YOU

Never Before Have Tires Been Put to Such Gruelling Torture

At speeds as high as 150 miles an hour—with the hot, coarse, abrasive sand grinding, tearing, scorching his tires—Ab Jenkins, driver of the Buick, set 87 new World, International and American speed records on a 100-mile course. The Buick was capable of establishing such records is made possible only because of patented Firestone manufacturing processes. These exclusive features enable Firestone to provide car owners with tires that are extra safe.

For the greatest protection of yourself and your family equip your car with Firestone TRIPLE-SAFE TIRES. By TRIPLE-SAFE we mean:

1. PROTECTION AGAINST SKIDDING—The scientific tread design gives longer non-skid mileage and stops your car up to 35 percent.
2. PROTECTION AGAINST BLOWOUTS—Firestone Tires run up to 25 degrees cooler because every fiber of every cord is every ply is saturated with liquid rubber by the Firestone patented Gum-Dipping process. This counteracts the intense friction and heat that ordinarily cause blowouts.
3. PROTECTION AGAINST PUNCTURES—Two extra layers of Gum-Dipped cords under the tread add strength to the tire and give extra protection against sharp objects.

Now is the time to make your car tire-safe for fall and winter driving. Join the Firestone SAVE A LIFE Campaign today by equipping your car with a set of new FIRESTONE TRIPLE-SAFE TIRES—the safest tires that money can buy!

Firestone	Non-Skid Mileage	Stopping Power
3-18-18	10.00	10.00
4-18-18	10.00	10.00
5-18-18	10.00	10.00
6-18-18	10.00	10.00
7-18-18	10.00	10.00
8-18-18	10.00	10.00
9-18-18	10.00	10.00
10-18-18	10.00	10.00
11-18-18	10.00	10.00
12-18-18	10.00	10.00
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80-18-18	10.00	10.00
81-18-18	10.00	10.00
82-18-18	10.00	10.00
83-18-18	10.00	10.00
84-18-18	10.00	10.00
85-18-18	10.00	10.00
86-18-18	10.00	10.00
87-18-18	10.00	10.00

HEAVY DUTY

430-21.....\$12.95
475-19.....\$13.95
505-18.....\$14.95
535-17.....\$15.95
565-16.....\$16.95
595-15.....\$17.95
625-14.....\$18.95
655-13.....\$19.95

EXTRA POWER BATTERY

Ask About Our "Big Power" Tire

AUTO RADIO

1931

AUTO HORNS

16"

Save a Life

CAMPAIGN TODAY!

Firestone

TRIPLE-SAFE TIRES

Let the world see you as a safe driver. Buy Firestone Triple-Safe Tires. They are the safest tires that money can buy.

Seminole Tire Shop

251 S. PARK AVE. PHONE 11

Town Of Lake Mary Offers Attractions To Those Who Seek Residence In Florida

Healthful Location, Pure Water System, Progressive Citizenry, Recreational Facilities Among Inducements

Lake Mary is an ideal residential community situated in the high section of Seminole County, six miles southwest of Sanford on the main line of the Atlantic Coast Line Railway.

Lake Mary has all the conveniences of urban residence without the unpleasant features of incorporation. Lake Mary citizens are progressive. Many of them are retired business men who have chosen Lake Mary as a pleasant, healthful location for their home. Many others are men whose business is in Sanford or other nearby cities, and who find it more pleasant to live in the smaller community.

Through Lake Mary's water system flows the purest of water. Because of its excellence and purity, many people drive for miles to secure it for their drinking supply.

Lake Mary has progressive merchants who offer wares equal to those found in many larger communities. A well equipped garage with excellent mechanics and two modern filling stations provide for every need of the motorist.

Two progressive churches guide the devotional life of the community. Among the many activities sponsored by the community are Boy Scout and Girl Scout troops. Active over a period of several years, these organizations have done much in developing the splendid character of the youth of the community.

The Lake Mary Elementary and Junior High School enjoy the highest rating given by the state. The school is equipped with every modern need and the athletic field is arranged and used as a community recreation center.

Located between two splendid lakes, Lake Mary enjoys pleasant summers and temperate winters. These same lakes furnish sport for the Isaak Wallops and the surrounding country ample game for the nimrod.

Sanford, Orlando, and other

Central cities are reached in a few minutes' drive over smooth paved roads.

Four mail deliveries are made daily at the modern post office building. Mail service is direct to all parts of the country over fast trains and direct connections with through air lines.

The Lake Mary Chamber of Commerce is one of the oldest civic organizations in the state. It was organized in 1922 by public-spirited citizens and has continued to function ever since.

One of the most popular places in Seminole County during the summer and fall is the splendid bathing beach on the shore of Lake Mary. This recreation park is furnished with all the needs for the picnicker and bather and it is open to the public without charge.

Lake Mary is surrounded by profitable citrus groves. Within its bounds are several dairies and poultry ranches. The possibilities of agricultural development are great.

Lee Bros. Completes 19 Years Service Here

Immediately after their discharge from the Army of the A. E. F. Al and Harry Lee, brothers, started a plumbing business in Sanford 19 years ago. Through conscientious plumbing their business has grown and they can point with pride to hundreds of homes where the plumbing they installed is still in good condition.

Recently they were awarded a contract from the State to install the entire plumbing and steam heating plant in the State Tubercular Hospital at Orlando and their work was so well done that the 'Value World Domestic Engineering' sent a photographer to make pictures of the complete job so they could publish them as samples of fine work well done.

George Bishop also gave Lee Bros. the contract for the complete plumbing and heating job in his new home.

Sanford Enjoys Rich Background Of Historic Lore

(Continued from Page One) the beauty and natural advantages of this locality that he purchased 12,533 acres of land on Lake Monroe (known as the Levi grant), and together with his business partner, Judge Wofford Tucker, planned the foundation of a town.

Gen. Sanford went to Sweden and returned with 75 Swedish colonists who settled some land west of the town. Gen. Sanford started an experimental citrus grove there, now known as "Belair," where he introduced many varieties of citrus. It was the daughter of Gen. Sanford's friend, Judge Tucker, who suggested that this town be called Sanford in honor of its founder. Eventually Mellowville and Sanford were united under the name of Sanford.

Appropriately enough, on the day of the naming of Sanford, an orange tree was planted to celebrate the occasion, and if they could have looked into the future, they might have set a celery plant beside the orange tree. After 1898 and the heart breaks of the Big Freeze, when so many of the groves of the state were ruined, the introduction of celery came as a blessed event to Sanford. With the courage characteristic of Florida pioneers, the growers not only fought and saved the citrus industry, but also turned with energy and enthusiasm to the new crop, celery, and found that gold could be "green" as well as "yellow."

Within five years, Sanford had perfected her system of surface irrigation. Forty years ago, the first celery was shipped from Sanford in old orange boxes! The first celery under refrigeration was shipped from Sanford in 1898. The industry has grown until today Seminole County in an average season produces 7,000 carloads of celery—one-fourth of all the celery raised in the United States.

BUILDING 4-H CAMPS
GAINESVILLE, Fla.—Construction work on Florida's new 4-H club camp on beautiful Cherry Lake in Madison county is now under way, according to R. W. Blacklock, boys' club agent with the State Agricultural Extension Service.

Dieticians Prove Celery Good Food For One's Health

Strong in Vitamin B Celery Also Contains Organic Salt

The concerted opinion of health authorities gives celery a high place among those vegetables which are important as foods. The aesthetic appeal of celery as a table decoration and its use as an appetizer are firmly supplemented by its valuable food content.

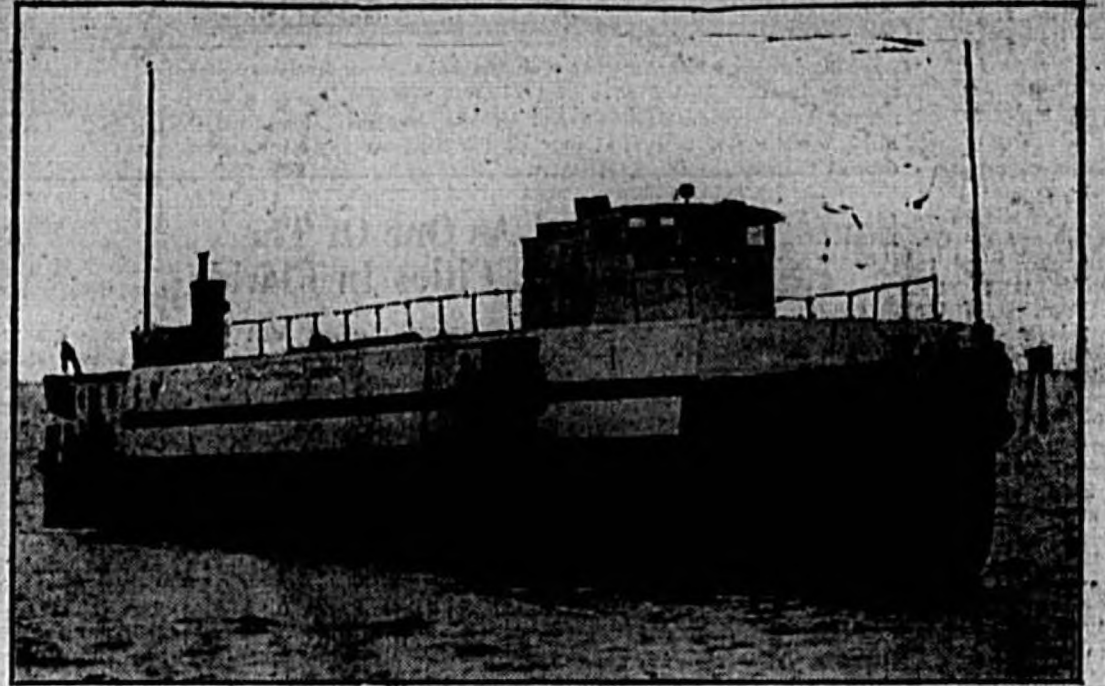
Phyllis Dawson Rowe, Dietitian, the Johns Hopkins Hospital says, "Potassium and calcium, necessary in the daily diet, are present in celery, in amounts well worth noting. It is not only valuable because of its organic salt content, but also because it is a source of Vitamin B. Vitamins which decrease in their efficiency upon cooking can readily be obtained from celery, as it is appetizing without being cooked. Celery may be included in the diets of children before the fifth year. The many methods of preparing celery as a food make it an exceptional aid in the planning of menus for both the invalid and the normal diet."

Royal S. Copeland, M. D., U. S. Senator, New York, declares, "When the scientific farmer feeds his animals he gives a certain amount of roughage. Where shall a man go to find roughage of a suitable nature to take into the human stomach? One of the very best foodstuffs to supply this element is celery. Lime, magnesium, potash, soda, phosphorus, sulphur, and iron are found in this plant. Potash is represented to a considerable degree. This means that the taking of celery is likely to overcome acidity in the system and to promote the alkalinity of the blood, a desirable thing."

John Harvey Kellogg, M. D., Superintendent the Battle Creek Sanitarium, Battle Creek, Michigan, says, "Celery is very rich in Vitamin B and in useful salts, food elements which are lacking in a large proportion of the foodstuffs which constitute the great bulk of the average bill of fare."

The United States public health service is an activity of the treasury department.

SHIP BY WATER and SAVE THE DIFFERENCE



Shipping by means of the St. Johns River Line means a saving not only in money but in effort—your worries are at an end when you call us because we collect your shipment at YOUR door in one of our huge fleet of trucks driven by courteous and efficient drivers—we place your goods aboard one of our modern river boats—and we carry it to its destination safely at a cost which means dollars saved to our customers. The operation of this line, with its terminal in Sanford and with 600 employees in the state, is a big factor in the economic life of the Celery City.

St. Johns River Line Co.

Jacksonville - Sanford

Faster Freezing AT LOWER COST

New Speed Freezer powered by Vacuum Sealed Thriftmaster makes ice and frozen foods keeps food safer at lower cost.

See for yourself how and why Hotpoint sets a new high in everything but price. Hotpoint alone gives you the thrilling cold-making power of the Speed Freezer—the Vacuum Sealed Thriftmaster that delivers extra years of trouble-free service at lowest operating cost.

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Balance out of savings on easy monthly terms

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Just as his skill at the studio controls assures quality program broadcasting, so the exclusive Tone Monitor in the new G-E Radio brings you, for the first time, faithful reproduction of the program he sends out. Listen to a new G-E for a real Radio treat!

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4 TUBES • 2 BANDS
Tone Monitor, Lower Dial, Visual Volume Control Indicator, Visual 4-Position Tone Control Indicator, 12-inch Shielded Dynamic Speaker, Automatic Volume Control, Frequency-Domestic Receptor, Metal Case, Candy . . . \$66.95

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Give more safe miles of no care road. TEMPERED RUBBER is the toughest and most. It wears thousands of miles longer. The U. S. safety bonded body protects against blowouts, and when they do occur the wheel U. S. bonds on them make riding

See The Sensational Touch Tune G. E. Radio

Sanford Gains Fame As Home Of "Ezekiel"

Author Of Book Is Mrs. Elvira Garner Who Has Long Made Sanford Her Home

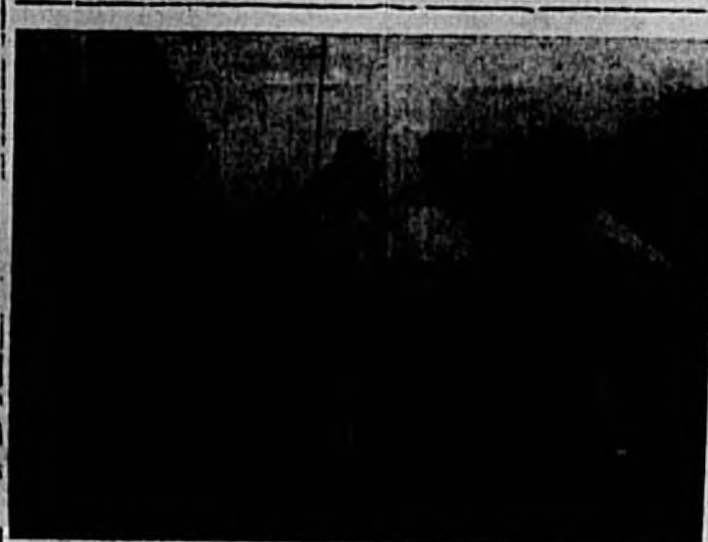
Story Is Taking Country By Storm

New York Literary Critics Pay High Tributes To Author

The Sanford Chamber of Commerce has added to its regular slogans "The Celery Center of the World" and "The Port of Central Florida," a new one—"The Home of Ezekiel." And well it might, as the little colored boy in the book, "Ezekiel," by Sanford's newly discovered author, Elvira Garner, is taking the country by storm, and setting enough favorable publicity for Sanford to warm the cockles of the hearts of any number of chamber of commerce officials.

Mrs. Garner is going to New York to speak at the New York Times Book Fair on Nov. 17 on the "Reading for Fun" program along with such celebrities as Robert Van Gelder, book critic for the New York Times, Munro Leaf, author of the inimitable "Ferdinand," and Kate Seredy, distinguished writer of books for

THE BEST FRESH WATER FISHING



This fine catch of black bass came from the rivers and lakes of Seminole County. In the picture left to right are Ed Meisch, Mrs. Percy Mero, Carl Williams and Percy Mero who testify that fresh water fishing in Seminole County is the best.

Longwood Noted For Wide Variety Of Amusements

Springs, Golf Club, Horse And Dog Racing Draw Visitors

Longwood, located about eight miles southwest of Sanford, is a thriving community offering a wide variety of amusements and attractions such as a driving club, kennel club, a golf club, SanLando Springs, Palm Springs, and numerous lakes and wooded sections where fishing and hunting provide the angler or the nimrod with

Sanford - Oviedo Truck Growers Is Big Co-operative

Marketing Organization Has Many Services For Members

The Sanford-Oviedo Truck Growers, Inc. is one of the largest Farmer's Co-operative organizations handling farm products in Seminole County, performing a complete service for its grower-members such as financing, harvesting, processing, grading, packing, marketing, and purchasing under a co-operative method for

St. Johns River Navigable For Over 145 Miles

River And Lake Monroe Are Described As The Number One Asset Of Sanford

By NINA OLIVER DEAN
Much has been written and sung about rivers—Stephen Foster added glamour to the Suwannee with a song without ever having seen it; Paul Robeson sang about "Ole Man Ribber" with so much feeling that audiences in Europe who had never been to America believed in the power of the mighty Mississippi; and the cowboys in Texas, Mexico, and Hollywood chant plaintively about the valley of the Rio Grande.

There is a definite personality about a river that invests the country through which it passes with character and flavor, and for Florida in general and Sanford in particular, the St. John's River does this, the St. John's that is really as blue as Yohan Strauss said the Blue Danube was!

Back in 1562, Jean Ribaut, the French Huguenot leader, with his band of colonists, discovered the St. John's River and thought it so lovely that he named it the "River of May." In his book, "The whole and True Discovery of Terra Florida," published in England after he returned to Europe, he gave a description of the breath taking beauty of this river.

Centuries have passed, many flags have flown over the St. John's—the Fleur de Lis of France, the Red Lion of Castile, England's Union Jack, the Stars and Bars of the Southern Confederation

Sanford Golf Course Draws Many Visitors

Links Located Among Lakes And Orange Trees One Of Most Beautiful In State

Sanford's municipal golf course, located about four miles from the city, is one of the most beautiful and picturesque in the state, as well as one of the most difficult, and is the rendezvous for many local and visiting golfers.

The course covers a terrain which winds up and down hills, through orange groves, and around hazardous lakes, one of which is said to be the home of an aged Florida alligator.

Originally an orange grove, the land was cleared soon after the World War and the course laid out. The Sanford Country Club has been city-owned since the "boom" days of Florida. At that time, city officials realized its value and purchased it and made improvements in hope of bringing greater numbers of tourists to the city.

An avenue of oaks leading to the clubhouse and many varied types of plants from the Orient add beauty to the course. One of the plants, a white japonica from China, is considered very rare and beautiful.

Many notable players have made the rounds at the course including "all the oldtimers who were famous in the sport," according to pioneers in the project. In 1927, it was chosen one of the three courses in Florida to be played in a match between Gene Sarazen and Walter Hagen.

The course is maintained all the

SANFORD GOLF COURSE



The municipally owned Sanford Golf Course is located in the midst of beautiful rolling country surrounded by lakes and orange groves. Some of golfdom's most noted stars have played over its fairways.

year round and the well cut fairways and velvet-like greens make the game more interesting to the player.

Golf on the Sanford Country Club has proven a very popular source of recreation for Sanfordites and visiting golfers. The hazards of the course offer a constant challenge to the dexterity of the player.

Churches Play Large Part In County Life

From Earliest Days When Indian Raids Were Frequent, Religion Helps Many

Dr. Brownlee Is Pastor 26 Years

Baptist Church, With 900 Members, Largest Church In City

Since the days when Sanford was but a small settlement around old Fort Mellon and the bank of Lake Monroe, the life of the community has been stimulated and enriched by a strong religious influence. The faith in God, which, in those pioneer days when raids by Indians were not infrequent, sustained the early settlers through hardships, is represented today in the churches that they founded.

Among in the Presbyterian Church here is the old bell that tolled in the Little Presbyterian Church at Fort Reed organized in 1870. This bell came from England and was the gift of Miss Nona Wylly's brother. The Synod of the State of Florida was organized at Fort Reed, Dr. E. B. Brownlee, the pastor of the Sanford Presbyterian Church,



Atlantic Coast Line's present double track railroad to Florida.

SANFORD, FLORIDA

And The

ATLANTIC COAST LINE RAILROAD



Florida bound coast line train 60 years ago.

FORGOTTEN HISTORY

Beginning with the inauguration by the Atlantic Coast Line Railroad of the first through train ever operated between New York and Florida, the famous Florida Special, January 9, 1888, and largely as a result of this, Florida has seen such a marvelous development that even her own people have overlooked her earlier heroic pioneer builders.

Consequently, a brief record of Sanford's part in creating modern Florida may prove of interest to the present generation.

The man to whom most thoughtful historians credit with the discovery of Florida, in the modern sense, as a delightful place to live, especially in winter, and also its marvelous, untapped resources of soil and climate was General Henry B. Sanford, who resigned as President Grant's Ambassador to Belgium about 1870 and located on Lake Monroe, in the vicinity of the present city of Sanford. He immediately started orange growing.

In 1878 Sidney Lanier, the great Georgia poet, at the request of the General Freight and Passenger Agent of one of the Atlantic Coast Line's present constituent properties, traveled through Florida and wrote a book, "Florida—Its Scenery, Climate and History." This was the first travel guide ever published advertising Florida's attractions. It was given wide distribution by the railroad. Lanier visited Sanford and commented thereon as follows:

"Hereabout are many orange groves, and in the neighborhood are Sanford (where is a money-order post-office, a sanitarium—'The Onoro Hotel'—the flourishing Swedish colony brought

over by General Sanford in 1871, Eureka, Eauclair, Wekiva, Lake Jennie, Lake Maitland, Lake Conway, Fort Reed, and other settlements. General Sanford seems to be the moving spirit of this side of Lake Monroe, and to be working wonders by far-reaching intelligence and energy in the location and development of judicious colonies."

General Sanford's greatest service to Florida perhaps was getting President Grant to visit Sanford, during which visit trips were made to various points, including Silver Springs. The attendant world-wide publicity given the then unknown Florida attracted national favorable attention. It also convinced the railroads now comprising the Atlantic Coast Line system that their future and Florida's development were inter-dependent.

Another proof of Florida's debt to Sanford is the fact that until 1884 the most attractive tourist hotel in the state was "The Sanford House" at Sanford, Fla.

SANFORD'S RAILROAD ERA

Mr. H. B. Plant, the great Florida builder, and creator of the Plant System, since 1902 an important constituent property of the Atlantic Coast Line, entered the Florida scene in 1879, when he purchased the Savannah, Florida and Western.

This line served Florida through Waycross and Live Oak to Jacksonville at that time, but a new line was built and opened from Waycross to Jacksonville in 1880-81. This line was extended to Palatka, 1882-84, and completed to Sanford in 1886.

Earlier, in 1880, Mr. Plant had taken over a small tram road, built to haul logs and running from Sanford to Orlando. This road was rebuilt and ex-

tended to Tampa in 1884. He also constructed branch lines into Lake County and eventually to Leesburg and Trilby and to Lake Charm.

Since the opening of the mainline between Jacksonville-Sanford-Tampa in 1886 the service of the Atlantic Coast Line Railroad has played a definite part in the development of every important industry in Sanford and Florida.

During this period, it has spent, and is still spending, millions of dollars in and out of the state in order that Florida may be better served.

The Atlantic Coast Line early recognized the fact that Florida, probably more than any other state in the Union, is peculiarly exacting in its transportation needs. Without this its celery and vast array of other perishable truck crops, its oranges, grapefruit, etc., would hardly be worth picking. Countless millions who have been attracted to Florida have been induced to make the trip by the unsurpassed fast passenger trains of the Atlantic Coast Line Railroad and the company's advertising in behalf of the state and their service thereto.

PASSENGER SERVICE

During the winter season the Atlantic Coast Line operates into Florida every day 18 through passenger trains—6 from Boston, New York and the East; 7 from Chicago, Detroit, St. Louis and the West. This fleet of Florida trains is greater than all trains operated into the state by all other railroads combined.

Many of these trains carry through sleeping cars direct to Sanford. Others afford convenient connections for Sanford at Jacksonville. It is possible for millions of Americans to board an At-

lantic Coast Line train at their home station and go straight through to Sanford without change.

Sanford is only one-night-out via Atlantic Coast Line from cities as far removed as Boston, Chicago and all intermediate cities. For example the Atlantic Coast Line's Gulf Coast Limited, beginning December 9, will leave Boston at 8:30 A. M. and arrive at Sanford next day—less than 29 hours on the way. There will be similar train service from Chicago during the winter season.

FREIGHT SERVICE

The Atlantic Coast Line has more than 2000 miles of mainline and second track, or about 40% of its entire mileage, in Florida. It has a larger pay roll, operates more trains and hauls more freight and passenger traffic than any other railroad in Florida.

It has the only double track, rock ballasted line from Florida to the North and East.

It operates over its own rails to Norfolk, Va., Washington, D. C., Albany, Ga., and Montgomery, where it connects with other railroads.

The Atlantic Coast Line, therefore has a transportation plant costing millions of dollars which has enabled it to perfect with its connections fast, through freight routes coupling Sanford and other Florida communities with every railroad station in North America. This provides every Florida fruit grower, vegetable grower and farmer, every manufacturer and every merchant direct, fast, absolutely reliable freight services to all points.

It matters not whether the movement calls for a full train load or a 10 lb. package, the Atlantic Coast Line is prepared to handle the shipment through to destination.

This service is especially important

to the Sanford territory, which produces on the average about 30% of all celery grown in the United States, and thousands of car loads of other vegetables and fruits.

The development of this great producing territory has been made possible only by the freight handling facilities of the Atlantic Coast Line, as the nation and Canada are the markets on which Seminole County's perishable produce is sold.

IN CONCLUSION

Sanford and the Atlantic Coast Line are good neighbors. Sanford produces the freight which the Atlantic Coast Line takes to market.

Sanford is an important junction point of the Atlantic Coast Line. It is the headquarters of the Coast Line's District Superintendent, with his staff. There is also a company machine shop with many employees.

The pay roll of Atlantic Coast Line employees in Sanford is very much worth while to the community's business life, as each employee is a cash customer for everything that Sanford sells. Also, they are good citizens and contribute to the city's welfare in every way.

The company's tax assessments in Seminole County help materially in paying for the cost of local government, including schools, streets and other improvements.

Sanford and the Atlantic Coast Line have served amicably together for over half a century—both working for the advancement of Florida to its rightful place as one of the greatest states in the Union.

That this friendly partnership may continue is the wish of the Atlantic Coast Line Railroad, which will continue to meet and anticipate the city's transportation needs. In return the patronage of the citizens of the Sanford territory is respectfully solicited.